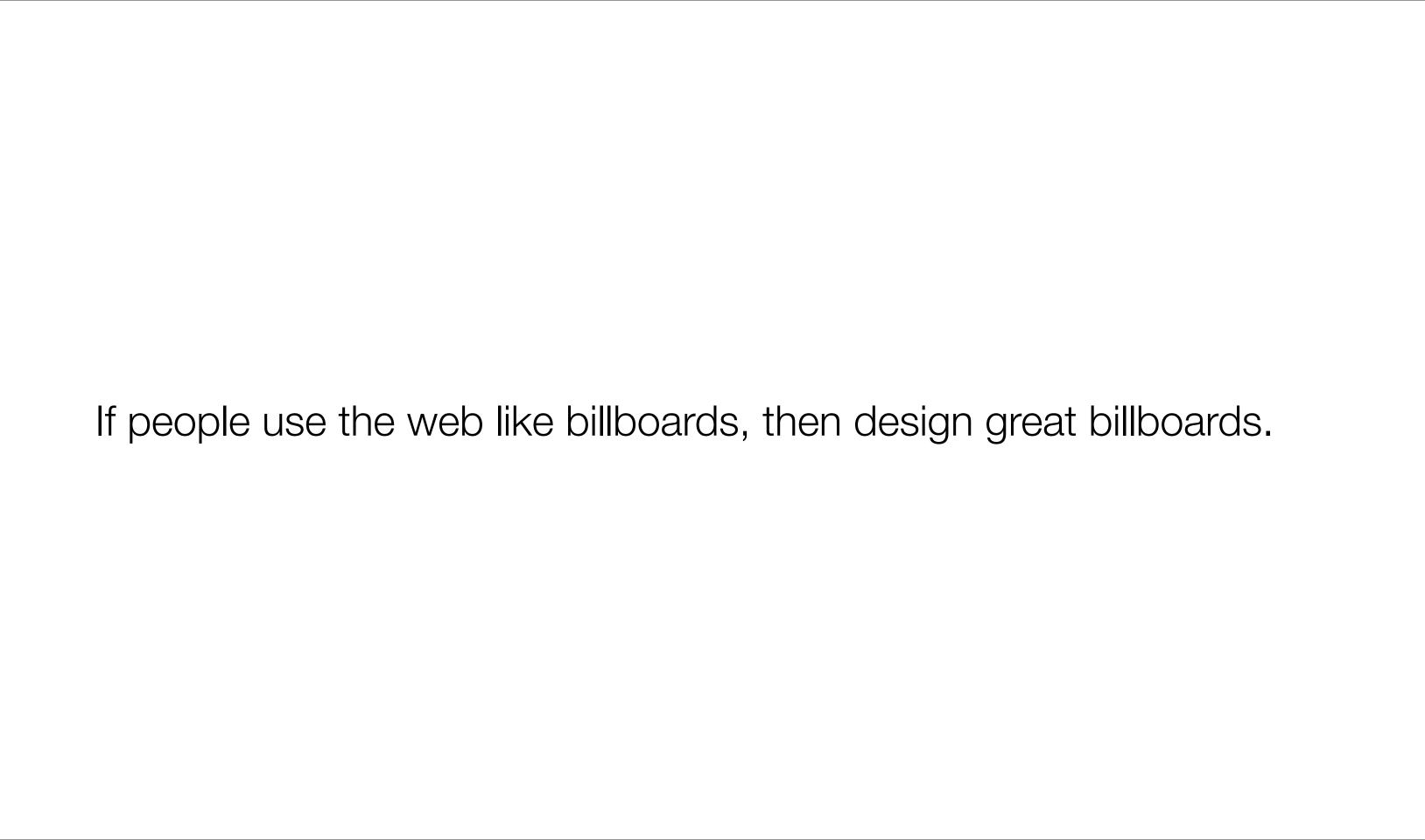
Billboard Design

Lessons from Don't Make Me Think (chapter 3)



Create a clear visual hierarchy

- The more important a thing is, the more prominent it is
- Things that are related logically are also related visually
- Things are "nested" visually to show what's part of what

If no clear visual hierarchy exists on your interface, then the experience slows and it feels worse (even though the visitor might eventually figure it out)

Conventions are your friends

- Conventions are useful
- Designers are often reluctant to take advantage of them Innovate when you *know* you have a better idea, but take advantage of conventions when you don't.
- Examples expand/collapse, links, navigation structures, shopping carts,



NEW ARRIVALS CLOTHING ACCESSORIES COLLECTIONS BLOG SALE SHOES KIDS



4 1 2 3 4 5 6 >

OUR FAVORITES

Break up pages into

clearly defined areas



Clear Sight Backpack Transformer School Folders Train Journey Dress Wagon Train Top Go Anywhere Top

NEW ARRIVALS



She's Got It Solid Snow Pants Transition Insulated Snow Pants Up & Down Tank Laced Leggings Sure Thing Jacket

NEWS/EVENTS



ROXY will be at Battle of the Paddle

Kassia Does NYC's Fashion's Night Out 2010

Win A C2 BTX ROXY Snowboard signed by Torah Bright

Cori Schumacher becomes the 2010 ASP Longboard Champion

Latest news on the 2010 Roxy Jam Biarritz

MUSIC/ART



Featured Artist: Blonde Redhead

Download of the Week: Zola Jesus "Sea Talk"

Featured Artist: Azure Ray Download of the Week: Unicycle Loves You "Mirror

Featured Artist: Warpaint

Mirror*

BLOG



ROXY will be at Battle of the Paddle

Roxy Style Spy: How To Wear Fleece NOW!

Chelsea Tuach Wins NKF Pro Women's event in Cocoa Beach

Florida Kassia Does NYC's Fashion's

Night Out 2010

Win A C2 BTX ROXY Snowboard signed by Torah Bright!

Make it obvious what's clickable

... but it depends





Advanced Search Language Tools

Google Search

I'm Feeling Lucky

Keep the noise down to a dull roar

- Busyness
 If everybody is shouting, you cannot hear a single person. e.g. Philippine Airlines
- Background noise
 Constant annoying visual noise. e.g. lines on tables