

Design for the non-designer

Data Studio – Lede Program
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News design isn't always about
making your work look nice

Design has a purpose!





Basic elements of design

- Lines

Lines

- Our eyes like to follow lines
- Use lines to direct the reader through your page
- Breaking away from the lines can make it harder for you reader to comprehend your visual

LET IT BE

WORDS BY ALEX JANSON

Hoc to sit back, relax and let simple functional design do the hard work for you. Facatur? Ga. Unet facer natum sim que pligandi coriis equibus exploquos ipsam dem vendige adiutus. Ibusape disipuo magnatur?

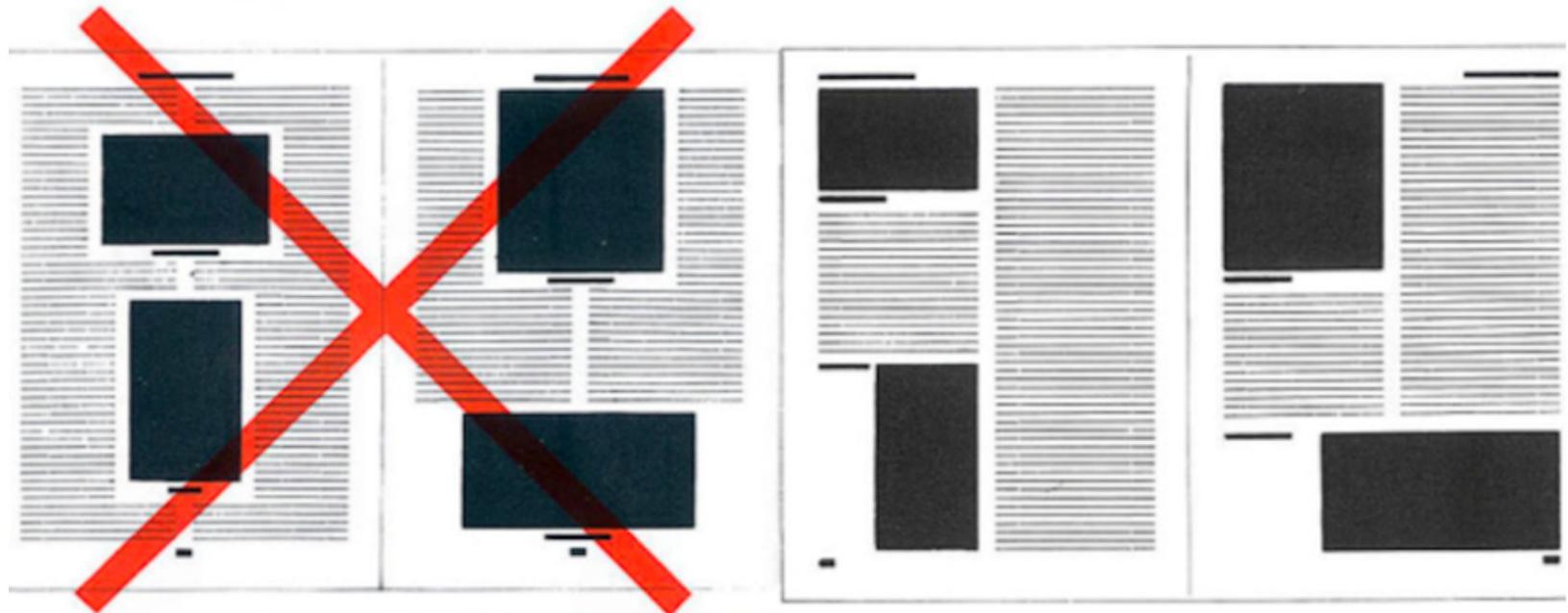
Xerum pelenquisque in rem dolupta cus adi resum, quidam etiam optatius quisque somnus. Quis est delator? Quis, omnialent pediforti, to te sequi an quisque busmet qui as diu dispasit voleritas autem mundo.

Us eat laborehendat sentius ese corrumpit te ent, vellacum quissita cum ipsandit im voluptat esto ent abo. Rum nullant aioresque mulpuram replestat



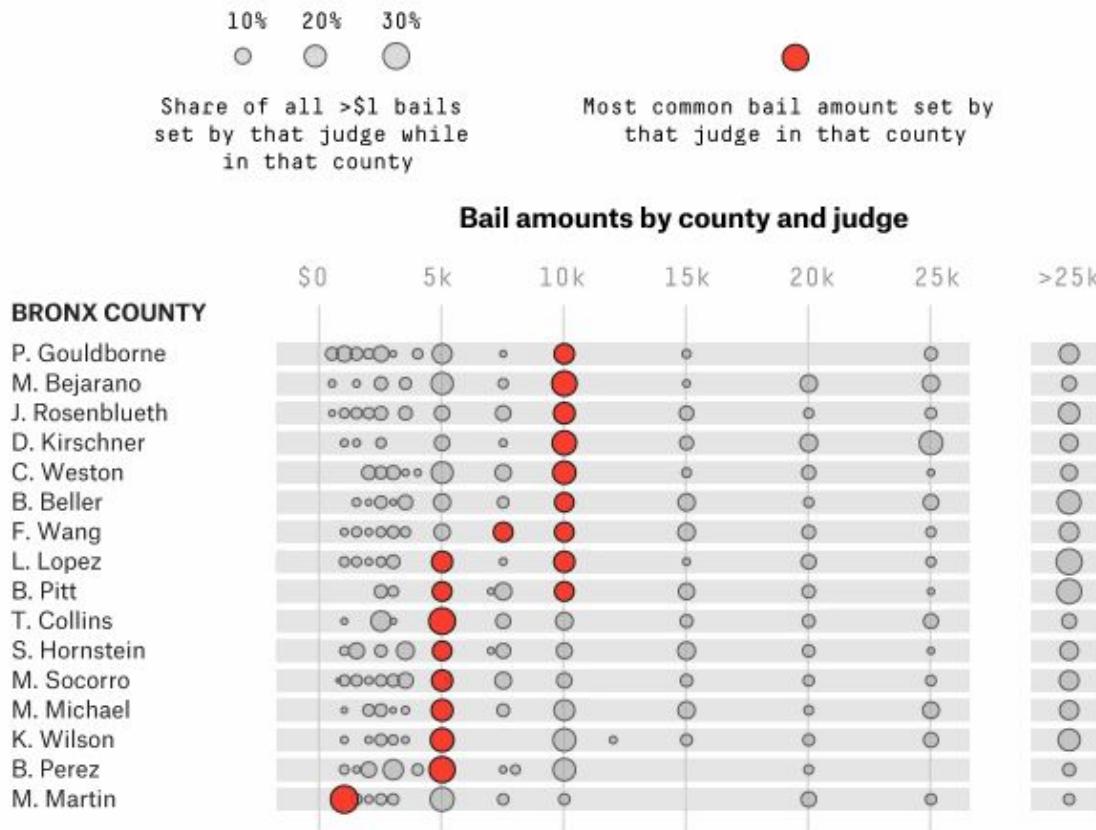
DESIGN MAGAZINE | AUGUST 2017

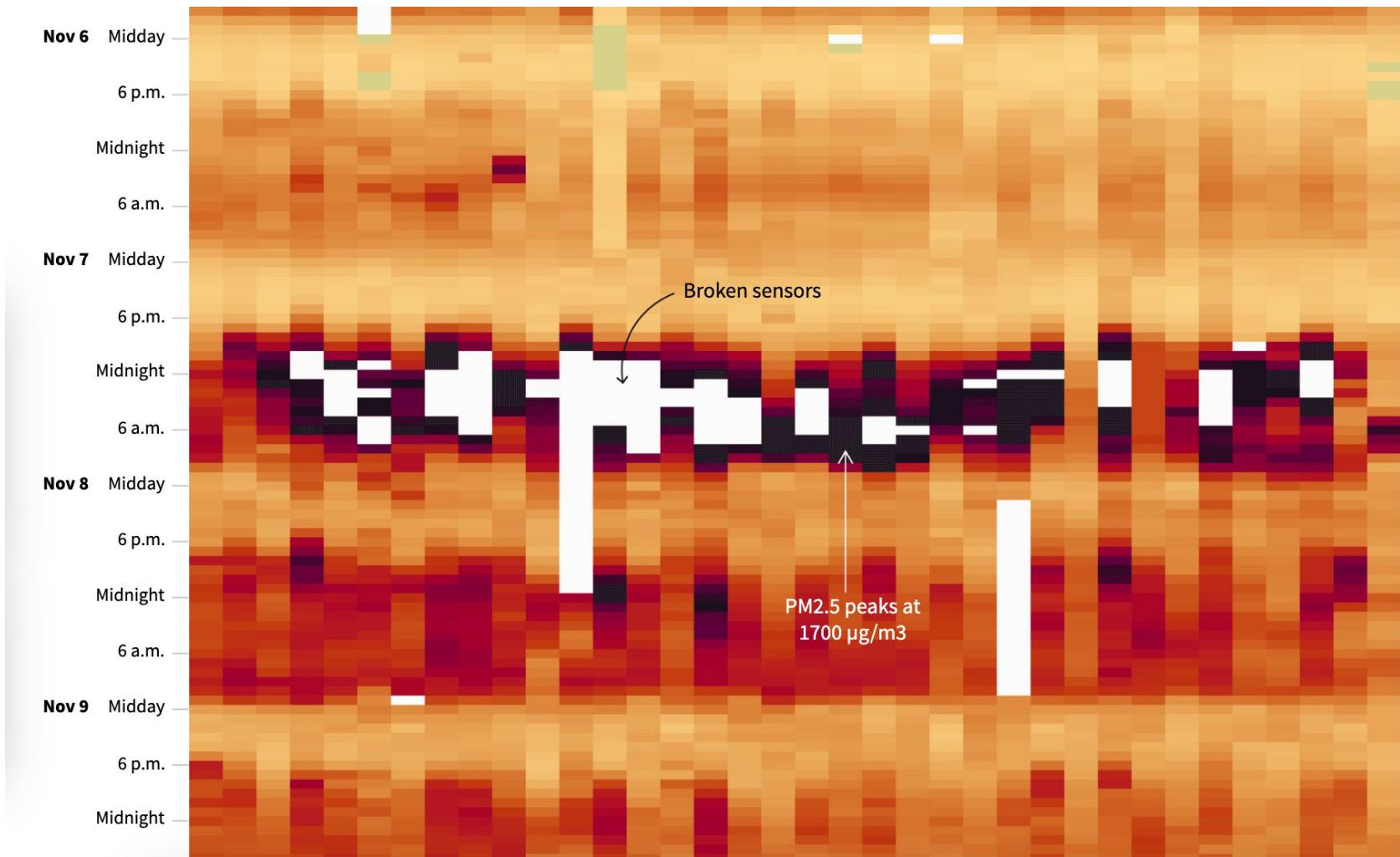




Judges tend to set bail amounts in patterns

Bail amounts over \$1 set in felony arraignments handled by The Legal Aid Society in New York City in 2017, categorized by county and judge





FRANK CAPRA
PRESIDENT



A master of ceremonies

1940

BOB
HOPE



JACK BENNY

1945



ROBERT MONTGOMERY

1950

PAUL DOUGLAS



FRED ASTAIRE

1948 A slew of
"presenters", as the
Academy Board of
Governors called



Basic elements of design

- Lines
- Color

Let's talk about colors

- Choosing a color scheme that looks *nice* is not as important as choosing colors that have meaning
- Colors always denote meaning and therefore color choice has rules attached

Let's talk about colors

- Choosing a color scheme that looks *nice* is not as important as choosing colors that have meaning
- Colors always denote meaning and therefore color choice has rules attached

How do we use color?

- We can use color to **distinguish groups** of data from each other
- We can use color to **represent data** values
- We can use color to **highlight**

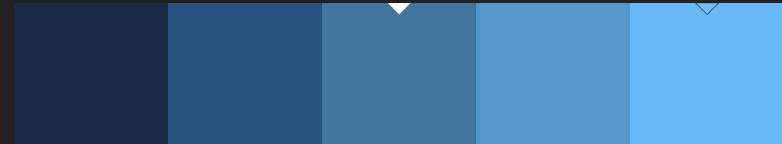
Color: Shade vs. hue

HUES



categories

SHADES



single variable range

Color: Qualitative scales

- Different **hues** (but often of similar shade level)
- Used to identify categories of information, rather than a specific value
- Color should not denote any sort of order
- No color is necessarily more important than another – they each equate different values
- Use your color choice consistently across the whole page

When the KDs come off

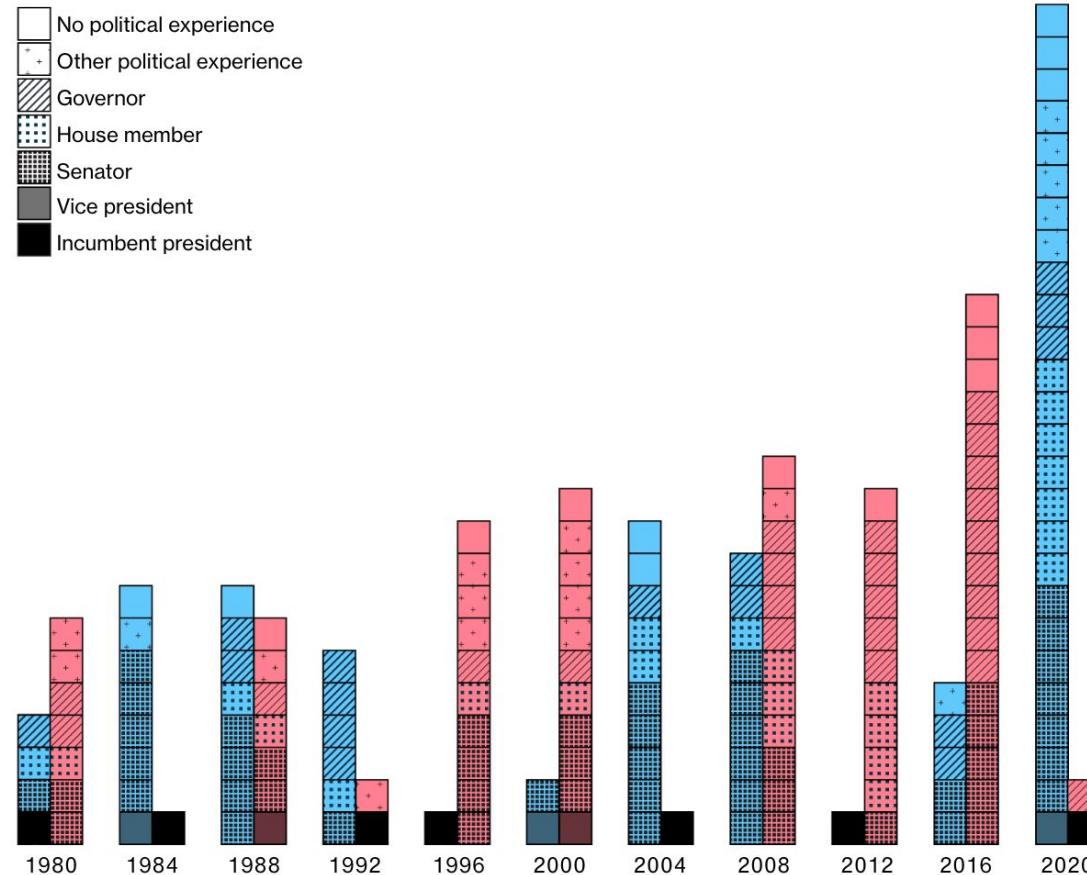
Every time Kevin Durant lost his shoes during a game since the 2015-16 season



	2015-16	2016-17	2017-18
Leaping for a shot or rebound			
Someone steps on his shoe			
Getting fouled during a shot			
Collision with another player			
Runs out of shoe while planting foot			
Going around player or screen			

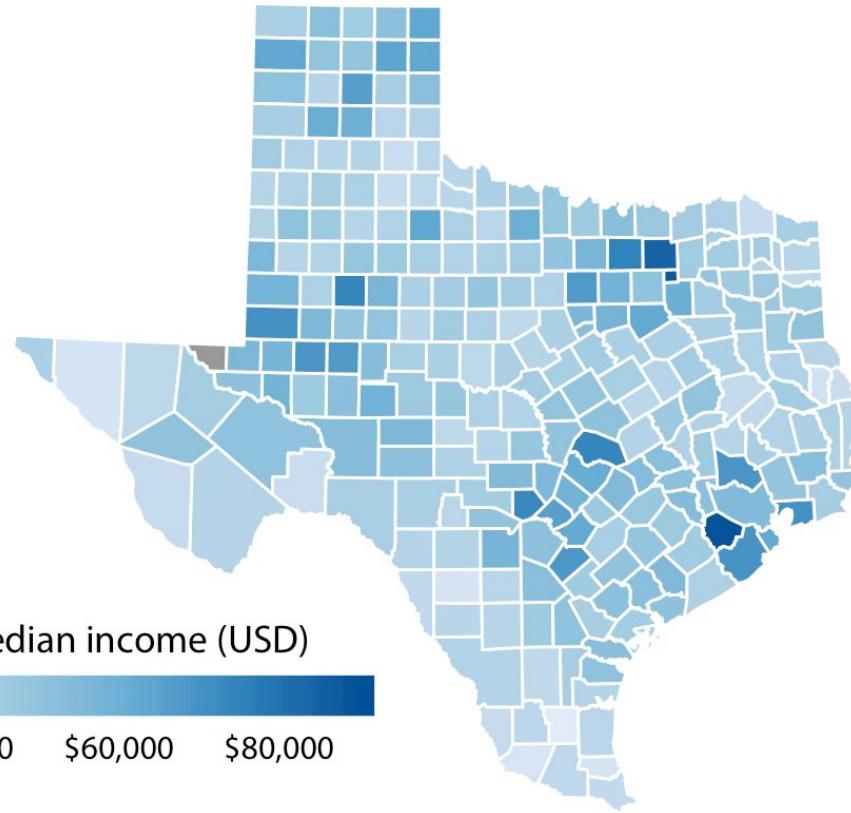
As of May 29, 2018.

The 2020 Democratic field is the biggest and most experienced in recent history
Number of candidates by election cycle and most recent political experience



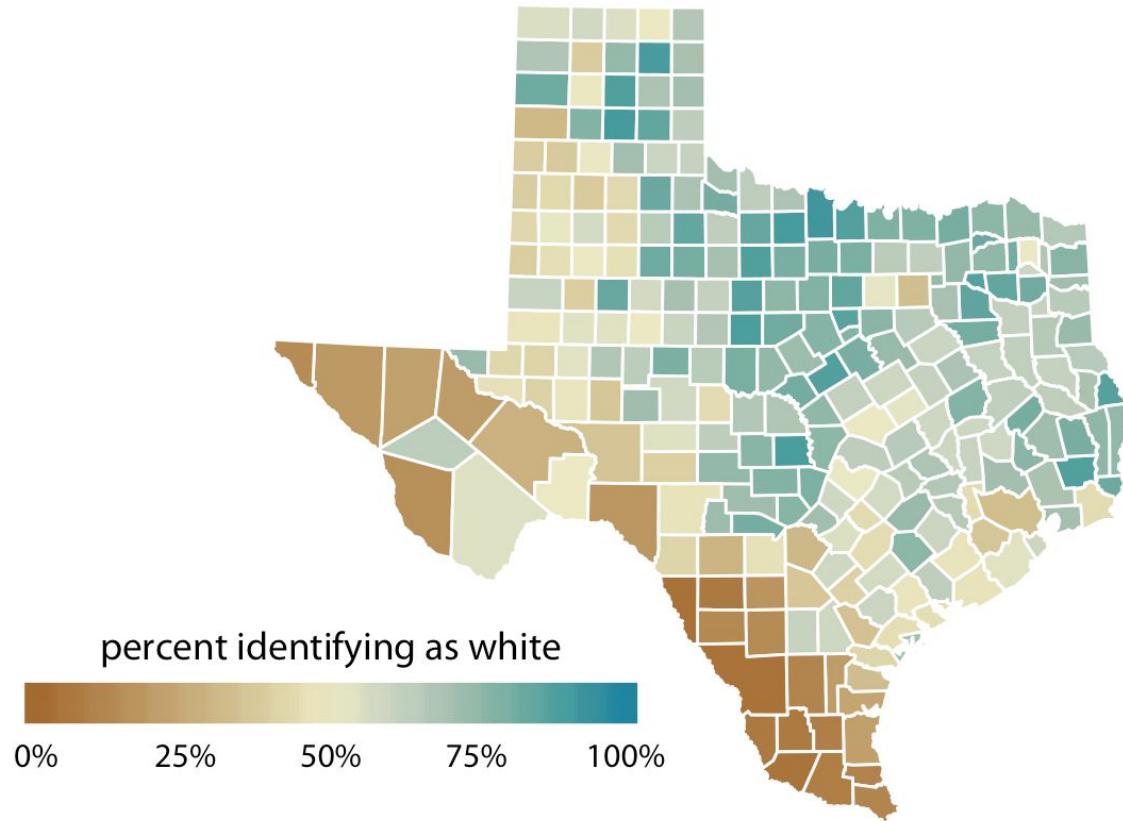
Color: Sequential scales

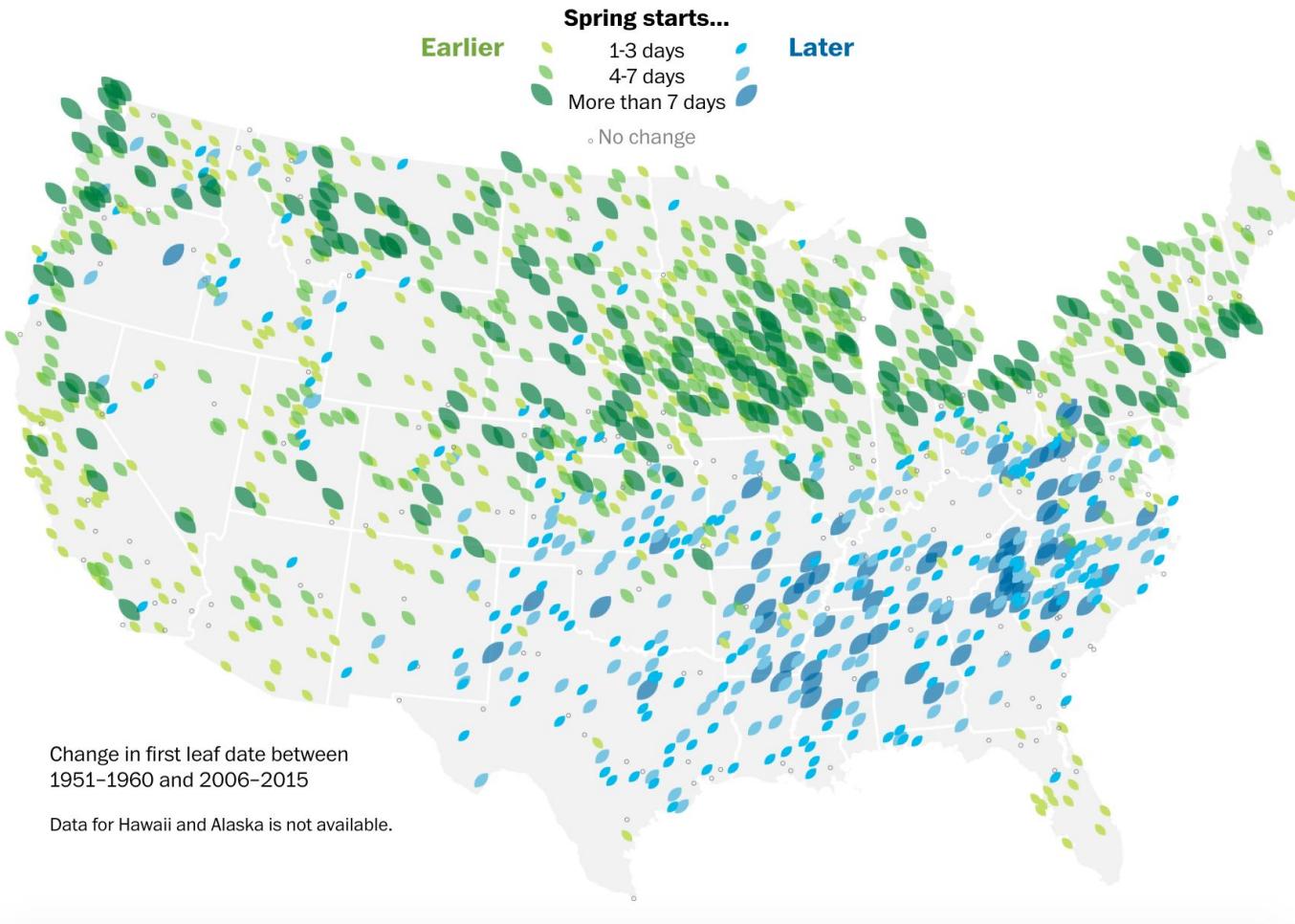
- Different **shades** of a single or similar **hue**
- Used to denote differences in value of a single variable, using a linear (and often numerical) scale
- A **sequence** of colors that indicates how values relate to each other
 - i.e. which ones are smaller or larger than other ones, and how distant two specific values are from each other
- The deeper the shade, often the **stronger** or more intense the value.
 - Depends on the data set, is not always the largest number



Color: Divergent scales

- Can be thought of as two **sequential scales** joining at a midpoint color.
- Are really useful for showing the **up/down** of chart
 - Ex: positive vs negative values, above and below a certain threshold, before or after a certain point in time, majority vs minority





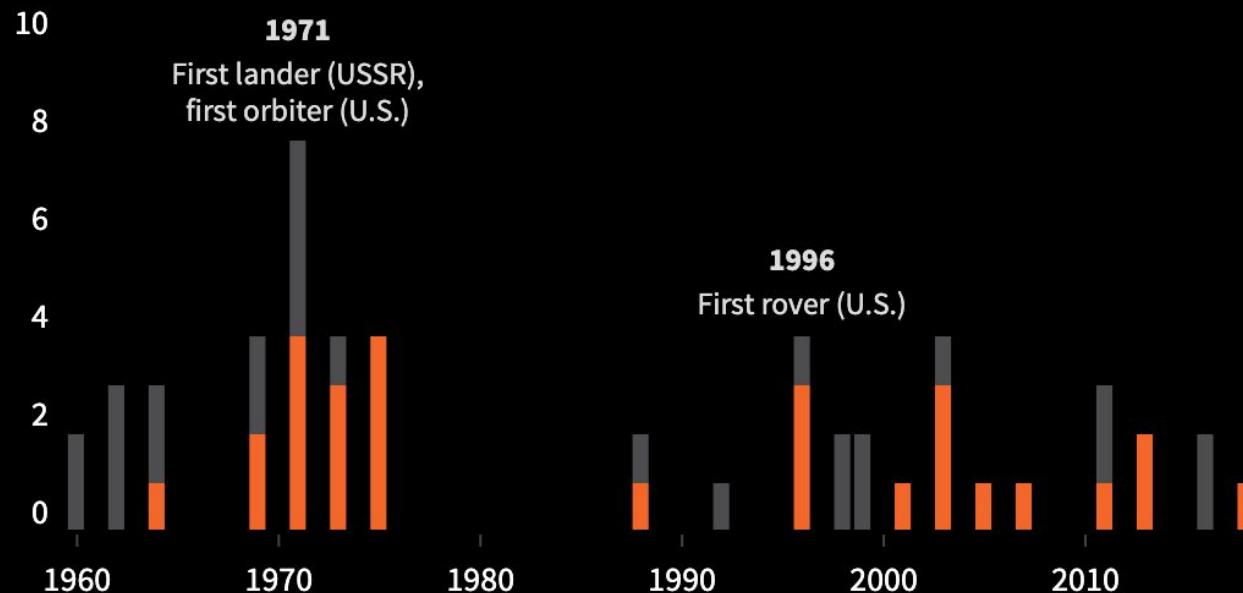
Color: Highlighting with color

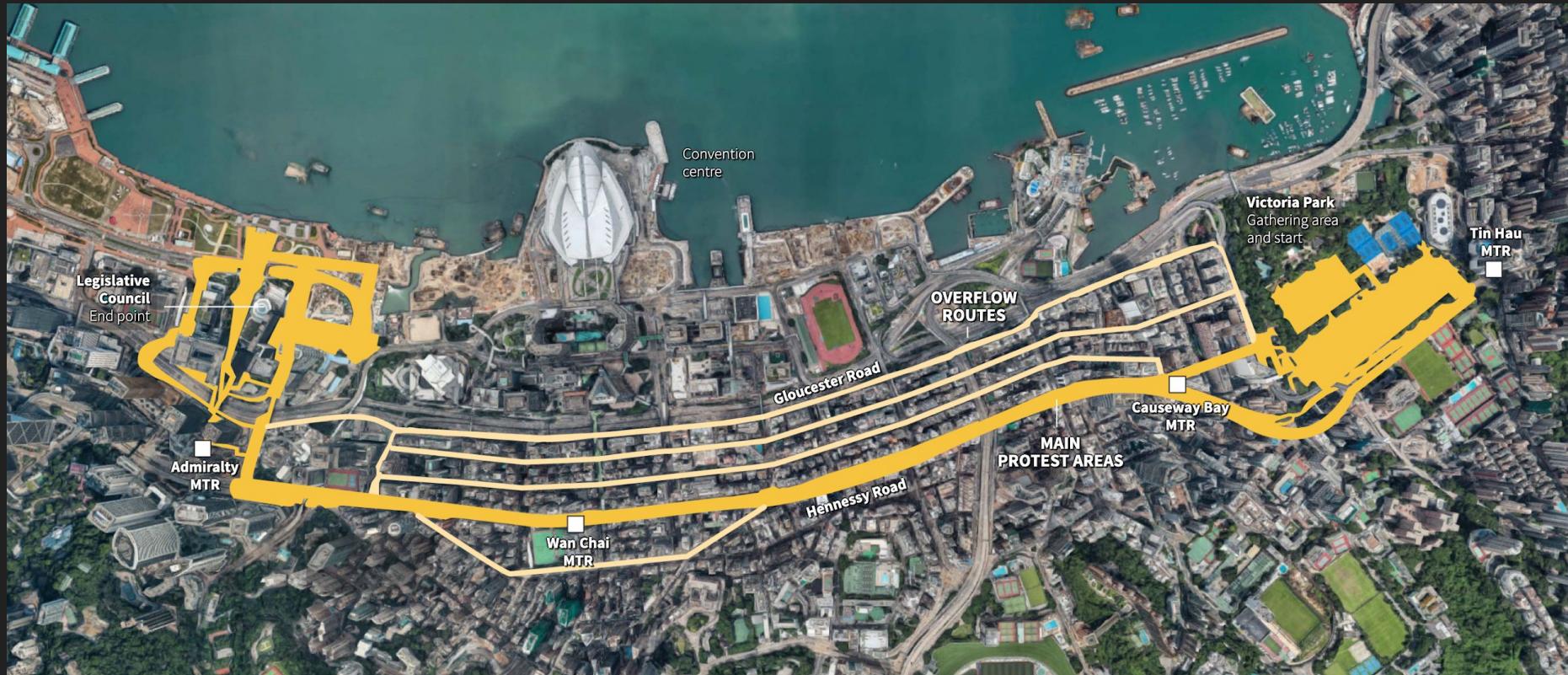
- We can use specific colors that **contrast** from the other colors to highlight specific data we are interested in.
- Color is a great way to draw your readers' attention to a specific point you're trying to make
- Your baseline color should not compete with your highlight color:
Use different shades to distinguish them
 - Example: A light gray as your baseline and a bright red as your highlight

MISSIONS TO MARS

There have been a total of 54 missions to Mars by a handful of countries since 1960. Almost half of them have failed. The first successful Mars flyby was achieved by NASA's Mariner 4 in July of 1965 after a journey of close to eight months.

■ Successful ■ Failed





Color rules

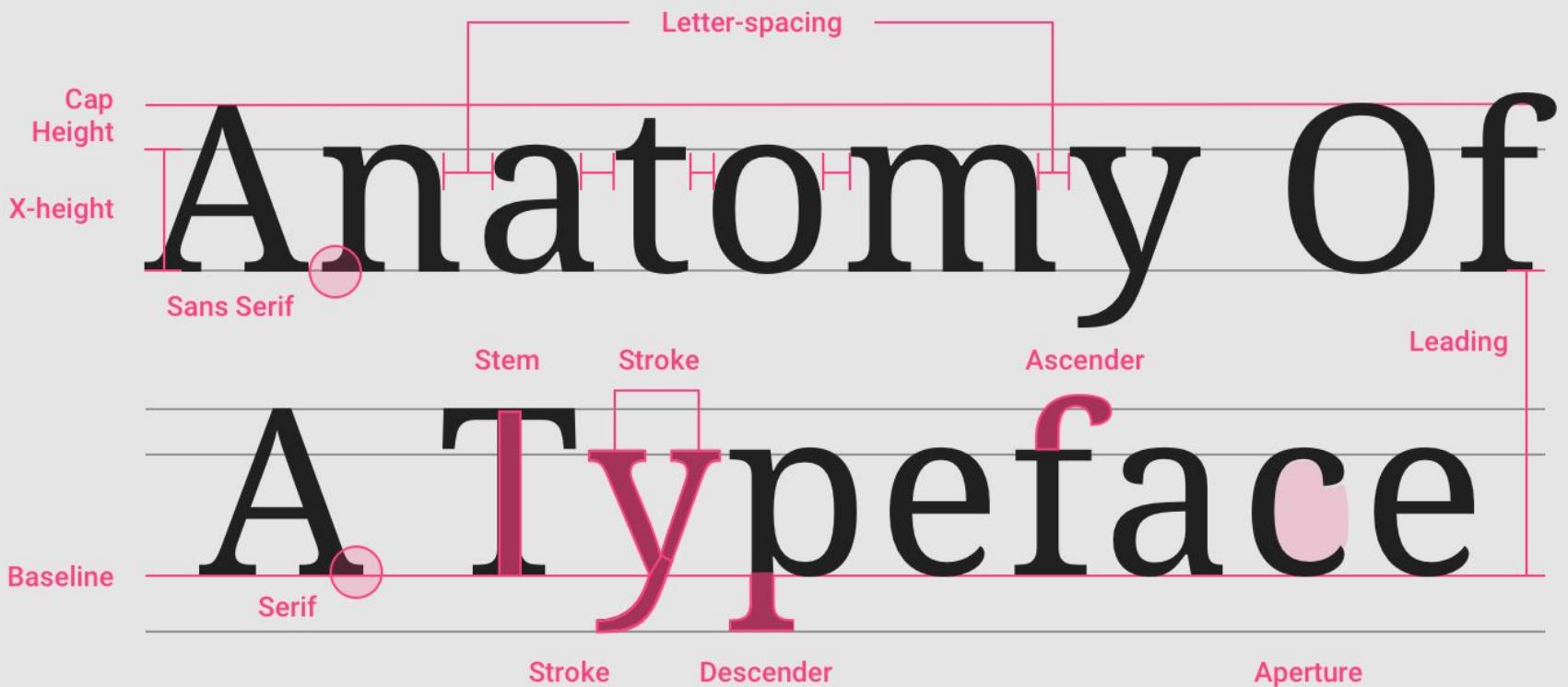
- Content-driven colors: what is the color trying to tell us? Example:
 - Red = Negative, stop, alert
 - Green = Positive, go, "OK" or correct
- Only use red and blue together for U.S. politics related things
- If you're using more than one color, its a good idea to keep them in the same shade range – if one is really dark and one is really light, the user could misinterpret it as meaning something it doesn't

Tools for color choice

- Color brewer: <http://colorbrewer2.org/>
- Material colors: <https://material.io/tools/color/>

Basic elements of design

- Lines
- Color
- **Typography**



SERIF

Lede Program 2018

SANS SERIF

Lede Program 2018

BEYOND SERIF AND SANS SERIF

Slab aka Egyptian

Script

DISPLAY

MONOSPACED FACE

CSS(example)	WEIGHT
100	ExtraLight
200	Light
400	Regular or Book
500	Semibold
600	Bold
700	Black

ALIGN ON THE DECIMAL

021	021.1
8,121,023	8,121,023
156,020,027	156,020,027
72	72
8,227,013.021	8,227,013.021
822,230.25	822,230.25
3,240.05	3,240.05

Designing with typography

- Keep to two font families, with rare exceptions there can be three
- For visual variety, use different weights and styles, like adjusting letter spacing, font weight and capitalization
- You can use typography to establish **hierarchy of information** on your page

 **New Zealand** **1** Pass a background check that considers criminal, medical, mental health and domestic violence records. **2** Provide character references. **3** Authorities interview or advise, in person, your partner or next of kin. **4** Pass a home security inspection that checks for proper firearm storage. **5** Take a gun safety course. **6** Wait for approval for a firearms license, which could take weeks or months. **7** Buy a gun.

After 50 people were killed in shootings at two mosques, New Zealand passed a law banning most semiautomatic weapons. Gun regulations in New Zealand are far more restrictive than in the United States, and buying handguns requires a special permit. But unlike some countries, New Zealand doesn't require most guns to be registered.

 **United States** **1** Pass an instant background check that considers criminal convictions, domestic violence and immigration status. **2** Buy a gun.

Many states have additional buying restrictions, including waiting periods and expanded background checks. Roughly a third of American gun owners buy guns without a background check, which federal law does not require when buying directly from a private seller.

The Royal Wedding: Frequently Asked Questions and Answers to Everything You Ever Wanted to Know — and Some Things You Didn't

By SARAH LYALL, ELIZABETH PATON, CAITY WEAVER and ANYA STRZEMIEN APRIL 6, 2018



Highlight words that are

Verbs**Companies****Religious****President Trump**

👉 Hover on a word to see how it was used

2017**Dethroned****Etched**

Footprints

Imploding

Intel

ISIS

Lawn

Motorcycles

Obamacare

Quarterback

Softbank

Sophomore

Vile

Walmart

2018

Amputations

Booby

Cajun

Crutches

Legend

Mazda

Motto

Opioid

Paramedics

Respiration

Revving

Spine

Timelines

Tormentors

Toyota

Unaccustomed**2019**

Bloodthirsty

Chilling

Fentanyl

Freeloading

Heartache

Hurtling**Kissing****Outspend****Rekindle**

Sadistic

Screeched

SWAT

Venomous

Womb

President Obama

👉 Hover on a word to see how it was used

2009**Gutted**

Laundry

Pandemic

Peels

Reimagined

Retrofitted

Sputters**2010**

Bankrolled

Childcare

Cops

Honey

Meltdown

Numbing

Obesity

Offshore

Online

Outsized

Postpartisan

Relitigating

Schoolyard

Scorekeeper

Shuttered

Silly

Spectrum

Strapped

Supermajority

Swifter

Taunts

2011

Biomedical

Bookkeeping

Click

Counterterrorism

Download

Driveways

Facebook

Google

Handheld

Hindi

Latino

Malpractice

Refighting**Reset**

Roofers

Saltwater

Shingles

Stranglehold

Textbook

Turf

2012

Antifraud

Bashing

Billionaire

Counterfeit

Fiasco

Giveaways

Grandmother

Hike

Lightweight

Mercury

Outsource

Payday

Payoffs

Phony

Redesign

Robotics

Runaround

Siemens

Spun

Stairs

Startups

2013

Bang

Brinksmanship

Budget**Bump**

Classmates

Eviction

Freak

Gals

Grueling

Gunman

IBM

Majorette

Outgunned**Rebounding**

Ribbon

Robotics

Scorecard

Scraping

Servicemembers

Sikh

Spikes

2014

Asthma

Barkeep

Bone

Caregivers

Centrifuges

Coma

Costco

Detainee

Dialed

Dishes

Dough

Insourcing

Malls

Microsoft

Mired

Pizza

Playbook

Pristine

Punch

Smartphones

Stadium

2015

Basest

Bisexual

Bluster

Bounce

Bustling

Checklist

Churning**Crisscross**

Curve

CVS

eBay

Fake

Gaffes

Gotcha

Gutter

Hype

Incarceration

Instagram

ISIL

Lesbian

Microcosm

2016

Antsy

Boardrooms

Brochure

Headwinds

Marathon

Millennia

Moonshot

Partiers

Pickup

Quagmire

Recipe

Rooftops

Scapegoat

Streak

Unpatriotic

Vandalized

Basic elements of design

- Lines
- Color
- Typography
- Space

Space

- Give your design room to “breathe”
- Don’t be afraid of white space
- Use groups of content and white space to direct your eye and form natural information groups/separations

About Store

Gmail Images  

Google

Google Search

I'm Feeling Lucky



Basic elements of design

- Lines
- Color
- Typography
- Space
- **Size/scale**

Size and scale

- Use size hierarchy to establish importance of different types of content
- You can also use size to establish differences - if two things are different, make them very different!
- Size exaggeration can help with this ... you don't want the difference to be so small that it seems like a mistake
- Size and scale also help us create relationships between the items on our pages

Since you opened this page,
Amazon has shipped an
average of

3,120

PRIME ITEMS



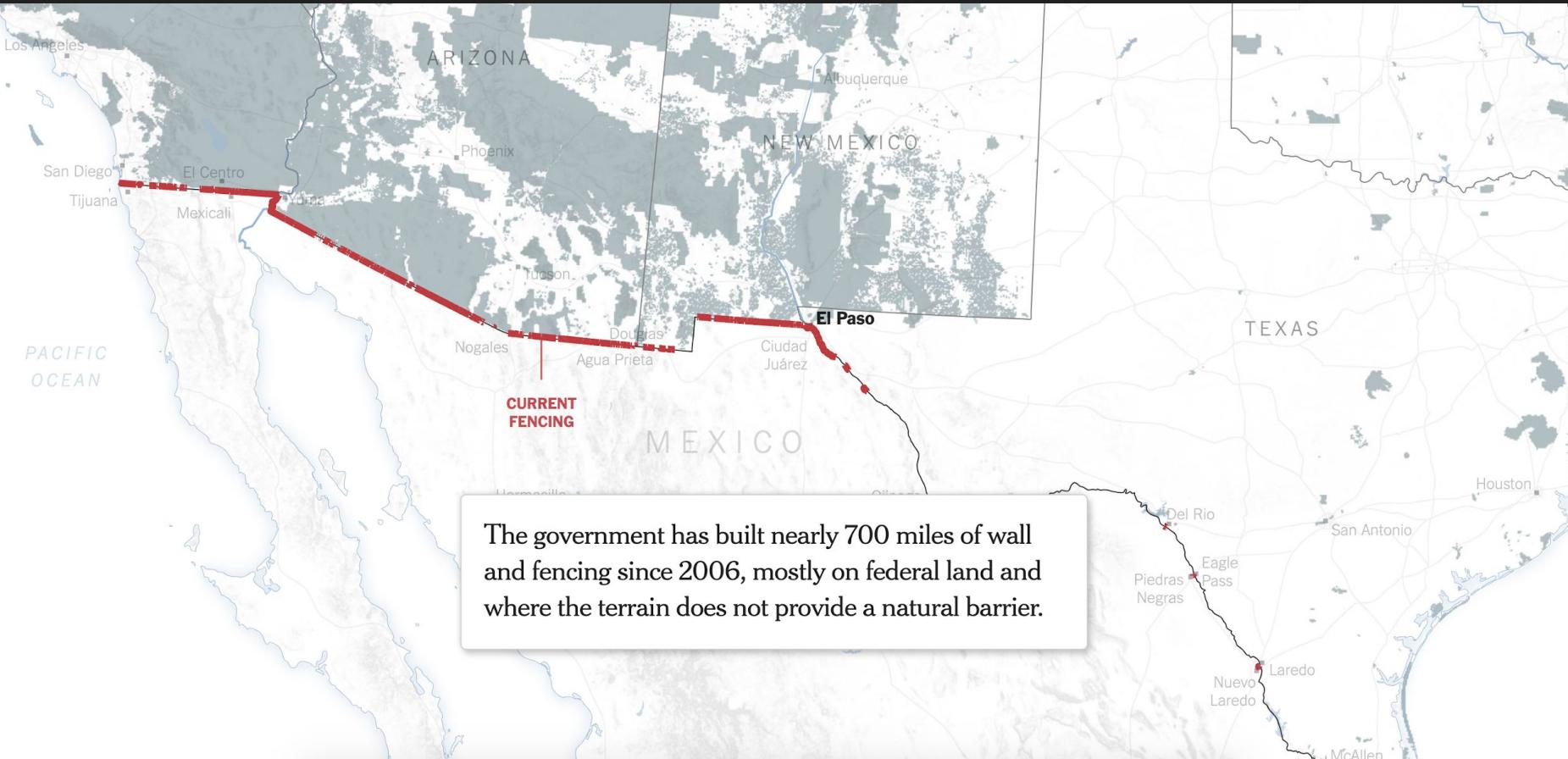
Break time

Principles of design

How do we use these elements in practice?

Principles of design

- **Contrast:** If it's not the same, make it really different!



Identify themselves as moderates or conservatives



29% of Democrats
on social media

53% of other Democrats

Say political correctness is a problem in the U.S.



48% of Democrats
on social media

70% of other Democrats

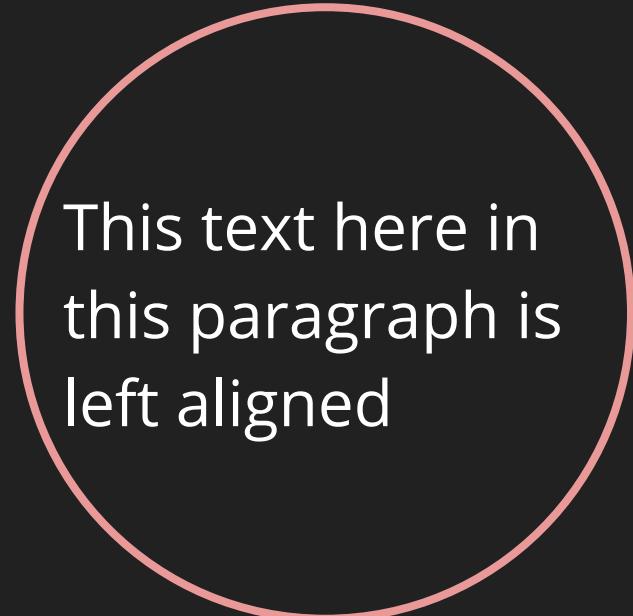
Principles of design

- **Contrast:** If it's not the same, make it really different!
- **Alignment:** Follow lines and use white space to direct the reader's eye

This text here in
this paragraph is
left aligned

This text here in
this paragraph is
center aligned

This text here in
this paragraph is
right aligned



This text here in
this paragraph is
left aligned

This text here in
this paragraph is
center aligned

This text here in
this paragraph is
right aligned

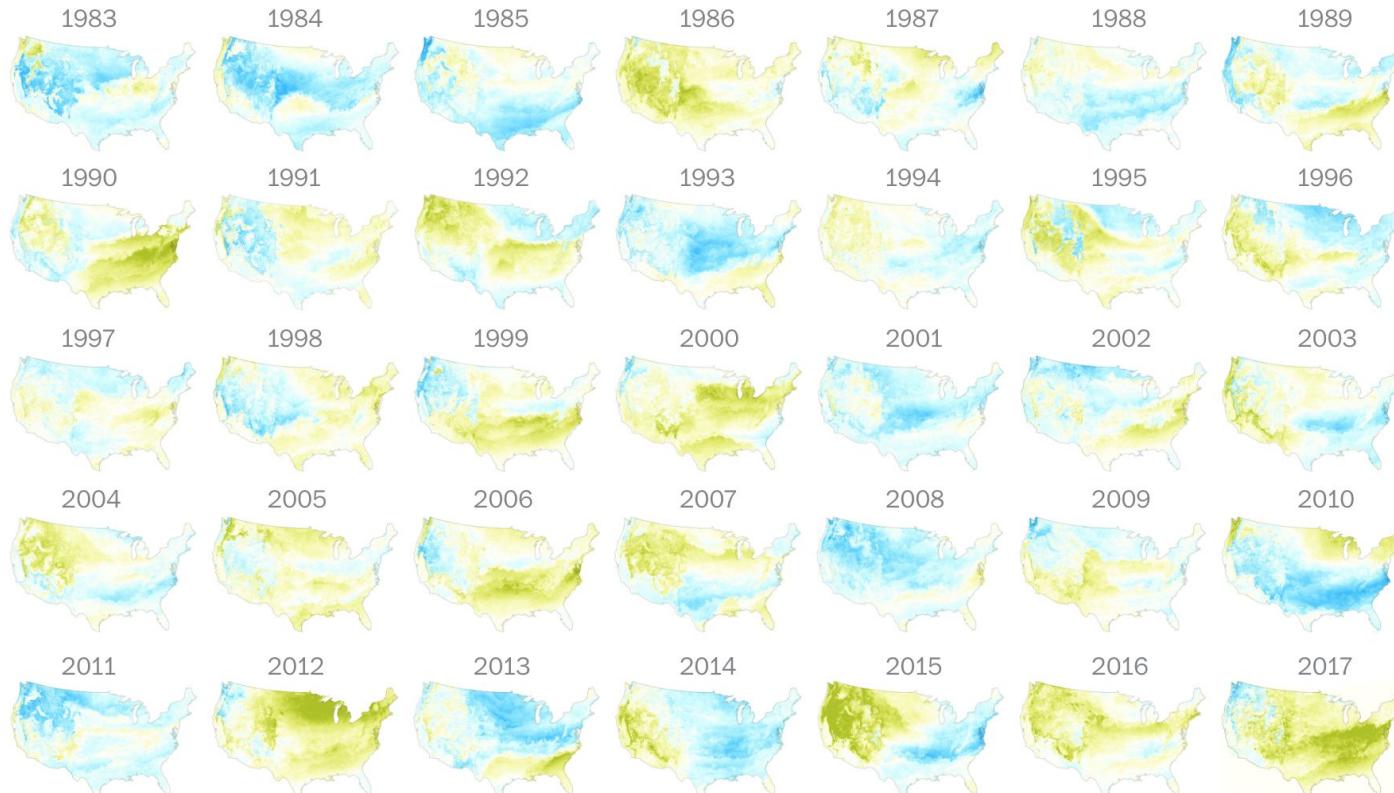
Which
group of
text has the
stronger
line?

Principles of design

- **Contrast:** If it's not the same, make it really different!
- **Alignment:** Follow lines and use white space to direct the reader's eye
- **Repetition:** Train your audience by making consistent design choices

Spring leaf index anomaly (from 30-year average)

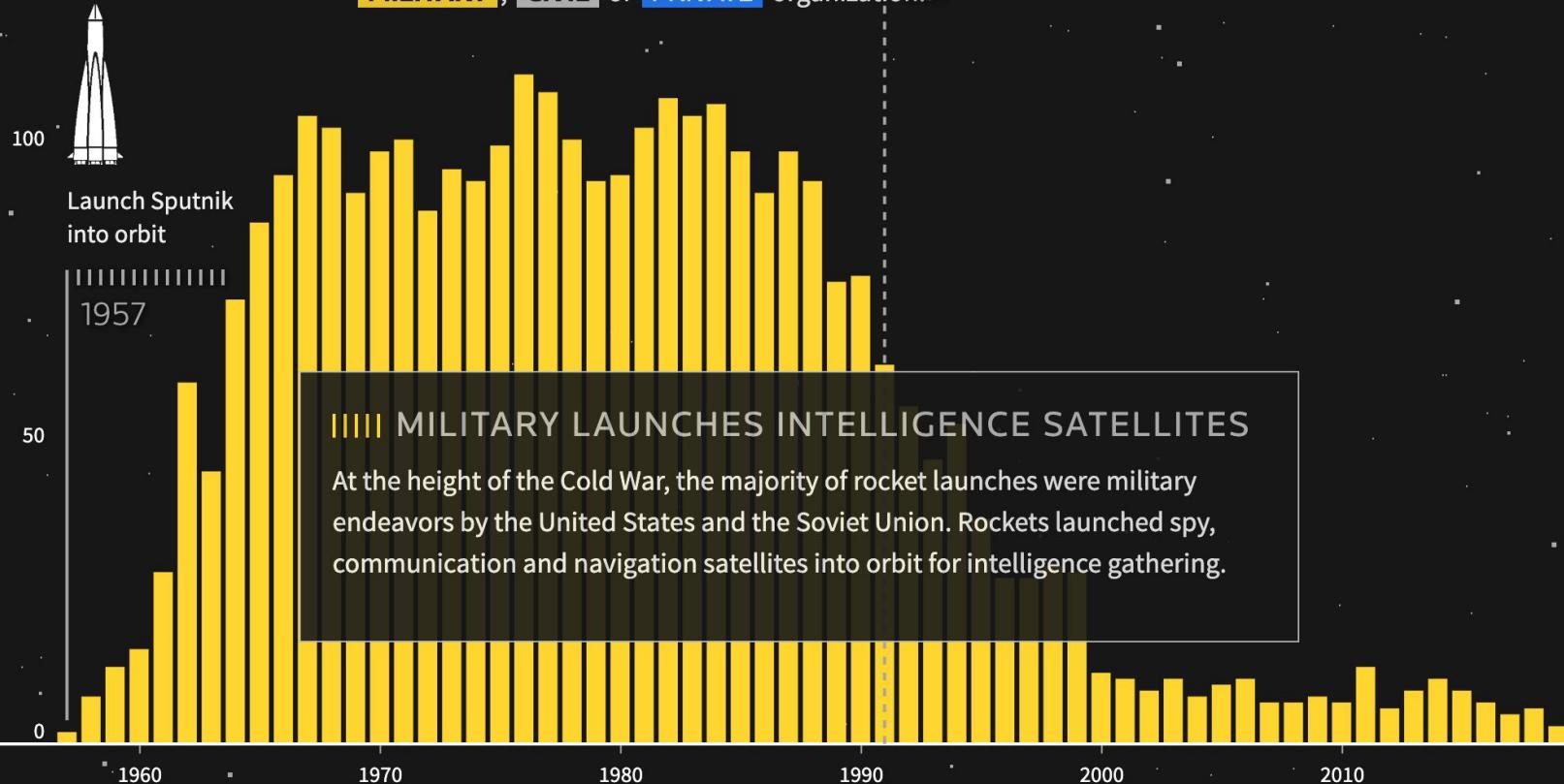
25 days earlier  25 days later



150 launches

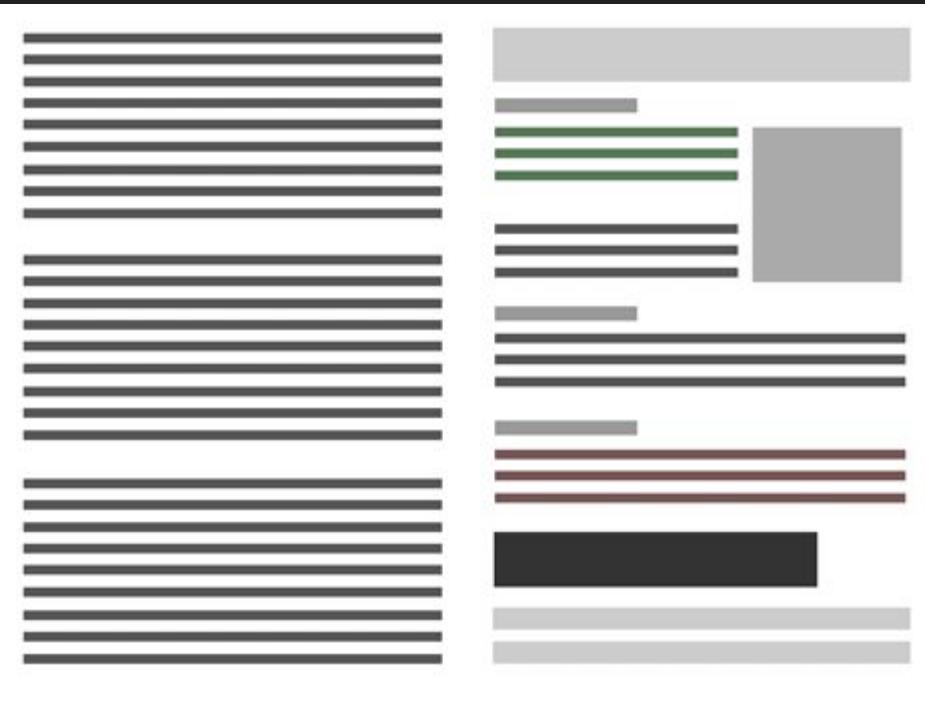
Here's a look at every rocket launch that successfully carried a payload into orbit since the Soviet Union's Sputnik in 1957—categorized by whether the rocket owner, which is not always the same as the manufacturer, was a  part of Soviet Union or not. 

MILITARY, **CIVIL** or **PRIVATE** organization



Principles of design

- **Contrast:** If it's not the same, make it really different!
- **Alignment:** Follow lines and use white space to direct the reader's eye
- **Repetition:** Train your audience by making consistent design choices
- **Hierarchy:** Give the items on your page importance through size, space and proximity to other things



news
u.s.
world
politics
business
technology
science
health
race & culture
education
arts & life
books
movies
pop culture
food
art & design
performing arts
photography
music
first listen
songs we love
music articles
tiny desk concerts
videos
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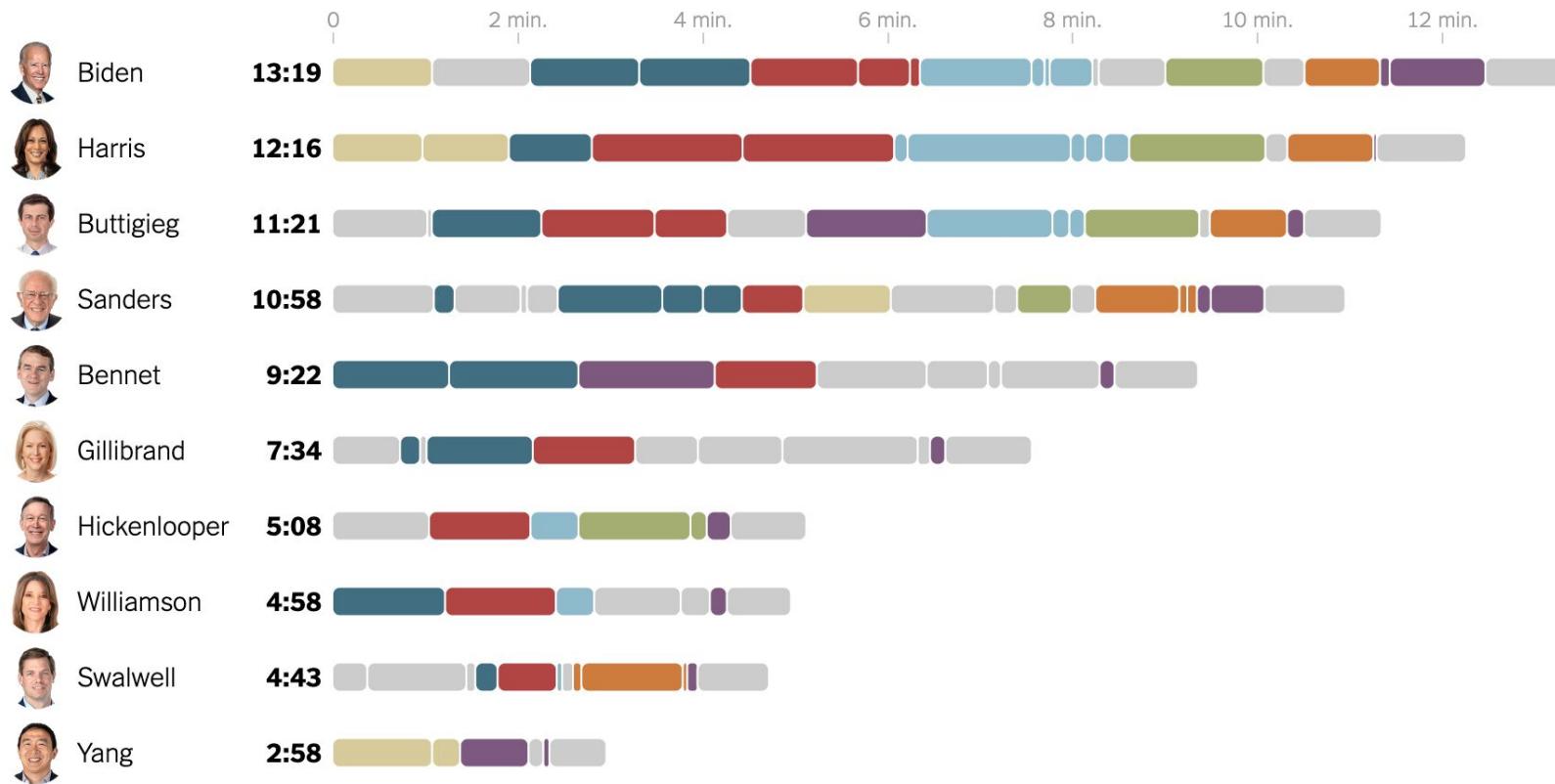
more
our blogs
corrections
all about npr

Breaking the rules

When and why might we break design rules?

How Long Each Candidate Spoke

● Economy ● Health care ● Immigration ● Gun control ● Civil rights ● Climate change ● Foreign policy



Group critiques

- Follow the principles of **contrast, alignment, repetition** and **hierarchy** as a guideline to critique each other's projects
- When we're done, we'll do class-wide critiques. I'll call on you at random to present!