

VISUAL DESIGN

Scott Klemmer

www.hci-class.org

How Might We Improve This? And What Would the Objective Function be?

You are cordially invited to Robert and Alexandra's delectable after-dinner party. Wine and nibbles will be served. when: june 30th, 2012 at 9:30pm. Where: the pad. if you need directions, ping us. Kindly let us know if you'll be attending by june 1st.

Whitespace conveys grouping

“Some space must be narrow so that other space may be wide, and some space must be emptied so that other space may be filled.”

Let's add whitespace

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Wine and nibbles will be served.

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Where: the pad. if you need directions, ping us.

Kindly let us know if you'll be attending by june 1st.

Use size contrasts to indicate hierarchy

“Information consists of differences that make a difference.”

And vary scale and weight

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WHEN **June 30th, 2012 at 9:30pm.**

WHERE **The pad.** if you need directions, ping us.

Kindly let us know if you'll be attending by **June 1st**

Three goals for visual design

GUIDE Convey structure, relative importance, relationships

PACE Draw people in, help orient, provide hooks to dive deep

MESSAGE Express meaning and style, breathe life into the content



The New York Times

Sunday, June 10, 2012 Last Update: 9:03 PM ET



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Allies Restrict Airstrikes on Taliban in Civilian Homes

By ERIC SCHMITT 7:17 PM ET
Attacks on militants who hide in private dwellings, including a NATO strike that Afghan officials say killed 18 civilians, have increased tensions with the United States.

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Spain's Premier Steps Up in Debt Crisis, With Caveats

By RAPHAEL MINDER 7:32 PM ET
Central to any solution to the European debt crisis will be the role played by Prime Minister Mariano Rajoy of Spain, although he is known for playing both sides of an issue.

- Turmoil in Greece Drives Urgency of a Spanish Rescue

Tony Awards



Sara Krulwich/The New York Times

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A performance by the cast of "Follies."

Live Updates on the Tony Awards

The Times theater critic Charles Isherwood and reporter Dave Itzkoff are writing about the awards ceremony.

- [Slide Show: Red Carpet](#)

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The Webby Special Achievement Awards Honorees were presented by The Academy at the 16th Annual Webby Awards Celebration during the live online broadcast of the Show on May 21, 2012. See their 5-Word Speeches at webbyawards.com



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MAYOR MICHAEL BLOOMBERG

The Webby Awards is proud to present Mayor Michael Bloomberg with a Webby Award for Lifetime Achievement.



The New York Times

Monday, June 24, 2014 1:01 PM EDT \$10.00



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Allies Restrict Airstrikes on Taliban in Civilian Homes

[By John Heilbrunn](#)
[1:01 PM EDT](#)

Allies in Afghanistan who seek to protect civilians, including a coalition of nations that began efforts to limit air strikes, have imposed limits on the United States.

[Photo Courtesy: Reuters](#)

Spain's Premier Steps Up in Debt Crisis, With Caravita

[By Nicholas...](#)
[1:01 PM EDT](#)

Looking to step up his role in the European debt crisis, the Spanish Prime Minister Mariano Rajoy of Spain, although he is known for playing both sides of the coin.

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Tony Awards



[A performance by the cast of 'Hallelujah'](#)

Live Updates on the Tony Awards

The Tony Awards will be broadcast and reported here. Let's get started on the awards ceremony.

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Will the Supreme Court say that?

What's Next?

How Much Could Return the Power

Governments are dead in that they don't have high interest rates. Countries like Germany, Italy, and Spain have been...



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men seeking women
men seeking men
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casual encounters
missed connections
rants and raves

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atheist	help	psych
autos	history	queer
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comp	kink	science
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divorce	linux	sports
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antiques	auto parts
barter	baby+kids
bikes	beauty+hlth
boats	cars+trucks
books	cds/dvd/vhs
business	cell phones
computer	clothes+acc
free	collectibles
furniture	electronics
general	farm+garden
jewelry	garage sale
materials	household
rvs	motorcycles
sporting	music instr
tickets	photo+video
tools	toys+games
wanted	video gaming

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beauty	automotive
creative	farm+garden

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arch / engineering
art / media / design
biotech / science
business / mgmt
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education
food / bev / hosp
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government
human resources
internet engineers
legal / paralegal
manufacturing
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medical / health
nonprofit sector
real estate
retail / wholesale
sales / biz dev
salon / spa / fitness
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skilled trade / craft
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systems / network
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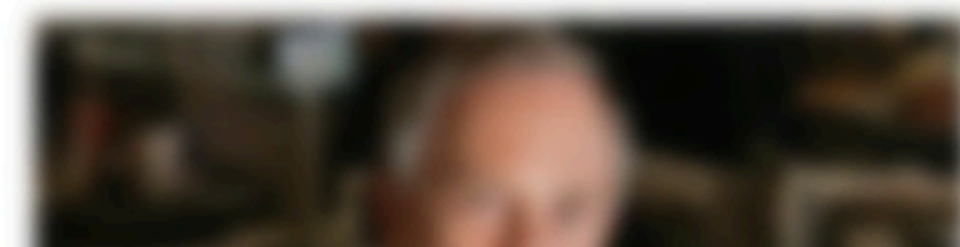
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15TH ANNUAL WESLEY SPECIAL ACHIEVEMENT AWARD WINNERS

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The above figure summarizes results obtained with considering the number of the 10 closest nodes mostly considered using the topology mapping of the data in Fig. 17. It is seen that the proposed algorithm is amir@cs.berkeley.edu



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Three basic tools of visual design

- Typography
- Layout
- Color