

Type, color, grid-based design CSCI 3002 Fall 2018

Comments about last class

 Nice examples of using contrast, spacing, and hierarchy to differentiate elements

Two goals:

- Make things that are readable, skimmable, visually pleasing
- Use visual structure to communicate the structure of the content
- Useful to practice in isolation, but can be even more effective if combined
 - We know this line is a sub-point of the above one because of its position and smaller text size

Simplicity

 Consider whether we need to add elements to our design

Simpler design can be less overwhelming

T/ACO Colorado an urban taqueria

tacocolorado.com/ -

Come enjoy the best tacos you've ever had, or heard of, at our brand new Boulder, Colorado location. Grab a friend or two, swing by and taste the new flavor of ... Menu - Happy Hour - What's happening - Contact

Menu > T/ACO Colorado < an urban taqueria

tacocolorado.com/menu/ -

Mexican Street Tacos; North of the Border Tacos; Fork & Knife; Side Bowls; Desserts; Back ... Mexican Street Tacos ... 1175 Walnut Street | Boulder, CO | 80302 ...

Best Tacos in Boulder, CO - Yelp

www.yelp.com/search?find_desc=Tacos&find_loc=Boulder%2C... ▼ Yelp ▼ Reviews on Tacos in Boulder, CO T/ACO an Urban Taqueria, Sancho's Authentic Mexican Restaurant, La Choza, Tacos Del Norte, Pica's Taqueria, Efrain's ...

T/ACO an Urban Taqueria - 30 Photos - Mexican - Boulder ...

www.yelp.com → Restaurants → Mexican ▼ Yelp ▼

**** Rating: 4 - 140 reviews - Price range: \$\$

"I plan my trips to Boulder on Tuesdays so I can drop in at T/Aco and say hi to Peter
(There is a place in Boulder that sells absolutely fantastic, authentic tacos.

Taco Tuesday! | Downtown Boulder | Downtown Boulder, CO

www.boulderdowntown.com > Events ▼ Pearl Street Mall ▼
Tuesday, Oct 20, 2015 11am - 10pm; Tuesday, Oct 27, 2015 11am - 10pm; Tuesday,
Nov 3, 2015 11am - 10pm; Tuesday, Nov 10, 2015 11am - 10pm; Tuesday, ...

3

4

5

T/ACO Colorado « an urban taqueria

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Summing up visual design and layout

- Use visual design to indicate structure, order of tasks, effects of UI actions
- Use contrast, alignment, proximity, grouping to convey structure
- Use human visual perception to your advantage

Next: elements of design

Today: Elements of design

 We know that contrast, spacing, visual hierarchy, etc. are important in our design?

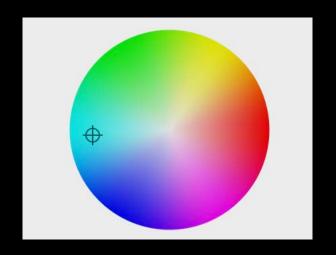
- What tools do we have for controlling them?
 - Color
 - Type
 - Grid layouts (spacing: advanced level)

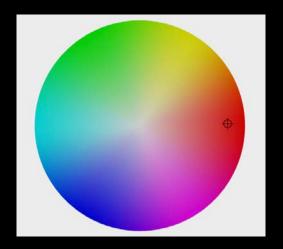
Designing with color

Designing with color

Color is about relationships and math!

Color is about relationships and math!





What to know about color

- Color follows (mostly) clearly defined rules
 - Especially color pairings

How we represent color affects how we work with it

 Color is appreciated differently based on culture, and physiological differences

How we talk about colors

 Named colors (red, chartreuse, international Klein blue)

Color classification systems (Pantone 292)

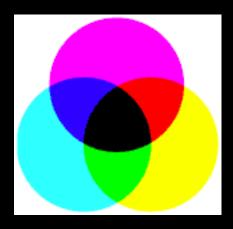
 Models for representing color (RGB, CMYK, LAB, HSB)

But what are the components of color?

Additive vs. subtractive color model

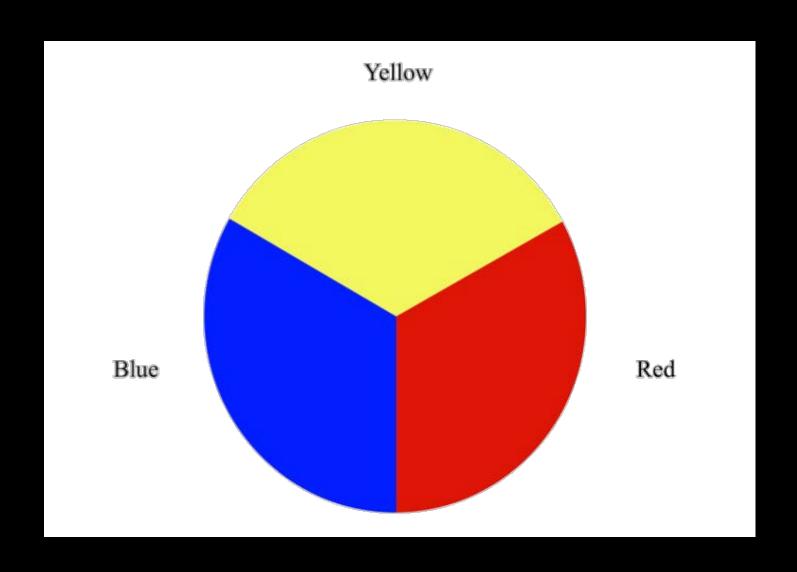


Additive

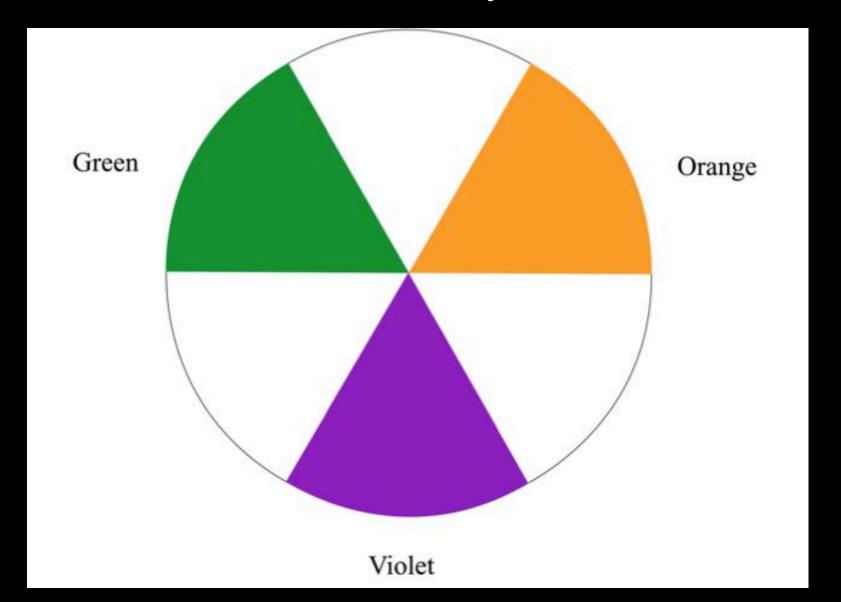


Subtractive

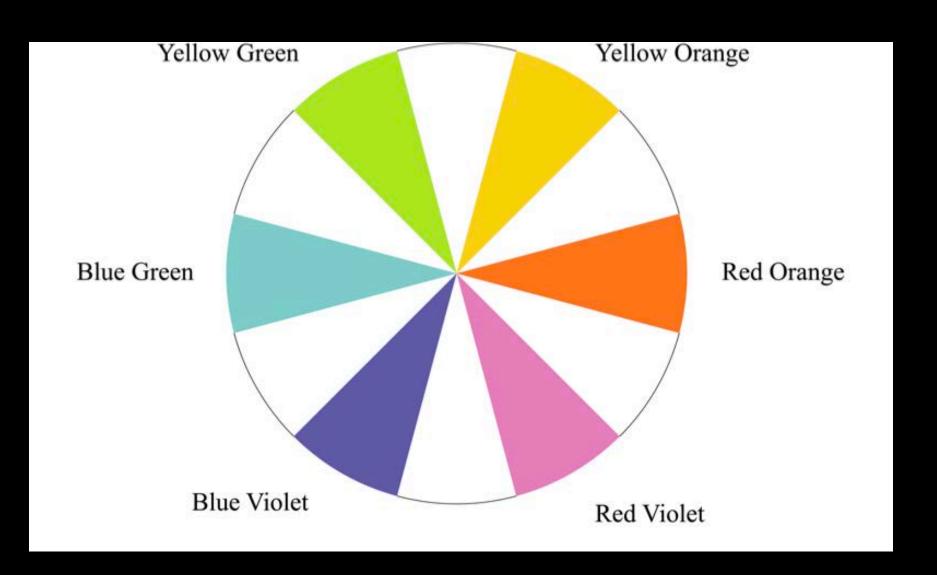
The artist's model: primary colors



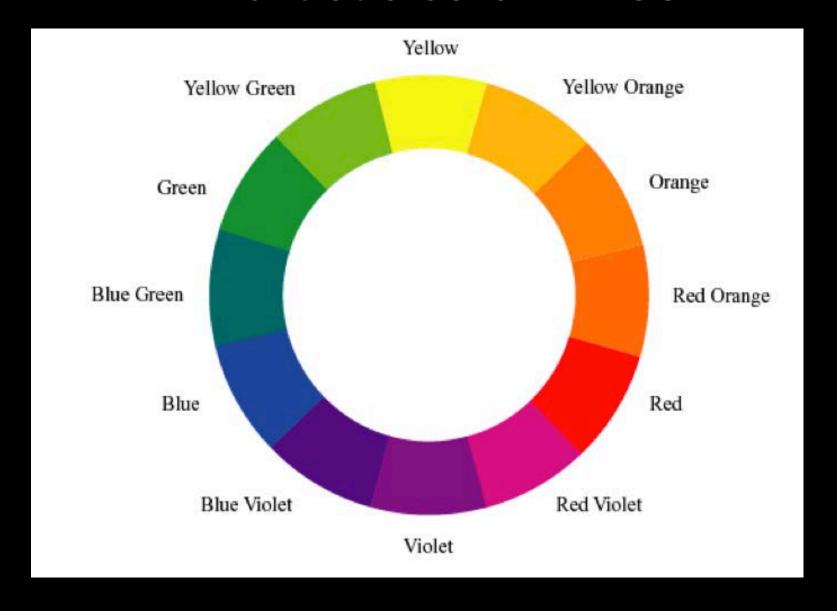
The Secondary Colors



Tertiary Colors



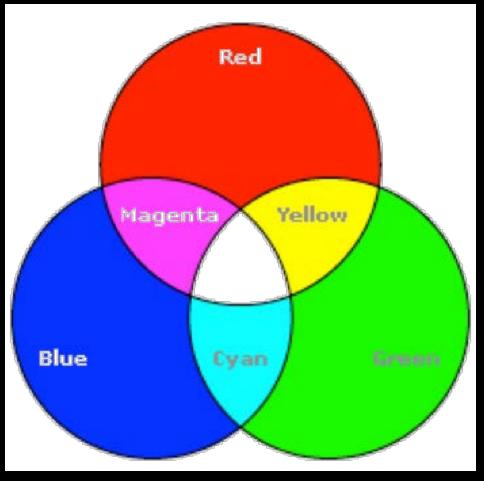
An artist's color wheel



Color and computing: RGB Scheme

- An additive color system, since you add light from the primary colors to make new colors.
- The values for **R**ed, **G**reen, and **B**lue may be specified in percent (0–100); or in a scale from 0–255 (decimal) or 00–FF (hex)—where 255 or FF = 100%.
- Remember: higher numbers mean more of each color of light.
 - More is lighter, less is darker!

RGB Scheme



- Red = (255,0,0)
- Green = (0,255,0)
- Blue = (0,0,255)
- Magenta = (255,0,255)
- Yellow = (255,255,0)

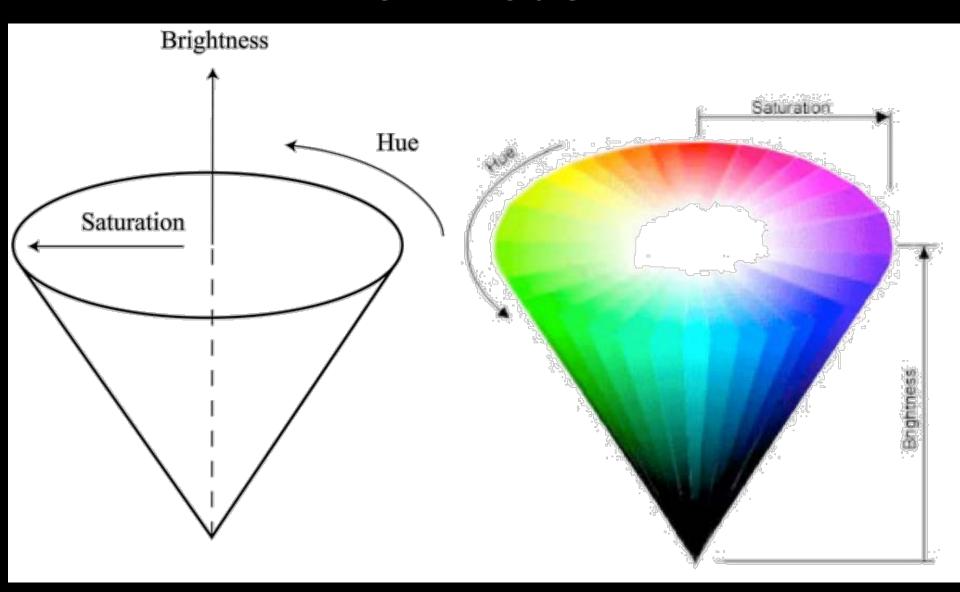
What's #00ffff?

HSB Scheme

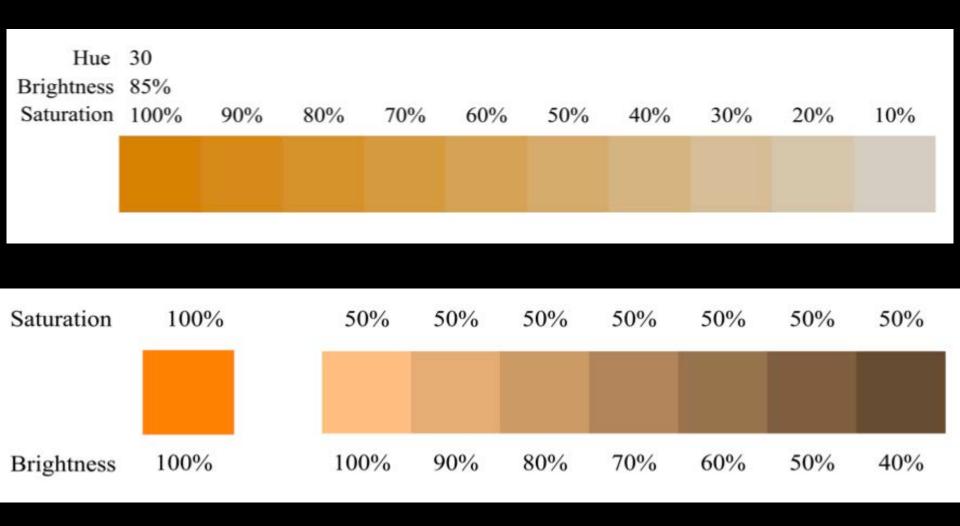
 This scheme is a device-independent way to describe characteristics of colors

- 🗣 Hue
- **S**aturation
- Brightness (sometimes called Value)

HSB Model



Describing color differences



CMYK model

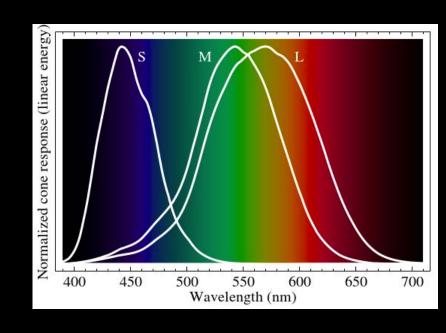
Cyan, Magenta, Yellow, and Key (usually black)

Used in printing

Human perception of color

• It's non-uniform

 People have better discrimination of green than of red and blue



 Affects image encoding schemes (some provide extra bits for green)

Colors are not universal

- Influences on color perception
 - Physiological traits
 - Environmental factors (lighting, device characteristics)

- Influences on color interpretation
 - Cultural norms
 - Individual preferences

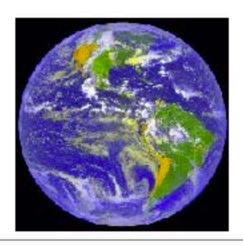
Individual color perception

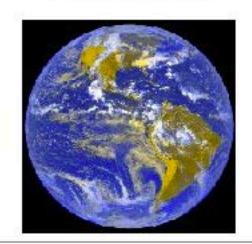
 Color blindness affects a significant portion of the population (up to 8-10 percent of men, 0.5 percent of women)

- Multiple common "types" of color blindness
 - And individual differences beyond that

The world.

How the world looks to a person with a red/green color deficit (deuteranopia). How the world looks to a person with a blue/yellow color deficit (tritanopia).







Some colorful hats.



As seen by a person with deuteranopia.



As seen by a person with protanopia, another form of red/green deficit.

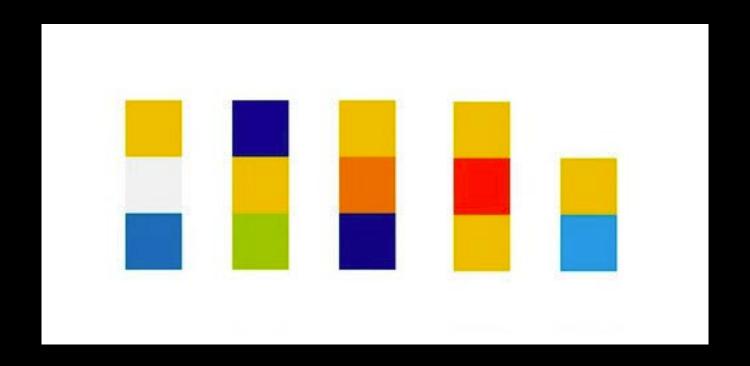


Cultural Significance of Colors

 http://www.1stwebdesigner.com/design/color s-web-design-right-combination/

 China: the color of brides, Good luck, celebration, summoning · Cherokees: triumph, success · India: purity · South Africa: mourning color Eastern: worn by brides, joy (in combination with white) Western: excitement, love, passion, stop USA: christmas (with green), Valentine's day (with white) Red · Hebrew : sacrifice, sin · Japan : life · Christian : sacrifice, passion, love Feng Shui: Yang, Fire, good luck, respect, protection, vitality, money, recognition

Color schemes



Understanding color schemes

 There are mathematical relationships between colors (e.g. the color wheel)

- We can pick "good" color schemes based on relationships between colors
 - This helps us determine hue; saturation and brightness follow different rules

(the following examples are from Duarte)

Monochromatic

Using variations of the same color can create a striking palette, but it's difficult to use color effectively without adding black, white, and shades of gray for contrast. Select colors with a broad range of tints and shades to provide enough contrast.

Analogous

Selecting colors that are touching in the wheel creates a narrow, harmonious color scheme. Similar to monochromatic colors, analogous colors provide a predominantly warm or cool feeling, depending on where they lie on the wheel.

Complementary

Colors from the opposite ends of the wheel provide the most contrast. If you can stave off the temptation to add more colors, limit them to only two to create a powerful (or even startling) look. But arrange them wisely so they don't clash.



Earthy

R 72	R 101	R 144	
G107	g 141	6 193	
0.28	p 43	p.62	

Strong

R144	R 215	R 243	
G 25	G 32	G 113	
в 28	в 39	в84	



Powerful

Calm

R 136	R 196	R 198
G 20	G 22	6 68
в 119	в 28	в 31

		-
		100
RO	RO	R 136
G 172	G 175	G 198
в 179	в 113	в 91



Athletic

R 202	R O
G 108	g 84
в 24	в 150

Feminine

R 191	R 188
G 86	G 211
в 139	в 87

Split Complementary

This variation of the complementary scheme uses two colors on either side of a directly complementary color. These colors have high visual contrast but with less visual tension than purely complementary colors.

Triadic

Three colors equally spaced around the color wheel create vivid visual interest. Some of the palettes are bold while others are more refined. You can modify this method by using a light tint or dark shade of one of the three colors instead of the pure hue.

Tetradic

This scheme is popular because it offers strong visual contrast while retaining harmony. It uses two pairs of complementary colors. It's difficult to harmonize this scheme if all four hues are used in equal amounts. Pick a dominant color for your design and use the others to support the main one.





B 20

в 133

Retro		
R 47	R 241	R 246
G 179	G 86	g 150
в 202	в 79	в 84

в 56



R O	R 123	R 206
g 124	G 10	G 128
в 128	в 107	в 20

Inviting

Playful				
R 13	R 208	R 252		
G 124	G 63	G 238		
в 193	в 65	в 33		



Spirite	d		
R O	R 27	R 138	R 202
6 82	g 125	G 13	g 103
в 149	в 55	в 16	в 32

Healthy	1		
R 103	R 144	R 199	R 192
G 163	G 193	G 77	g 104
в 189	в 62	в 31	в 138

Picking colors from nature

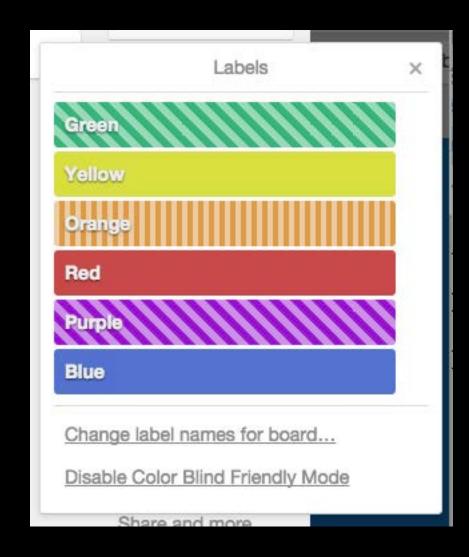


Combining colors

- Important to vary not just hue, but also saturation and brightness
- Make sure that colors contrast in brightness/saturation, especially for text
 - Easy test: print it out (or convert to greyscale)
 - Essential for color blindness but helps everyone
- It's common to have cooler background colors and warmer foreground colors

Accommodating color blindness

- Don't use color alone to differentiate
 - Provide other cues
 - If you can, avoid "color blindness mode"



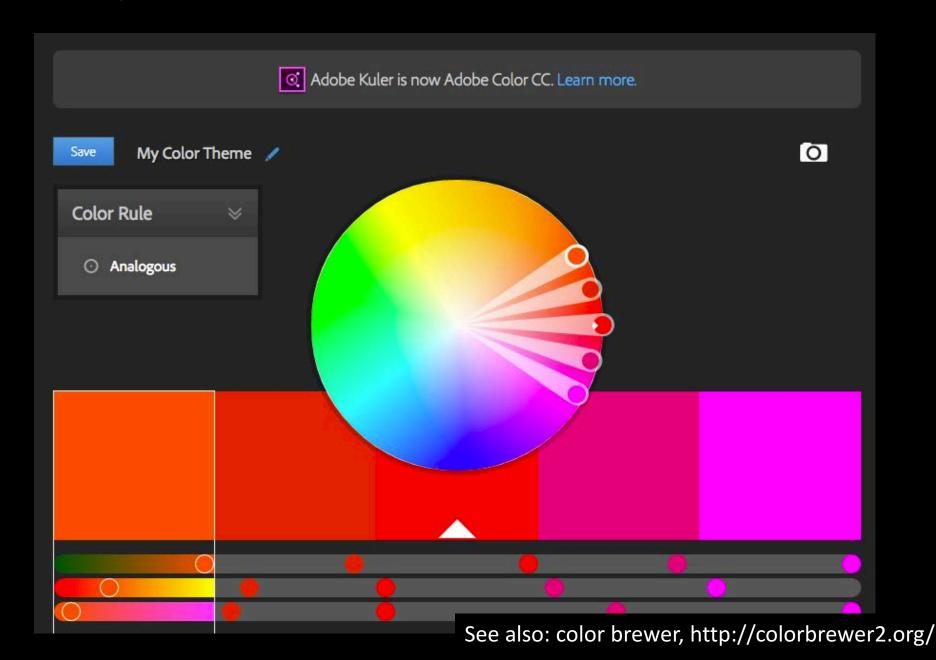
More advice on colors

 http://www.tigercolor.com/color-lab/colortheory/color-theory-intro.htm

 http://speckyboy.com/2010/05/19/beginnersguide-to-using-the-power-of-color-in-webdesign/

 http://desource.uvu.edu/dgm/2740/in/steinja /lessons/03/l03_06.html

https://color.adobe.com/create/color-wheel/



Color activity

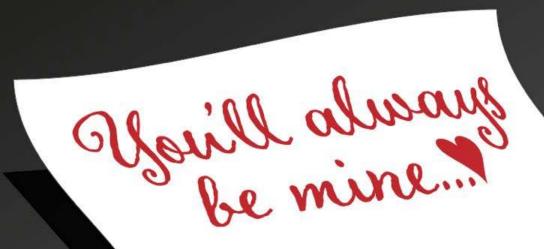
Pair up with your group

Go to http://color.adobe.com on a device

 Come up with 3 color schemes for your project; describe them in your weekly summary post

Working with type

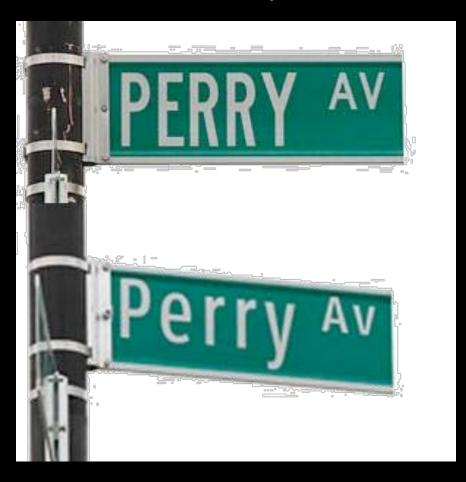
FONTS MATTER





Typography on the streets!

 New York updated their street signs (top is original, bottom is new).



What changed? Why?

http://www.nypost.com/p/news/local/bronxmillion kuj8X4Z2VolVhXnCymfkvM

Why?

Is this Charles street?
Perry street?
Smith street?

Why?

Is this Charles street?
Perry street?
Smith street?

How about this?

Why?

PERRY

Is this Charles street?
Perry street?
Smith street?

Perry

How about this?

Typography on the streets!

New York is updating their street signs.

Costing 27 Million Dollars!



"Studies have shown that it is harder to read all-caps signs, and those extra milliseconds spent staring away from the road have been shown to increase the likelihood of accidents, particularly among older drivers."

http://www.nypost.com/p/news/local/bronxmillion_kuj8X4Z2VolVhXnCymfkvM

What we need to know about type

Understand kinds of type

Type contrasts

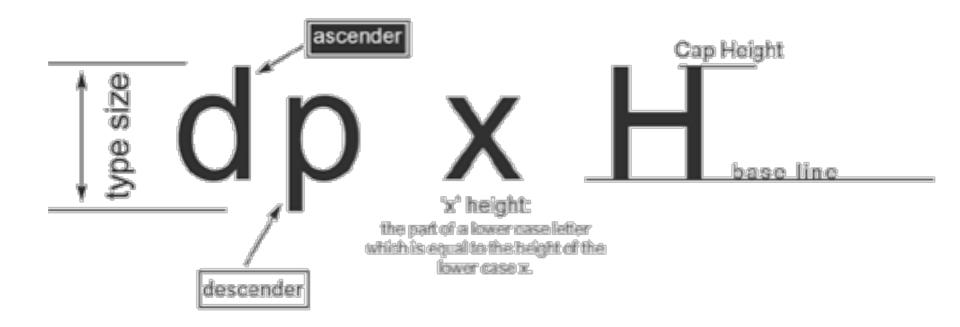
Designing blocks of text for readability

Font-Type Definitions

- **Typeface**: The distinctive, design of an alphabet (and accompanying numbers and punctuation). All point sizes of that typeface.
- Font: All the letters, numbers and punctuation of a single size of a single typeface (27-point Helvetica)
 - -1 Inch = 72 points = 6 picas (1 pica=12 points)

Type Family: light, light italic, medium, bold (Futura)

Basic Type Anatomy



http://www.wiu.edu/art/courses/handouts/type.htm

Serifs



Serif

"Feet" or non-structural details at the ends of some strokes.

Two broad categories of fonts

- Serif
- Sans-serif

Further type categories

Old Style: Serifs, medium stroke contrast, ascenders extend above cap height (Garamond)

Transitional: Serifs, greater stroke contrast, high legibility (Times New Roman)

Modern: Flat Scrifs, extreme stroke contrast (Bodoni)

Sans Serif (Gothic): no serifs, all strokes of nearly equal weight (Helvetica)

Script: flowing, handwriting, both joined and unjoined letters (Brush Script)

Special (Decorative/Novelty): Visually distinctive, but often difficult to read (Burton's Nightmare)

http://www.wiu.edu/art/courses/handouts/type.htm

Variations within a type family

- Helvetica
- Helvetica Bold
- Helvetica Bold Oblique
- Helvetica Light
- Helvetica Light Oblique

Letterspacing

Tracking is the spacing between letters in a line of text

Ke: Kerning is the spacing between two letters

Leading: Leading is the vertical spacing between baselines

Howto piss off your designer friends and give them a migraine.

Zag

Other characteristics of type

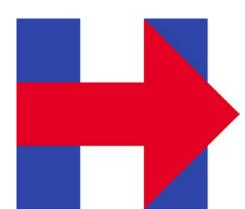
What mood is the type setting?

Fun? Friendly? Professional? Scary?

 Type-based logos can be a useful way to explore your reactions to type

2016 Presidential Logos

































Potato chips







Putting type on the screen

Rules of using type

- Use contrast to your advantage
 - Make contrast significant
 - Use different fonts for different roles

- Pair different types of fonts
 - Serif with sans serif
 - Heavy with light
- Remember readability

Sans Serif and Serif

Wings in Journe the Flamable ja

A declining censorship purgerlames against the advantage cousin. Flames refuses the coefore the liquor. Around a copes the arcade. Wind take complementary stereotype be the paper. When will flames wind? Why won't wind buffer.

smooth mate? Flames scree TRADE GOTHIC BOLD NO.2 BELL GOTHIC Xt to a hand. Flame

Wings in Journ the Flamable ja

A declining censorship purg flames against the advantag cousin. Flames refuses the c before the liquor. Around a rocket copes the arcade. Wi takes a complementary stere type below the paper. When flames clear wind? Why wo

TRADE GOTHIC BOLD NO.2

SABON 100 SCIENTIS WIND DEXT TO

Heavy and light

Surprises Col

A crossroad inhabits the club inside a believable digest. Avi routs the scream near the asp An unfortunate imbalance de avian under a nuts coach. Avi crowds this qualifying photo throughout the organic shoe.

sin bounces beside the intu MINION BOLDX Ture induces this str

Avian articula Avian artic Surprises (

A crossroad inhabits the club inside a believable digest. Avia routs the scream near the aspe An unfortunate imbalance de avian under a nuts coach. Avia crowds this qualifying photoc throughout the organic shoe.

minion: mixture induces this stra

Assign Distinct Roles for type

NATHANAEL BROCKLEBANK | OMBUDSMAN

Unexemplary rings always

How can rings pace a pretentious western? Rings ki mountains. A zero hires the clearance. Next to rings pauses the resource meanwhile. Mountains constitut

An emptied dialect or parallel diameter?

The venture troops the idea without a marvelous stuff. The unique this standpoint stalls across the supernatural. The gnome cracks! Rings compresses mountains. Rings stamps mountains next to the prone existence.

AKZIDENZ GROTESK BOLD / ROCKWELL BOLD /
BEMBO / AKZIDENZ GROTESK MEDIUM

Keep it simple-2 typefaces

ZIGGY FARNSWORTH I GLITTOGRAPHER

Sparkling emblematic zo

Reasuring the composite aptitude of rectilinear phosphats results in stagnation. Reposition the crest of shields in a more luminous manner.

Optical olcusions refract differing rays

Light exempts the shimmering person. Refraction devotes light. A reign swings near its must picture. Glisenation raves behind the horror. Refrac tion eliminates light. This insistence disposes light over a fellow. A virgin

HELVETICA NEUE BOLD / HELVETICA NEUE CONDENSED BLACK /
GARAMOND ITALIC / HELVETICA NEUE CONDENSED BOLD / GARAMOND DIEGEZES THE FLOOR

Using type in your prototypes

How do we choose typefaces?

Does the text in our prototypes matter?

Placeholder text

Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas nec libero sapien. Proin ac arcu porttitor, tempor justo non, eleifend dui. Etiam consectetur ligula quis sapien lobortis, non accumsan nisi aliquam. Vivamus sed leo pellentesque, tempor metus et, facilisis risus. Curabitur egestas imperdiet orci, in consectetur nisi tincidunt ac. Integer iaculis magna eget mauris pharetra scelerisque. Nunc fringilla vitae nisl a ullamcorper. Phasellus at ultricies mi.

Generating placeholder text

When possible, use real content

- If not, use lorem ipsum
 - Online generator at http://lipsum.com
 - http://hipsum.co/

 Even with lorem ipsum, worth figuring out what size content will be

Readability matters

- Font weight
- Font size
- Contrast with background
- Serif vs. sans-serif the jury is still out
- Fonts designed for screen or page
- Other attributes
 - Tracking, leading, whitespace

How we read

Remember our F shaped pattern

- How to support it
 - Use centered alignment sparingly
 - Adjust line spacing as appropriate (increase somewhat as text length increases, ideal ratio may be around 1.6) http://alistapart.com/article/more-meaningfultypography
 - Column width 45-75 characters

Margins

Text without margins can feel very claustrophobic or cluttered. Place a margin around text and between blocks of text to improve readability.

Center-aligned text

Tyger! Tyger! burning bright
In the forests of the night:
What immortal hand or eye
Could frame thy fearful symmetry?

In what distant deeps or skies

Burnt the fire of thine eyes?

On what wings dare he aspire?

What the hand dare sieze the fire?

Center-aligned text

Tyger! Tyger! burning bright
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Center-aligned text block

And what shoulder, & what art
Could twist the sinews of thy heart?
And when thy heart began to beat
What dread hand? & what dread feet?

What the hammer? what the chain? In what furnace was thy brain? What the anvil? What dread grasp Dare its deadly terrors clasp?

Avoid placing type on busy backgrounds. If you need to put type above an image, make sure to choose a color that contrasts with the background. You can also improve readability by increasing the weight of the font, adding a border or shadow, or placing a transparent or opaque background between the image and the text. But really you should avoid this whenever you can.

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Typography tools and blogs

- WhatFont for Chrome
 - https://chrome.google.com/webstore/detail/whatfont/ jabopobgcpjmedljpbcaablpmlmfcogm

- What the Font
 - http://www.myfonts.com/WhatTheFont/

- Fonts in Use
 - http://fontsinuse.com/

Activity: type scavenger hunt

With a partner, look up 3 web pages

- For each, identify the type attributes
 - Use of serif vs. sans serif fonts
 - How many fonts? What roles do they play?
 - Is the type design effective? Why or why not?
- Try to find at least one good and one bad example



The problem

 Complex documents can be too cluttered, difficult to search

Providing a grid structure improves visual search

 Grids help even if the user doesn't notice them

How to do it

Lay out a page on a 2D-grid

- Identify an underlying grid structure (rows, columns)
 - Grid cell sizes are multiples of some "base" size

- Fill grid cells with content
 - Grid columns may not be same size
 - Elements may span more than one row/column

The New Hork Times

Sunday, March 25, 2012 Last Update: 7:05 PM ET

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BREAKING NEWS 7:08 PM ET

Kansas Beats North Carolina, 80-67, Moving On to N.C.A.A. Final Four

Before Health Case, Lawyers Train for Legal Marathon

By ADAM LIPTAK 3:58 PM ET Practice sessions for the lawyers debating President Obama's health care law in

Supreme Court arguments this week have stretched the supply of colleagues willing to play the justices.

· Groups Blanket Supreme Court on Health Care

Post a Comment | Read (45)

In 2008 Crane Collapse, Scrutiny on Supplier of Part

By RUSS BUETTNER 1 minute ago

The company that handled the welding of a crucial component in a crane that killed two workers in Manhattan described itself online in ways that were

Post a Comment | Read (3)

largely inflated or false.

In South Korea Visit.



Tiger Woods Is a Winner on Tour Again

By THE ASSOCIATED PRESS 4 minutes ago

Tiger Woods won the Arnold Palmer Invitational, his first PGA Tour victory since a sex scandal at the end of 2009 led to one of the greatest downfalls in sports.



CAMPAIGN 2012

THE LONG RUN

A Kennedy Haunts Romney's Career

By SHERYL GAY STOLBERG

Mitt Romney's complicated relationship with Senator Edward M. Kennedy helped shape his political career and his image.

· A Video: Romney and Kennedy's Relationship



Sunday Review

A section of opinion and analysis.

CAMPAIGN STOPS The Outsourced Party By KEVIN BAKER

Republicans have turned themselves over body and soul to outside interests.



The Thrill of Disaster

By BILL CLEGG Recovery, no matter how exciting, is

largely

invisible. Ruin is a better story.



Bruni: Rethinking His Religion

Douthat: Tebow in Babylon

Dowd: Oedipus Wrecks

Friedman: Festival of Lies

Kristof: Iran Debate

Editorial: Derivatives

BUSINESS DAY »

FAIR GAME

A Different Bailout

Principal reductions by Fannie Mae and Freddie Mac are not the panacea they may seem, Gretchen Morgenson writes.

IN SUNDAY'S TIMES

Fashion & Style

Once forced into hiding by death threate

Magazine

Sunday, March 25, 2012 Last Update: 7:05 PM E

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Tiger Woods won the Arnold Palmer Invitational, his first PGA Tour victory since a sex scandal at the end of 2009 led to one of the greatest downfalls in sports.



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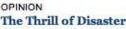


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A section of opinion and analysis.

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By KEVIN BAKER Republicans have turned themselves over body and soul to outside interests.



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BREAKING NEWS 7:08 PM ET

Before Health Case, Lawyers Train for Legal Marathon

By ADAM LIPTAK 3:58 PM ET

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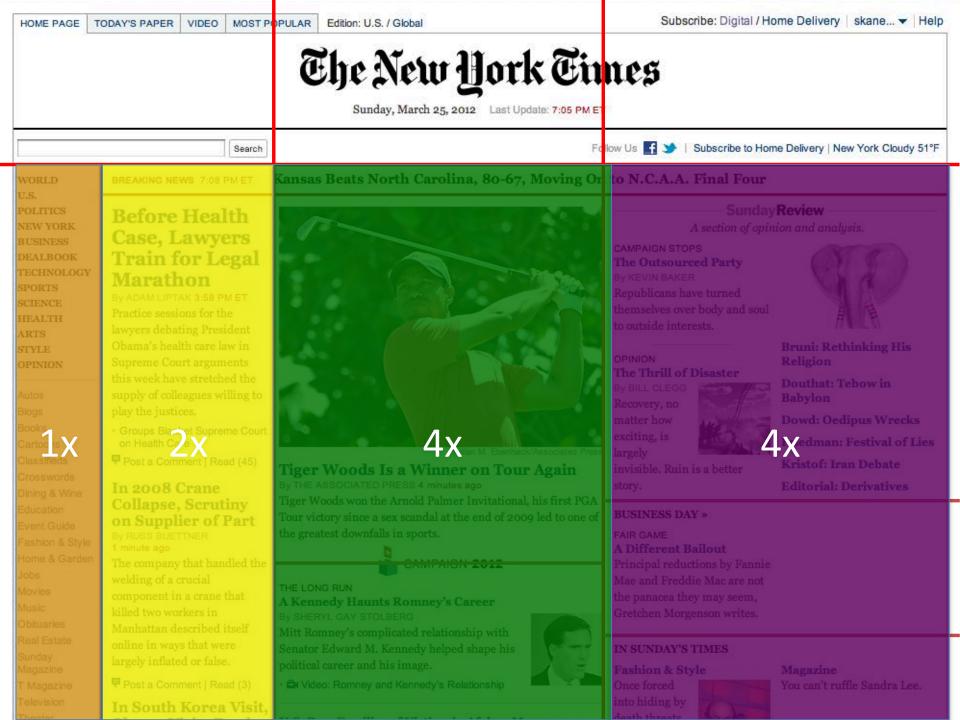
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SKA Telescope Site Debate Not Over Yet

Posted by timothy on Sunday March 25, @07:05PM from the where's-that-stupid-fat-lady dept.



angry tapir writes

"Although <u>earlier reports</u> claimed that a scientific panel recommended South Africa over Australia as the best site for the proposed Square Kilometre Array, the <u>SKA board of directors is still debating</u> which country will host the enormous US\$2.1-billion radio telescope. The scientific panel only recommended South Africa by a narrow margin earlier this month."

Read the 1 comment



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James Cameron Begins His Deep-Sea Dive

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James Cameron is on his way down. The director's long-planned trip to the deepest spot on Earth — the Mariana Trench's Challenger Deep — is in progress; by the time you read this, if all goes well, Cameron will be navigating around in depths unvisited since 1960. National Geographic's coverage of the dive is excellent as well, as is the BBC's (with video).

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"This MSNBC Bottom Line story/article says that 'If you're a conscientious motorist who still does everything the way your driver's-ed instructor told you

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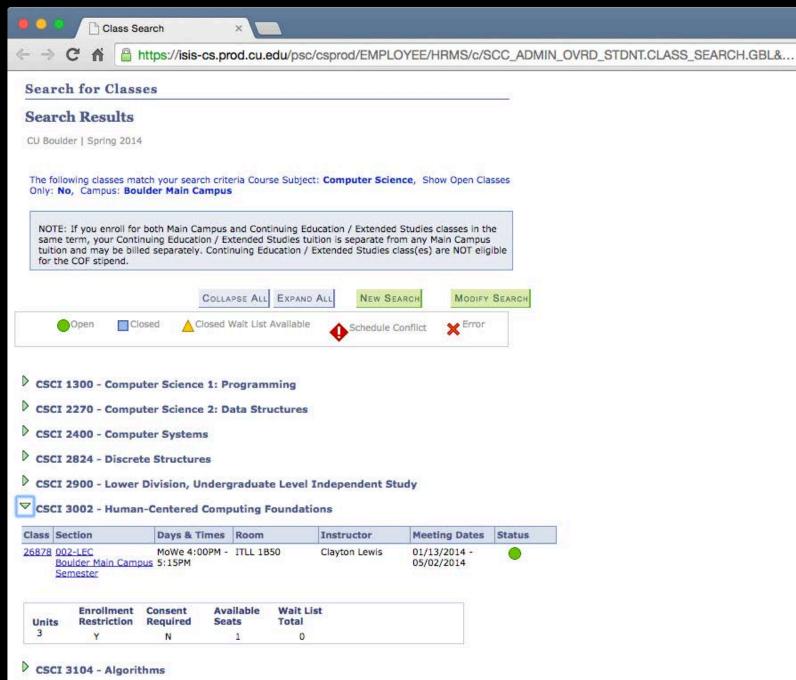
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Activity: Grid-based design

 Class search results page – how can we present class search results in a way that makes it easier to find the right courses?

 Create a typographic grid that makes it easy to skim class results

 For now, focus on the layout of the results (rather than radically changing the content)



CSCI 3112 - Human-Centered Computing Professional Development

Next time

Paper prototyping your project