

# Critique and Graphic Design

No screens



Prof. Lydia Chilton  
COMS 6998  
28 September 2018

**Say your name**



# User Interface Design

COMS 4170 · Spring 2018

[Home](#)   [Syllabus](#)   [Assignments](#) ▾

**Part 1** Build websites that suit the needs and abilities of users.

**Part 2** When the needs and abilities of users are uncertain, design systems

You already know front-end web dev:  
HTML, JavaScript, Bootstrap, jQuery

And design:  
Iterative design, critique

# Advanced Web Design Studio

COMS 6998 · Fall 2018

[Home](#)   [Syllabus](#)

## Goals

1. Master front-end and back-end technologies for making interactive websites.
2. Discover specific user needs by developing a low-level, mechanical model of human behavior.
3. Practice iterative design to meet specific user needs.

## INSTRUCTOR

**Prof. Lydia Chilton**  
OH: Tuesdays 4-5, CEPSR 612

Please contact staff through [Piazza](#) only

## TAS

**Katy Gero**  
OH: TBA, CS OH room  
**Savvas Petridis**  
OH: TBA, CS OH room

You will learn back-end web dev:

- Server-side programming (Flask),
- **Databases (Sqlite, SQLAlchemy)**
- Real-time Communication (Socket.IO)

And practice web design by:

- **Rebuilding IMDB.com**
- Rebuilding twitter
- Pursuing your own project

Last week:

**Build a web app that meets a  
specific user need in the  
movie data domain**

(That is not a specific need that IMDB supports well)

# Last weeks goal

- Make your own application using IMDB data and CRUD operations.
  - Define your own high level goal: a specific user need to solve
    - Define 7-10 low level goals you will need to achieve this.
  - Functionality is the most important thing.
  - Create at least 1 paper prototype – test it on at least 1 person.
    - Report one thing you learned from it
  - Graphic design should be GOOD ENOUGH to not repulse people in user tests.
  - Test it on at least 1 person
    - Report on thing you learned
- Must use Flask, SQLite. You don't have to use SQLAlchemy
- We have not talked about users yet or sessions yet. Stay tuned!

# Today's Agenda

- Review the difference between criticism and critique
- **Studio:** 45 minutes of individual peer+instructor critique
  - Is the user need specific?
  - Does the interface meet that specific need?
- Next week: Second iteration on this interface
  - With a focus on graphic design
- Review principles of iteration and of graphic design.

# Specific User Needs

Review!

# General Vs. Specific Goals

General Goal:  
“Clean the house.”



Specific goal:  
“Fold that basket of laundry.”



General goals sound appealing, but specific goals are actionable:  
**What person will take what action on what object?**

General goals are really **domains**.

By picking a **specific need** in the **domain**,

you can then **generalize** other other thing in that **domain**.



## Domain

Online shopping

## Specific Need

Uncommon books

## Generalized to

Clothes,  
Food,  
Amazon Fresh  
Other sellers



## Social Network

Harvard students to  
look up each other's  
classes

Ivy League  
US Colleges  
Everybody



## Email client

Web-based  
No page reload  
Never Delete

Chat  
GDrive



# In the domain of “movie data” IMDb has lots of data just waiting to meet a specific user need

The screenshot shows the IMDb homepage. At the top, there are three movie trailers: "THE NEXT OSCAR CONTENDER?", "The Nun", and "Halloween". Below the trailers, a section titled "Get Ready for the Toronto International Film Festival" includes a thumbnail for "The IMDb Show: YOUR GUIDE TO THE TIFF, toronto international film festival". On the right side, there's a sidebar for "Opening This Week" with links to "The Nun", "Peppermint", "God Bless the Broken Road", "The Apparition", "Bumble '17", and "Winter Ridge". A "Now Playing (Box Office)" section lists "Crazy Rich Asians", "The Meg", "Mission: Impossible - Fallout", "Searching", and "Operation Finale".

This screenshot shows the IMDb movie page for "Crazy Rich Asians". The main header includes the title, a star rating of 7.6, and the release date (15 August 2018 USA). Below the header, there's a large image of the movie's trailer. To the right, there's a sidebar for "Related News" with articles about the film's success at the Oscars and its influence on the Toronto International Film Festival. The main content area also features sections for "Videos" and "Reviews".

Cast	
Cast overview, first billed only:	
Constance Wu	... Rachel Chu
Henry Golding	... Nick Young
Michelle Yeoh	... Eleanor Young
Gemma Chan	... Astrid Young Teo
Lisa Lu	... Ah Ma
Awkwafina	... Peik Lin Goh
Harry Shum Jr.	... Charlie Wu
Ken Jeong	... Wye Mun Goh
Sonya Mizuno	... Araminta Lee
Chris Pang	... Colin Khoo
Jimmy O. Yang	... Bernard Tai
Ronny Chieng	... Eddie Cheng

## Storyline

The story follows Rachel Chu (Wu), an American-born Chinese economics professor, who travels to her boyfriend Nick's (Golding) hometown of Singapore for his best friend's wedding. Before long, his secret is out: Nick is from a family that is impossibly wealthy, he's perhaps the most eligible bachelor in Asia, and every single woman in his ultra-rarefied social class is incredibly jealous of Rachel and wants to bring her down. *Written by JAP*

[Plot Summary](#) | [Plot Synopsis](#)

**Plot Keywords:** nouveau riche | materialism | aeroplane | gold digging | elitism | See All (75) »

**Taglines:** The only thing crazier than love is family

**Genres:** Comedy | Romance

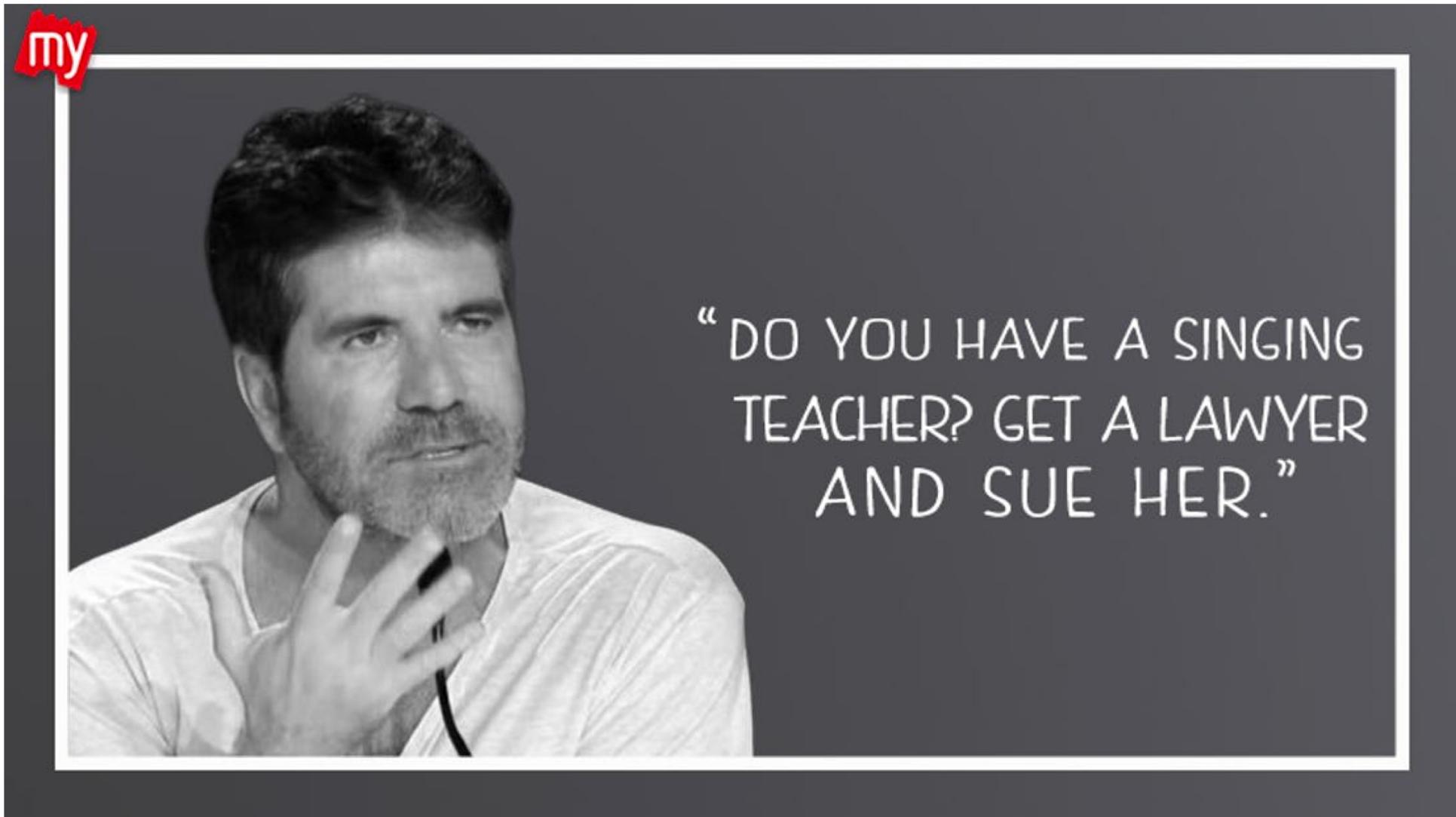
**Motion Picture Rating (MPAA)**  
rated PG-13 for some suggestive content and language | [See all certifications](#) »

**Parents Guide:** [View content advisory](#) »

Details	
<b>Official Sites:</b>	<a href="#">Official Facebook</a>   <a href="#">Official Instagram</a>   <a href="#">See more</a> »
<b>Country:</b>	<a href="#">USA</a>
<b>Language:</b>	<a href="#">English</a>   <a href="#">Mandarin</a>   <a href="#">Cantonese</a>   <a href="#">Hokkien</a>   <a href="#">Tamil</a>   <a href="#">French</a>
<b>Release Date:</b>	15 August 2018 (USA) <a href="#">See more</a> »
<b>Also Known As:</b>	<a href="#">Crazy Rich Asians</a> <a href="#">See more</a> »
<b>Filming Locations:</b>	<a href="#">Langkawi, Malaysia</a> <a href="#">See more</a> »
Box Office	
<b>Budget:</b>	\$30,000,000 (estimated)
<b>Opening Weekend USA:</b>	\$26,510,140, 19 August 2018, Wide Release
<b>Gross USA:</b>	\$152,233,071, 19 September 2018
<b>Cumulative Worldwide Gross:</b>	\$187,451,904, 17 September 2018
<a href="#">See more on IMDbPro</a> »	
Company Credits	
<b>Production Co:</b>	<a href="#">Color Force</a> , <a href="#">SK Global</a> , <a href="#">Warner Bros.</a> <a href="#">See more</a> »
<a href="#">Show more on IMDbPro</a> »	
Technical Specs	
<b>Runtime:</b>	120 min
<b>Sound Mix:</b>	<a href="#">Dolby Digital</a>   <a href="#">DTS (DTS: X)</a>   <a href="#">SDDS</a>   <a href="#">Sonics-DDP</a>
<b>Color:</b>	<a href="#">Color</a>

# Giving And Receiving Critique

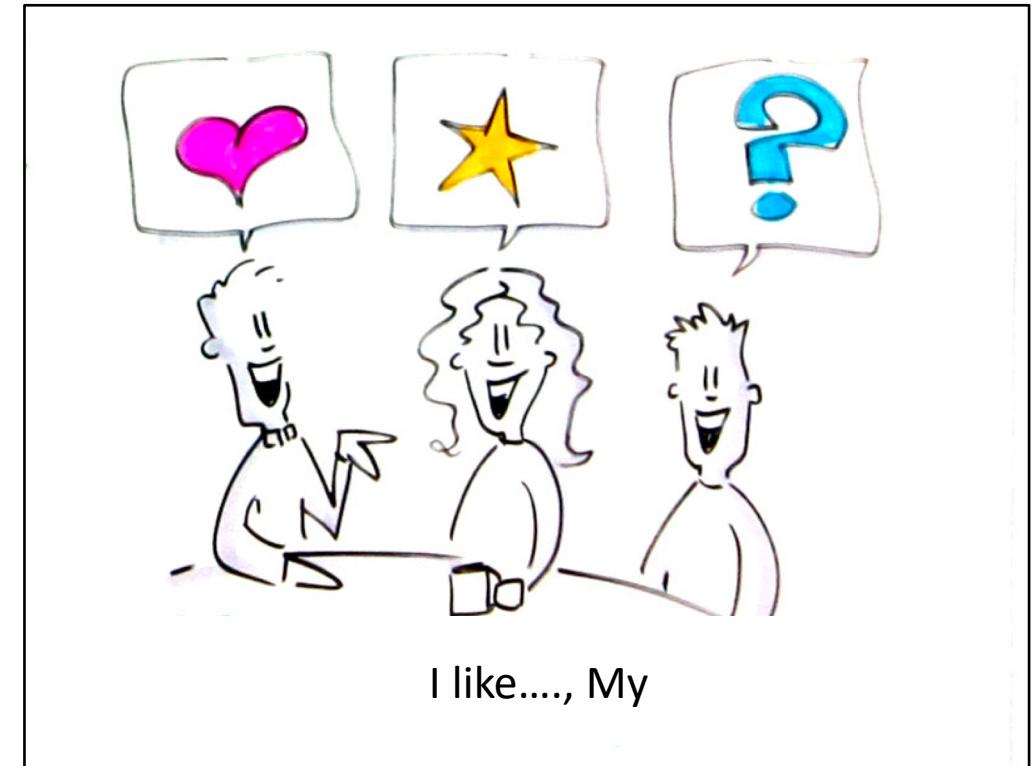
# Criticism vs. Critique



Criticism is entertaining to audiences,  
but hurtful to makers AND  
not useful to making things better.



# Criticism vs. Critique



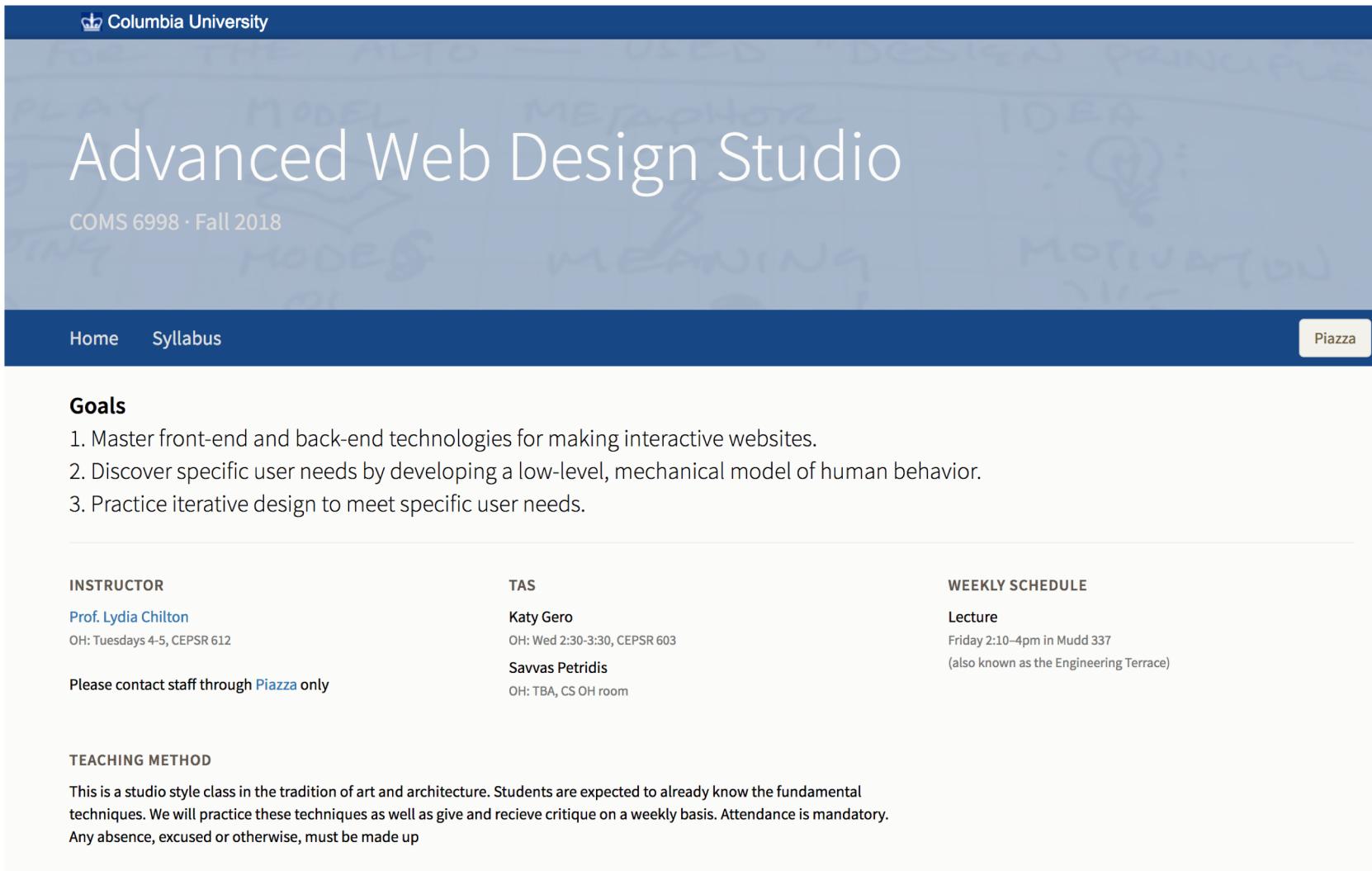
# Critique

“I like...”

- Forces you to more closely observe the artifact.
- acknowledges positive things the design should keep.



# "I like..."



The screenshot shows the Columbia University Advanced Web Design Studio course website. The header features the Columbia University logo and the course title "Advanced Web Design Studio" in large white font. Below the title is the course code "COMS 6998 · Fall 2018". A navigation bar at the bottom includes links for "Home", "Syllabus", and "Piazza". The main content area contains sections for "Goals", "INSTRUCTOR", "TAS", and "TEACHING METHOD". The "Goals" section lists three objectives. The "INSTRUCTOR" section lists Prof. Lydia Chilton and Savvas Petridis with their office hours. The "TAS" section lists Katy Gero with her office hours. The "TEACHING METHOD" section describes the studio style class and mandatory attendance.

Columbia University

# Advanced Web Design Studio

COMS 6998 · Fall 2018

Home Syllabus Piazza

## Goals

1. Master front-end and back-end technologies for making interactive websites.
2. Discover specific user needs by developing a low-level, mechanical model of human behavior.
3. Practice iterative design to meet specific user needs.

INSTRUCTOR	TAS	WEEKLY SCHEDULE
Prof. Lydia Chilton OH: Tuesdays 4-5, CEPSR 612	Katy Gero OH: Wed 2:30-3:30, CEPSR 603  Savvas Petridis OH: TBA, CS OH room	Lecture Friday 2:10–4pm in Mudd 337 (also known as the Engineering Terrace)

## TEACHING METHOD

This is a studio style class in the tradition of art and architecture. Students are expected to already know the fundamental techniques. We will practice these techniques as well as give and receive critique on a weekly basis. Attendance is mandatory. Any absence, excused or otherwise, must be made up

I like that the name and course number are clear

I like that there is a link of Piazza

I like that the colors are Columbia themed, and different than the intro class, 4170.

# Critique

“For me..., what if ...”

- Is to help people see new potential in their design.
- Talk about your *personal* frustrations and interpretations.
- Help the designer see their design through your eyes.



# #1 Which of these is a good critique?

A “You need to make the navigation bar bigger.”

B “I had trouble finding the navigation bar. I wish the navigation bar was more easier to find.”

## #2 Which of these is a good critique?

- A “I had trouble reading the text.  
What if you changed the font or colors?”
- B “The colors aren’t dark enough.”

## #3 Which of these is a good critique?

A “People aren’t going to scroll to get more information.”

B “I didn’t realize I could scroll to get more information.”

# What's the difference?

“You need to make the navigation bar bigger.”

Help designers identify the potential problems.

Don’t try to give them the solutions.

“The colors aren’t dark enough.”

“I had trouble finding the navigation bar. I wish the navigation bar was more visible.”

“I had trouble reading the text. What if you changed the font or colors?”

# Critique needs to focus around a goal

- Is the user need specific?
- Does the interface meet that specific need?

I like...  
For me..., what if....

# Critique needs to focus around a goal

- Is the user need specific?
- Does the interface meet that specific need?

The image displays three screenshots of the chiltonslist website:

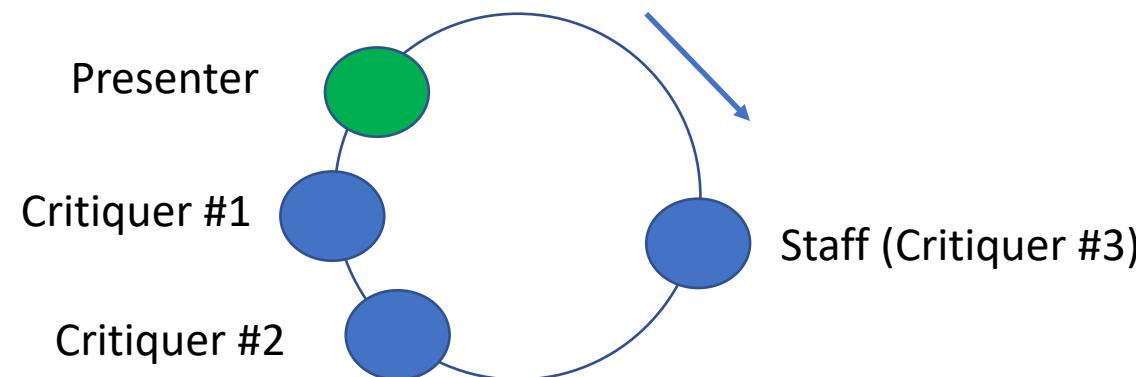
- Homepage:** Shows a navigation bar with "chiltonslist", "post to classifieds", and "my account". Below is a search bar "search chiltonslist" and an "event calendar" for the month of April 2013, with days from 24 to 30. At the bottom are links for "help, faq, abuse, legal", "avoid scams & fraud", "personal safety tips", "terms of use", "privacy policy", and "system status".
- Personals:** Shows a search bar for "new york city" with options for Manhattan (mnh), Brooklyn (brk), Queens (que), and Bronx (brx). Below is a list of categories: "strictly platonic", "women seek women", "women seeking men", "men seeking women", "men seeking men", "misc romance", "casual encounters", "missed connections", and "rants and raves".
- Dropdown Menu:** Shows a dropdown menu for "english" with a list of locations under "nearby cl": albany, allentown, baltimore, binghamton, catskills, central nj, delaware, eastern ct, eastern shore, harrisburg, hartford, hudson valley, jersey shore, lancaster, long island, new haven, north jersey, northwest ct, oneonta, philadelphia, and poconos.

I like...  
For me..., what if....

# Studio Time: 45 minutes

## Critique:

- Present your specific needs
- Present your interface by walking us through a user's path through the system to meet their goal.
- Everyone presents, everyone critiques.



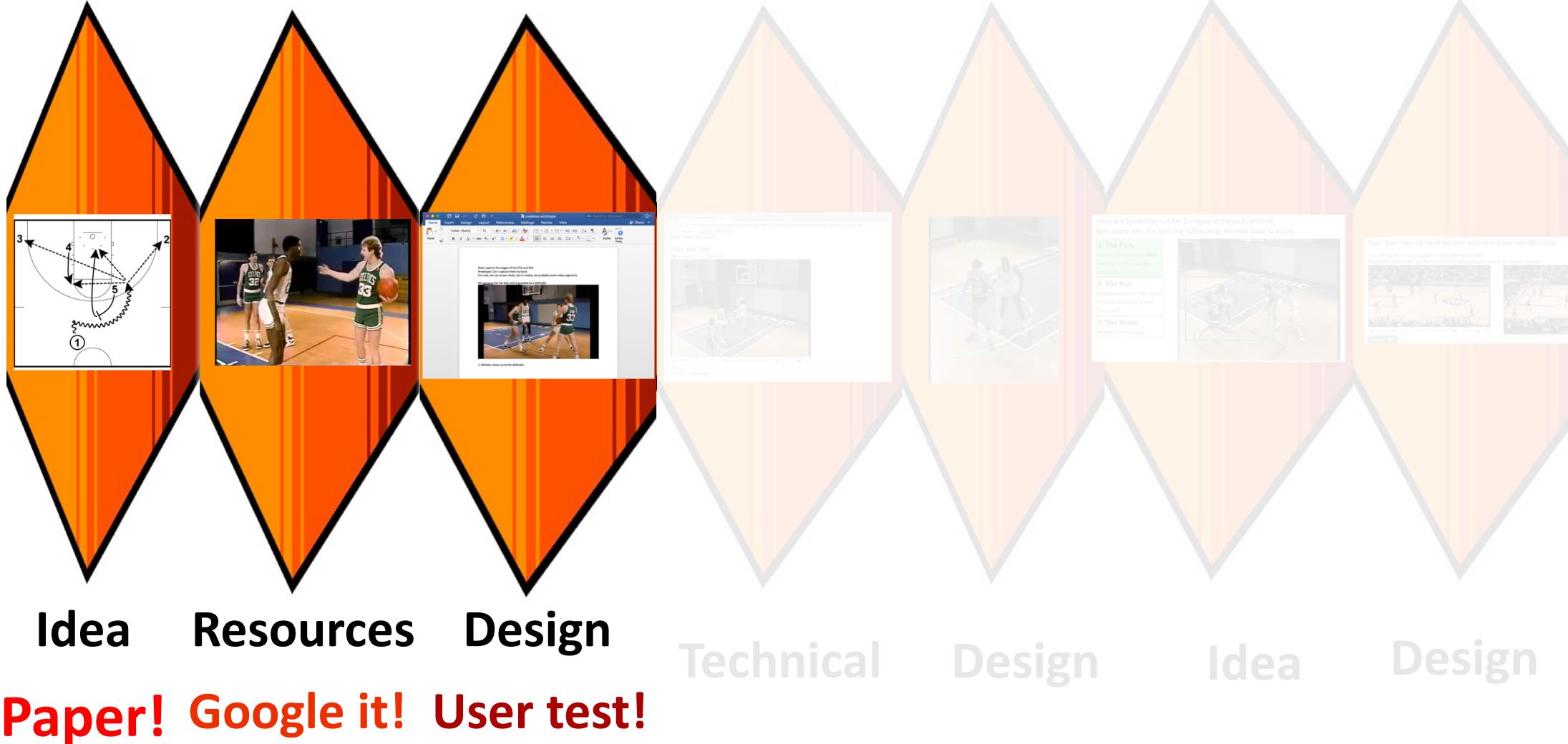
Today by 9pm - post the most important next risk to prototype on Piazza

# Next's weeks goal

- Make another iteration of your product.
- It should now be feature complete and ready for users!
- Give a user persona
- The graphic design should still be minimal, but should reflect the intended path through the system.
  - Layout
  - Position
  - Images
  - Color
  - Font

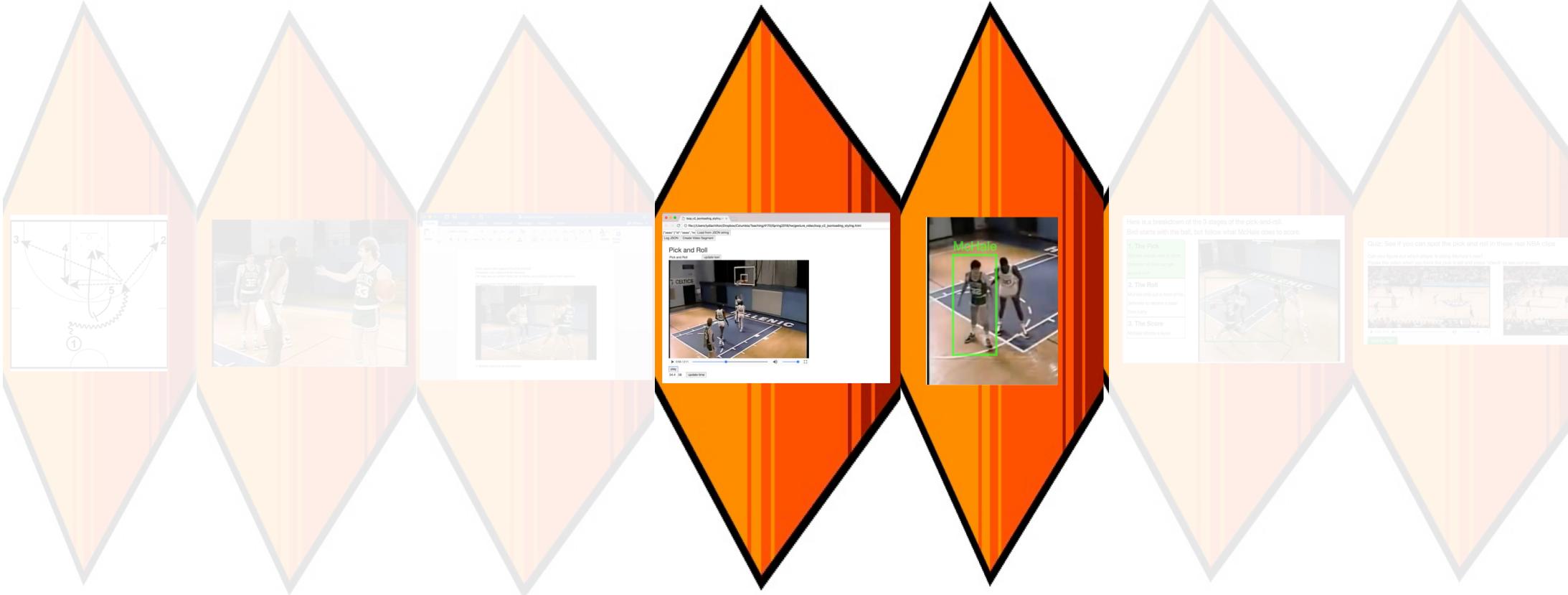
# We use iteration to minimize risk by prototyping the riskiest elements first.

**Idea:**  
Help NBA fans  
Recognize the  
strategy  
during games



# We use iteration to minimize risk by prototyping the riskiest elements first.

**Idea:**  
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during games



Paper! Google it! User test!

# Graphic Design

How to use visual elements to convey what is important to users.

# Undifferentiated Text

You are cordially invited to Robert and Alexandra's delectable after dinner party. Wine and nibbles will be served. When: February 20<sup>th</sup>, 2018 at 9:30pm. Where: the pad. If you need directions, ping us. Kindly let us know if you will be attending by February 1<sup>st</sup>.

**Problem: This does not convey what is important.**

# Group related information into chunks

You are cordially invited to Robert and Alexandra's delectable after dinner party. Wine and nibbles will be served. When: February 20<sup>th</sup>, 2018 at 9:30pm. Where: the pad. If you need directions, ping us. Kindly let us know if you will be attending by February 1<sup>st</sup>.

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# What is most important?

You are cordially invited to  
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# Use size & contrast to indicate importance

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# Version 2 has a good Hierarchy of Information

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Robert and Alexandra's  
delectable after dinner party.

1

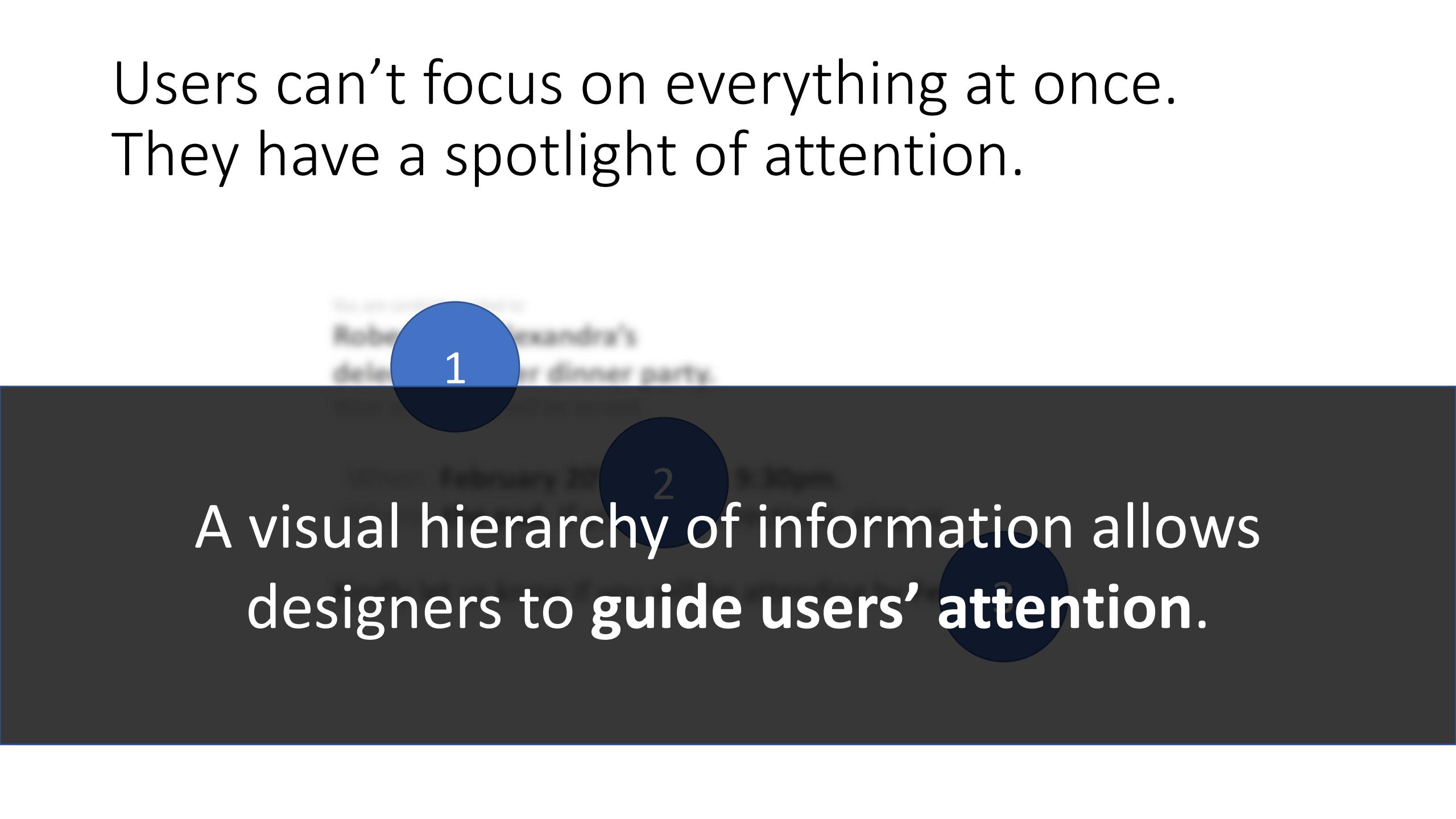
When: February 20<sup>th</sup>, 2018 at 9:30pm.  
Where: the pad. If you need directions, ping us.

2

Kindly let us know if you will be attending by February 1<sup>st</sup>.

3

Users can't focus on everything at once.  
They have a spotlight of attention.



1

2

3

A visual hierarchy of information allows  
designers to guide users' attention.

Tools for conveying importance

# 0. Conceptual Grouping: A few high-level visual groups

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You are cordially invited to Robert and Alexandra's delectable after dinner party.

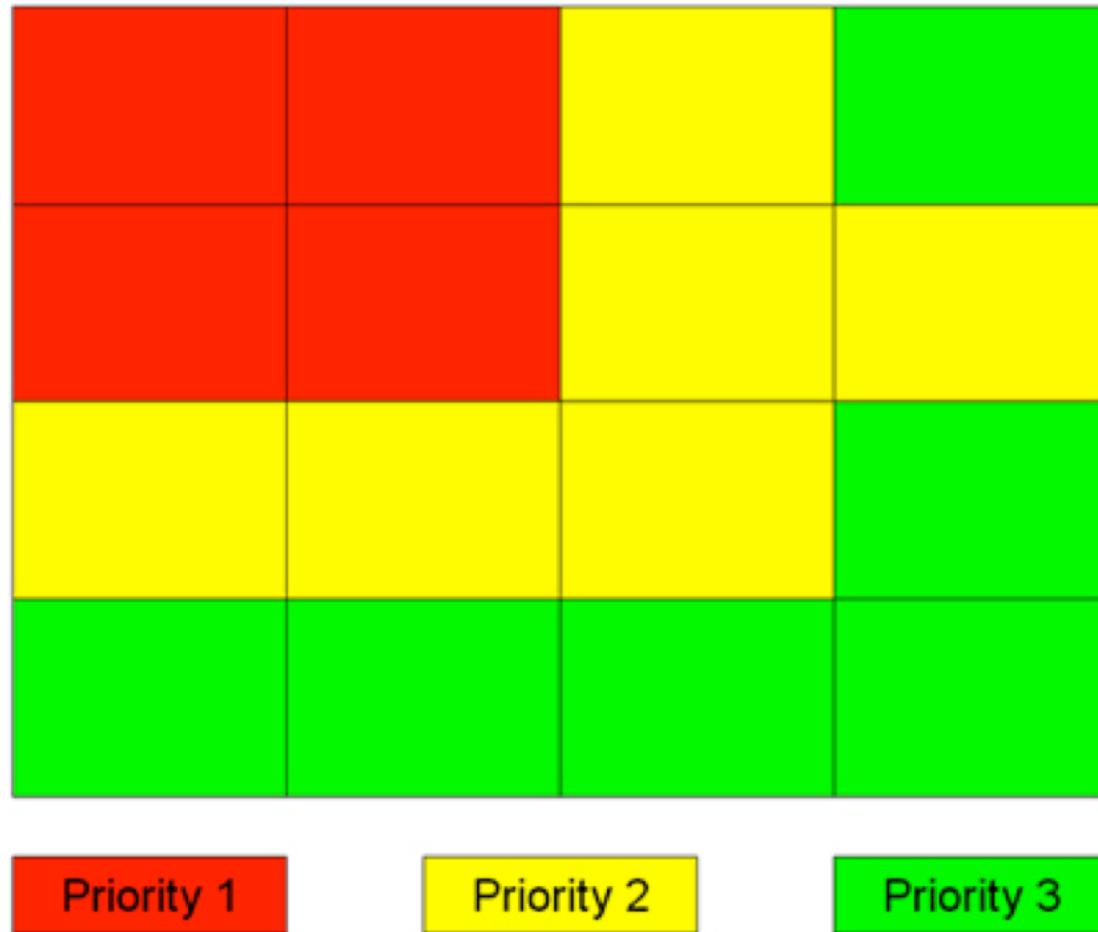
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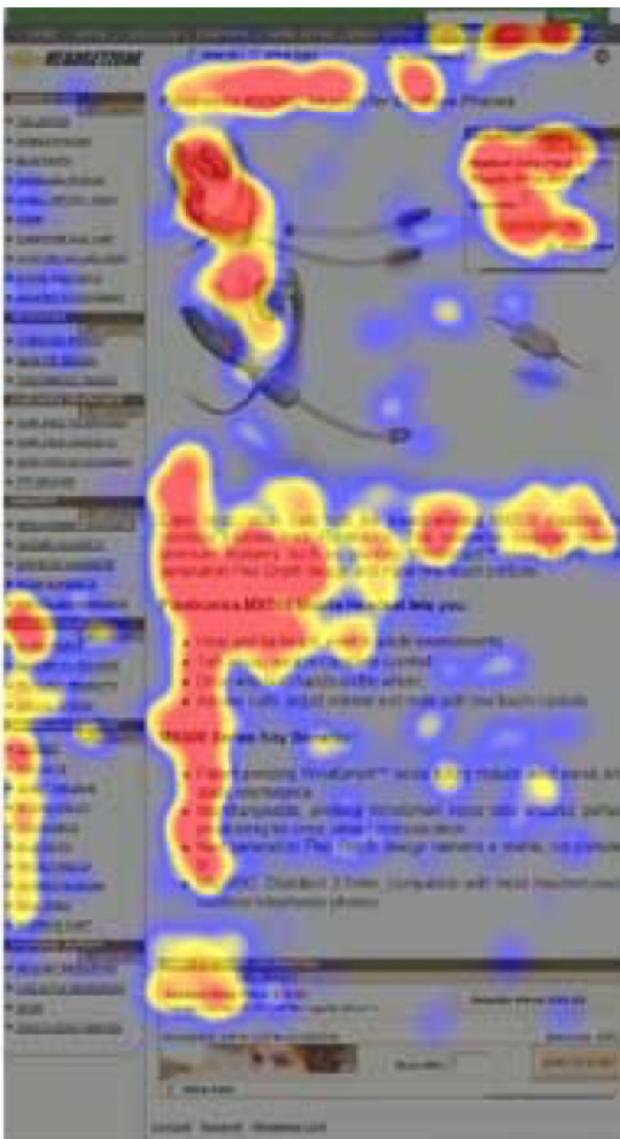
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# 1. Location indicates Importance



# Eye Tracking Data





# 2. Whitespace indicates importance

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Columbia University

# Advanced Web Design Studio

COMS 6998 · Fall 2018

Home Syllabus Piazza

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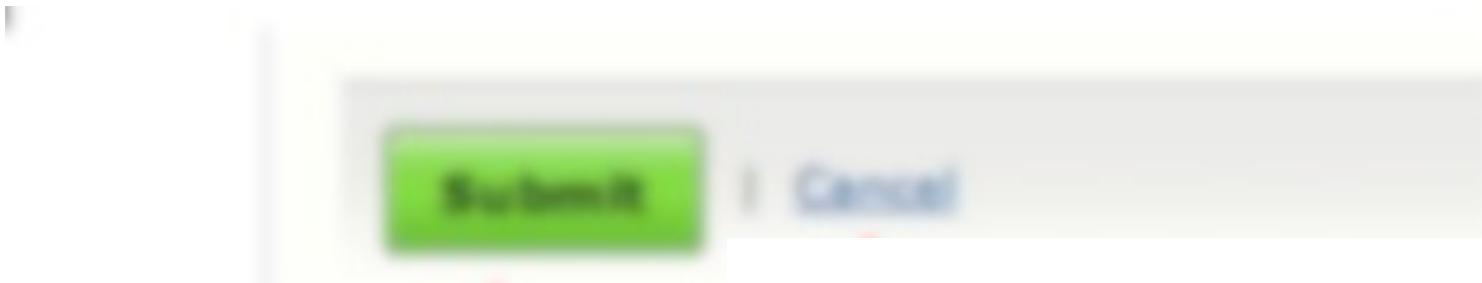
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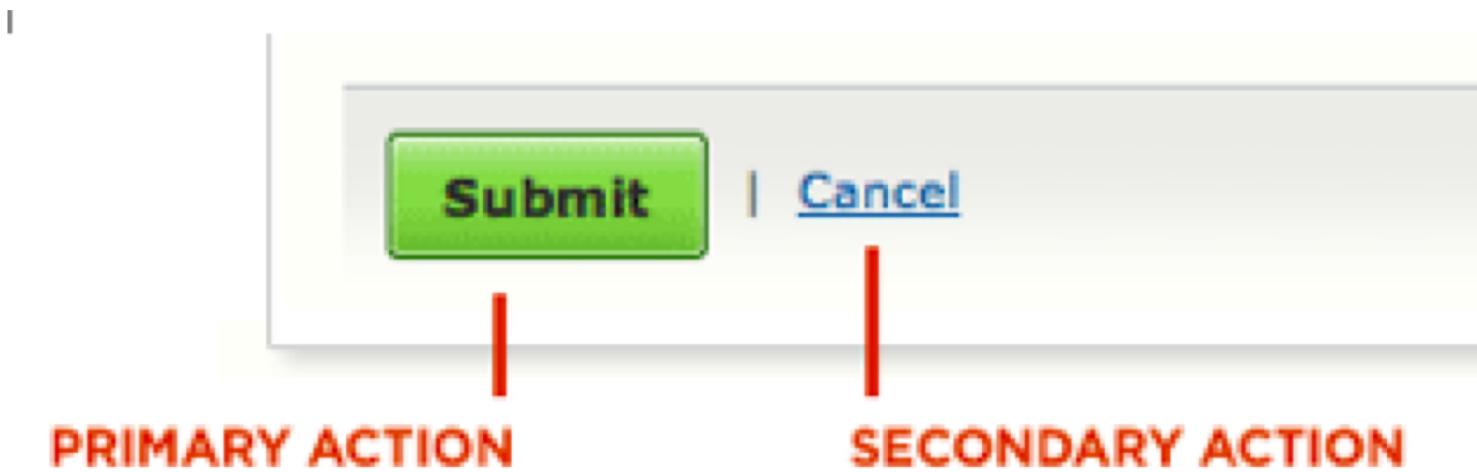
## 2. Whitespace indicates importance



### 3. Size indicates importance



### 3. Size indicates importance



# ‘4. Images indicate importance

Explore

- Events
- Pages
- Groups
- Fundraisers
- Friend Lists
- On This Day
- Pages Feed
- Photos
- Games
- Suggest Edits
- See More...

Create

- Ad · Page · Group · Event · Fundraiser

1 request from Natalia M  
4 event invites  
Jessica Hullman and 11 others

Trending

- Supreme Court of Pennsylvania Ruled Unconstitutional
- Nicola Higel
- A Nurse Already Serving Was Charged With Killing
- USA Gymnastics
- USA Gymnastics top leaders amid sexual abuse scandal

English (US) · Español · Português (Brasil) · Français · Deutsch

## 5. Contrast indicates importance

Robert and Alexandra's  
delectable after dinner party.  
Wine and nibbles will be served.

When: February 20<sup>th</sup>, 2018 at 9:30pm.  
Where: the pad. If you need directions, ping us.

Kindly let us know if you will be attending by February 1<sup>st</sup>.

# 5. Contrast indicates importance

# 6. Color indicates importance

Or start a new account

Create a username (no spaces)  
Self

⚠️ User already taken. Please choose a different username.

Create a password  
...

⚠️ Password must be at least 8 characters and can only contain letters and numbers.

Repeat password  
...

Create address (must be real)  
not an email

⚠️ The email provided does not appear to be valid.

Send me occasional blog updates

# 6. Color indicates importance

Or start a new account

Choose a username (no spaces)

⚠ bert is already taken. Please choose a different username.

Choose a password

⚠ Passwords must be at least 6 characters and can only contain letters and numbers.

Retype password

Email address (must be real!)

⚠ The email provided does not appear to be valid

Send me occasional Digg updates.

## 6. Color indicates importance



# BUT use structure first, then color to enhance

amazon.com  
Hello, Michael Sauers. We have [recommendations](#) for you. ([Not Michael?](#))  
Michael's Amazon.com | Today's Deals | Gifts & Wish Lists | Gift Cards

New: Kindle with Special Offers - \$114  
Your Digital Items | Your Account | Help

Shop All Departments Search All Departments readme Cart

Department Books  
Science Fiction & Fantasy  
Literature & Fiction  
Literature  
Kindle Store  
Contemporary Fiction  
+ See All 4 Departments

Amazon Prime Prime Eligible

"readme"  
Related Searches: [reamde](#).

Showing 1 - 16 of 285 Results Choose a Department

1. **Reamde: A Novel** by Neal Stephenson (**Hardcover** - Sep 20, 2011)  
[Buy new: \\$35.00 \\$18.81](#)  
33 new from \$14.98 4 used from \$18.74  
Get it by Friday, Sep 23 if you order in the next 10 hours and choose one-day shipping.  
 (8)   
Books: See all 269 items

2. **1Q84** by Haruki Murakami, Jay Rubin and Philip Gabriel (**Hardcover** - Oct 25, 2011)  
[Buy new: \\$30.50 \\$16.73](#)  
Available for Pre-order. This item will be released on October 25, 2011.  
  
Pre-order Price Guarantee. [See Details](#)  
Books: See all 269 items

3. **Reamde: A Novel** by Neal Stephenson (**Kindle Edition** - Sep 20, 2011) - Kindle eBook  
[Buy: \\$16.99](#)  
Auto-delivered wirelessly  
 (8)  
Kindle Store: See all 5 items

4. **README FIRST for a User's Guide to Qualitative Methods** by Marilyn (Lyn) G. (Gray) Richards and Janice M. Morse (**Paperback** - Dec 7, 2006)  
[Buy new: \\$54.95 \\$45.49](#)  
23 new from \$34.99 23 used from \$22.50  
Get it by Friday, Sep 23 if you order in the next 9 hours and choose one-day shipping.  
Only 20 left in stock - order soon.  
 (4)

Listmania!  
 Recent Fiction Releases of Note: A list by Melon109  
 New mystery/thriller: A list by mountainmama "Shirley Hicks"  
 Create a Listmania! list  
Search Listmania!

# BUT use structure first, then color to enhance

amazon.com

Hello, Michael Sauers. We have [recommendations](#) for you. (Not Michael?)

Michael's Amazon.com | Today's Deals | Gifts & Wish Lists | Gift Cards

New: Kindle with Special Offers - \$114

Your Digital Items | Your Account | Help

Shop All Departments | Search All Departments | readme | GO | Cart | Wish List

Department Books  
Science Fiction & Fantasy  
Literature & Fiction  
Literature  
Kindle Store  
Contemporary Fiction  
+ See All 4 Departments  
Amazon Prime | Prime Eligible

"readme"

Related Searches: [readme](#)

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# Tools for indicating importance in the visual Information Hierarchy

- Conceptual grouping
- Location
- Whitespace
- Size
- Images
- Contrast
- Color

You are cordially invited to  
Robert and Alexandra's delectable after dinner  
party.  
  
Wine and nibbles will be served.  
  
When: February 20<sup>th</sup>, 2018 at 9:30pm.  
Where: the pad. If you need directions, ping us.  
  
Kindly let us know if you will be attending by  
February 1<sup>st</sup>.



You are cordially invited to  
**Robert and Alexandra's**  
**delectable after dinner party.**  
  
Wine and nibbles will be served.



What specific need  
do these sites satisfy?

How is it conveyed?

# Book unique homes and experiences.

WHERE

CHECK IN

CHECK OUT

GUESTS



Logo here

FIND TICKETS FOR

All Shows



WHEN

Sep 27, 2018



Search

BROADWAY MUSICALS

BROADWAY PLAYS

OFF-BROADWAY

BROWSE ALL



The Lion King



Dear Evan Hansen



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synonyms

design



# design



[see definition of design](#)

*noun* sketch, draft

*noun* artful conception

*noun* intention

*verb* plan, outline

*verb* create, conceive

*verb*



Relevance



A-Z

Length



+

## Synonyms for design

*noun* sketch, draft

architecture

arrangement

composition

construction

drawing

form

idea

layout

map

method

model

pattern

picture

plan

scheme

study

blueprint

chart

comp

conception

constitution

delineation

depiction

diagram

doodle

dummy

formation

makeup

outline

paste-up

perspective

tracery

tracing

treatment

## Word Origin & History

1540s, from Latin *designare* "mark out, devise, choose, designate, appoint," from *de-* "out" (see [de-](#)) + *signare* "to mark," from *signum* "a mark, sign" (see [sign](#) (n.)). Originally in English with the meaning now attached to [designate](#); many modern uses of *design* are metaphoric extensions. Related: *Designed*; [designing](#).

# Use graphic design to convey the specific needs your site serves.

- Conceptual grouping
- Location
- Whitespace
- Size
- Images
- Contrast
- Color

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February 2<sup>nd</sup>.



You are cordially invited to  
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Wine and nibbles will be served.

A: The visual hierarchy does not work  
B: The visual hierarchy does not work

# Next's weeks goal: Iterate

- Iterate on your application
  - Define your own high level goal: a specific user need to solve
    - Define 7-10 low level goals you will need to achieve this.
  - This should be the **next riskiest thing**
  - It should now be feature complete and ready for users!
    - **Give a user persona so you know that it is ready for at least one user.**
  - **The graphic design should reflect the intent of the application to the user.**
    - It can be minimal, but it should convey the purpose of the side and guide the user's attention through the task
  - Create at least 1 paper prototype – test it on at least 1 person.
    - Report one thing you learned from it
  - **Test it on at least 1 person**
    - Report on thing you learned