

VISUAL DESIGN

Scott Klemmer and Michael Bernstein

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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Use size contrasts to indicate hierarchy

“Information consists of differences
that make a difference.”

And vary scale and weight

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Robert and Alexandra's delectable after-dinner party

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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

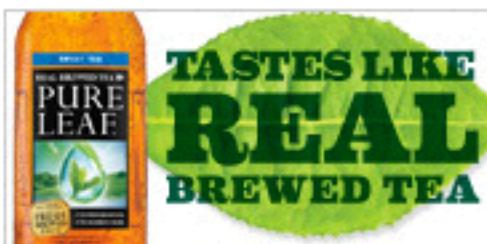
GUIDE Convey structure, relative importance, relationships

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

MESSAGE Express meaning and style, breathe life into the content

Major concepts today

- Typography
 - Point, x-height, ascenders, descenders, weight, serifs
 - Choosing fonts
- Navigation
 - Information scent
 - Visual scan paths on the web
- Grids
 - Columns, gutters, leading, alignment
- Color



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

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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

◀ 1 2 3 4 5 6 7 8 9 10 11 12 ►

A performance by the cast of "Follies."

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16TH ANNUAL WEBBY SPECIAL ACHIEVEMENT AWARD WINNERS

About Webby Special Achievement Awards

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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Webby Lifetime Achievement

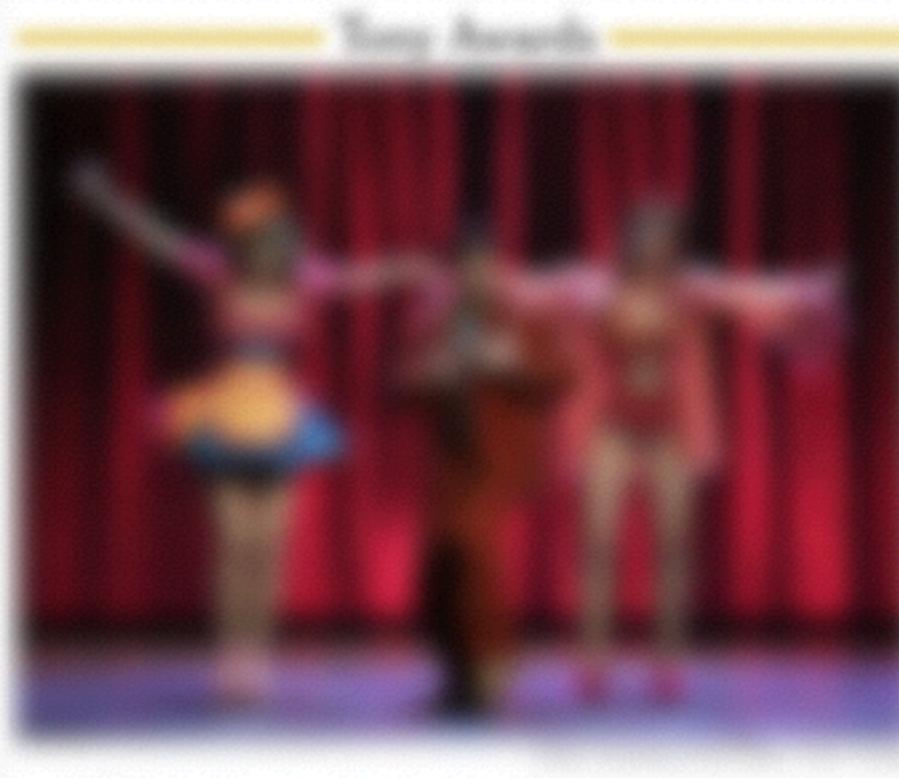
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The New York Times

Alia Razzak
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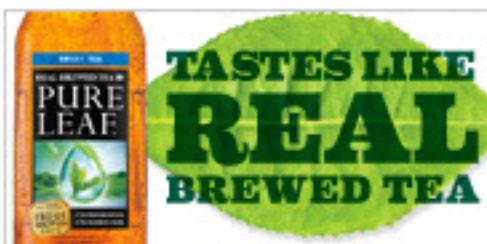
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Three basic tools of visual design

- Typography
- Layout
- Color

Typography

A large, bold, black letter 'R' is centered on a white background. The letter is designed in a sans-serif font, featuring a thick vertical stroke on the left and a rounded top loop. The interior of the 'R' is white, providing a strong contrast to the black outline.

Gill Sans, designed by Eric Gill and released
by the Monotype Corporation in 1928

Six Typographic Terms

S }
ix

Point size

SS

Gill Sans Calibri

Six Typographic Terms

} Leading

Six Typographic Terms

Six} x-height

Six

Gill Sans

Six

Lucida Bright
high x-height

Six

Baskerville
Low x-height

Typefaces with high x-height:
easier to read at small point size

Typefaces with low x-height:
harder to read at small point size

ascenders

Six Typographic Terms

descenders

Six Typographic Terms

light

regular

bold

weight

Six Typographic Terms

serifs

Minion Pro

SMALL CAPS, LOWERCASE
NUMBERS: 1234567890

Neutraface

ENJOY CS147
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The Serif Hypothesis

- Serif typefaces are easier to read -- and thereby preferable for long stretches of text -- because the serifs provide anchors that guide the reader's eye. Sans serif fonts lack these anchors and are therefore inappropriate for long stretches of text.

No Robust Evidence for Serif Hypothesis

“What initially seemed a neat dichotomous question of serif versus sans serif has resulted in a body of research consisting of weak claims and counter-claims, and study after study with findings of ‘no difference’. Is it the case that more than one hundred years of research has been marred by repeated methodological flaws, or are serifs simply a typographical ‘red herring’?”

“Legibility, in practice, amounts simply to what one is accustomed to” — Eric Gill, 1931

As quickly as you can:

Name this color.

Name this color.

Green

Red

Blue

Purple

Blue

Purple

Blue

Purple

Red

Green

Purple

The role of expectation

- Stroop effect: conflicting signals take longer to parse
- So, be aware of the signal that your choice is sending

book ←→ logo

Typefaces, like everything, build reputations

Baskerville

The Literary
Magazine for
Gifted Kids &
Their Families

Optima

POUR HOMME

AFTER SHAVE BALM
BAUME APRES RASAGE

Try these two things

- Use the typeface in multiple places to see its range
- Display the same text with different typefaces to change its effect

Layout

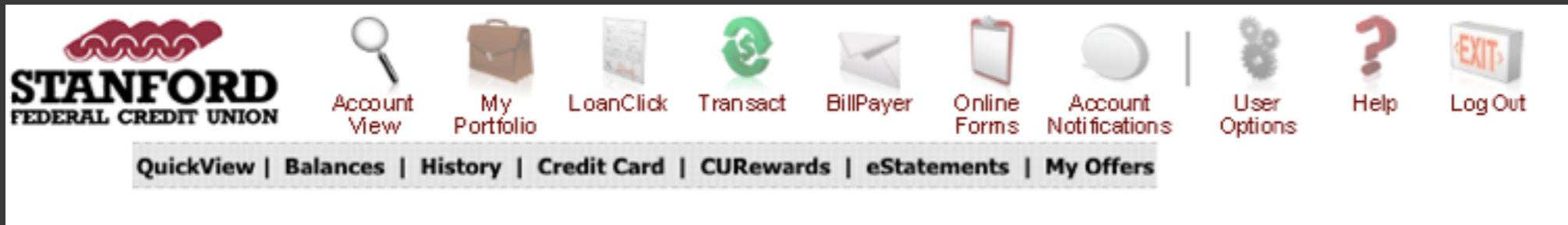
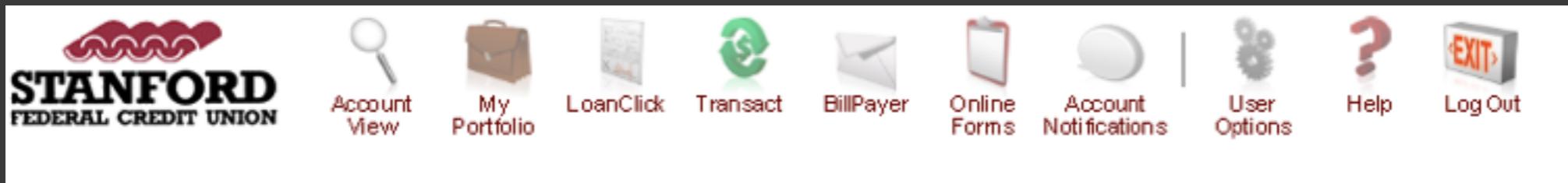
Information Scent

- Can people figure out how to get to the information they want?
- Do they realize what options are available?

How can you detect poor scent?

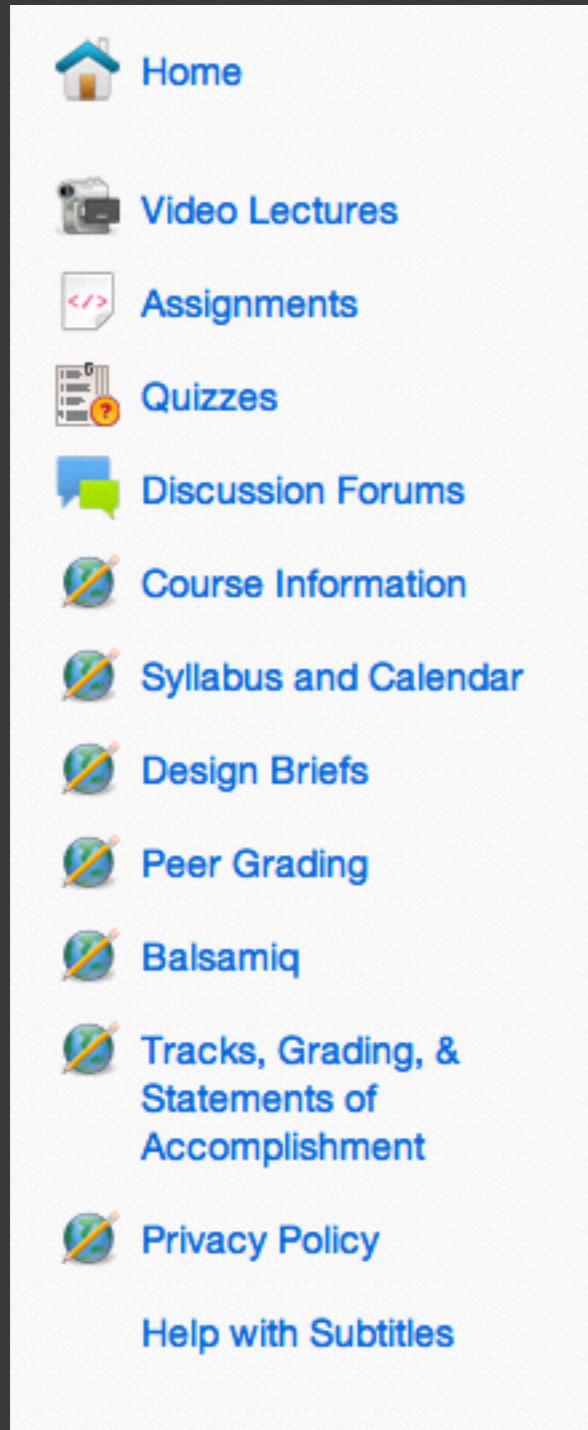
- Flailing
- Low confidence
- Back button

Low-Scent Navigation



- Surprising categories
- Short links
- Hidden navigation
- Icons provide little additional information

Generic Icons Rarely Help

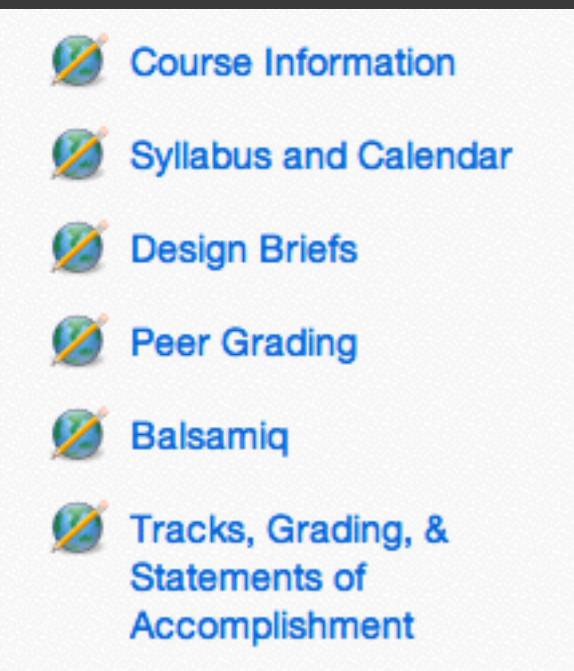


Icons help when...

- they facilitate repeat recognition
- when you know what something looks like but not what it's called
- Good redundant coding can help

Improving scent: multi-word links

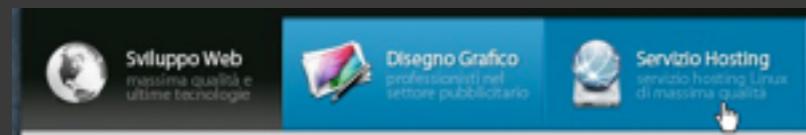
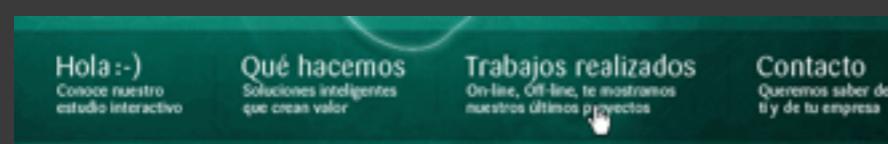
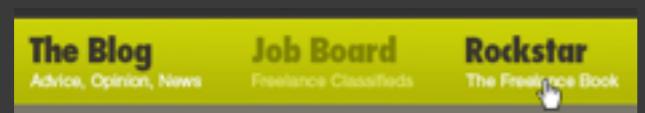
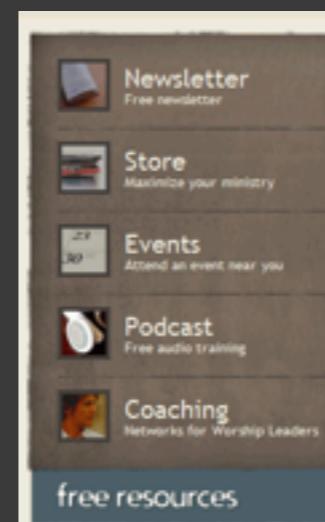
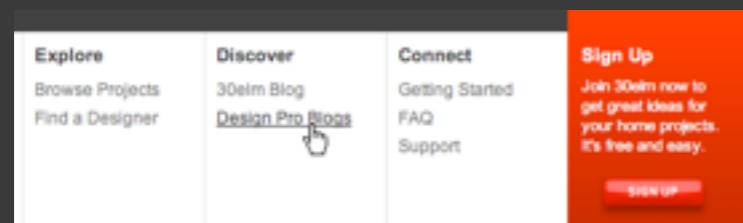
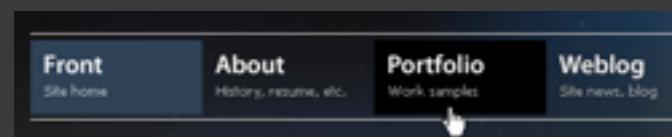
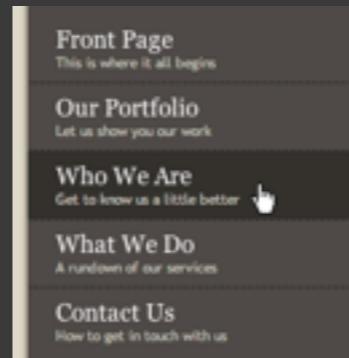
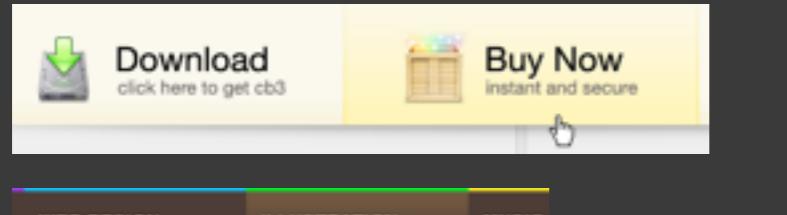
- With specific, recognizable terms
- Trigger words, not “clever” terms
- This also helps accessibility



es, abilities, values, and situation. In this as
ne. You can find the video [here](#). Go thr
al, and brainstorm ideas for how you wo
least 20 different ideas. Ask a couple o

es, abilities, values, and situation. In this as
ne. [Here is the video of waiting in line](#). Go
nd material, and brainstorm ideas for how y
with at least 20 different ideas. Ask a coup

Improving scent: Speaking Block Navigation



Does location matter?

Eyetracking



Image courtesy Ed Cutrell, Microsoft Research

Design for glanceability



Prime Real Estate

- Above the fold
- Where people expect
 - Where other pages put similar content
 - Not where ads usually

People are more than happy to scroll if they think they'll be rewarded

How People Read Online

“They Don’t”

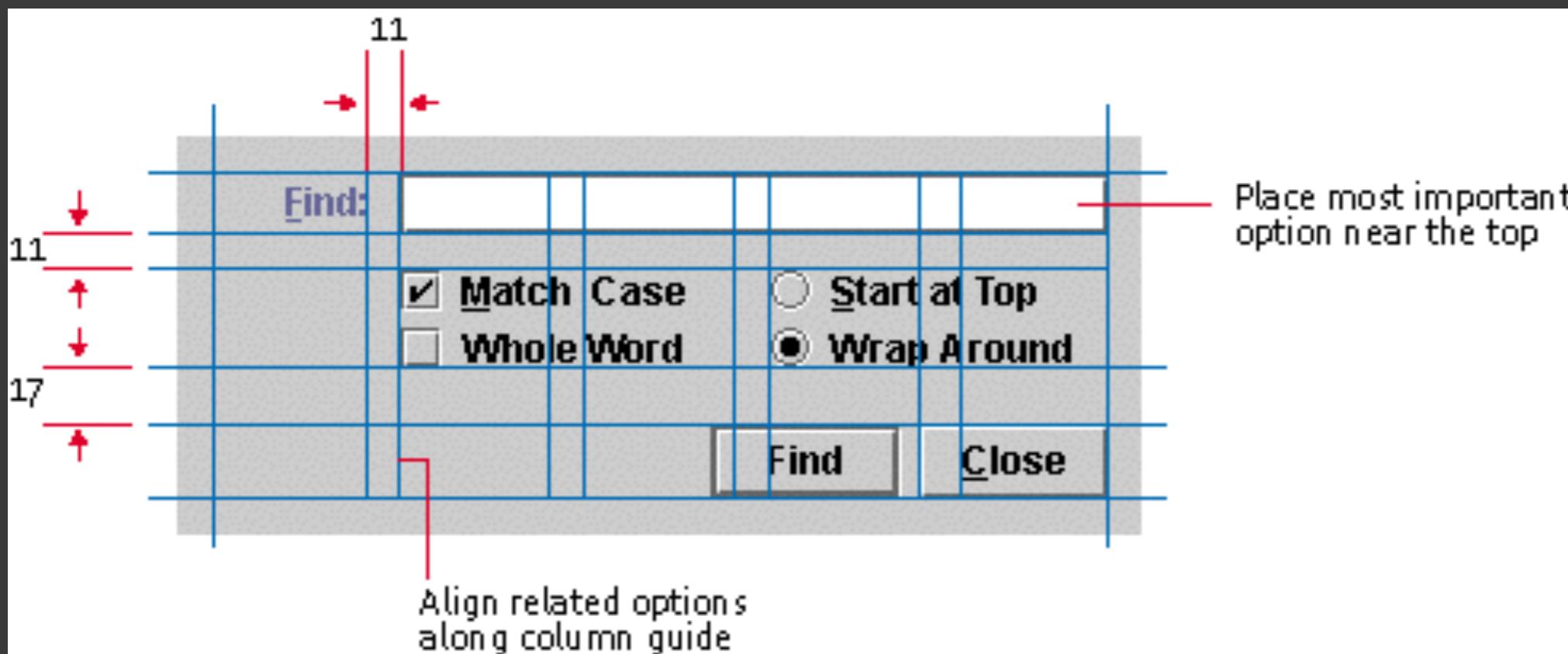
Interlaced Browsing

Measuring the Effect of Writing Strategy

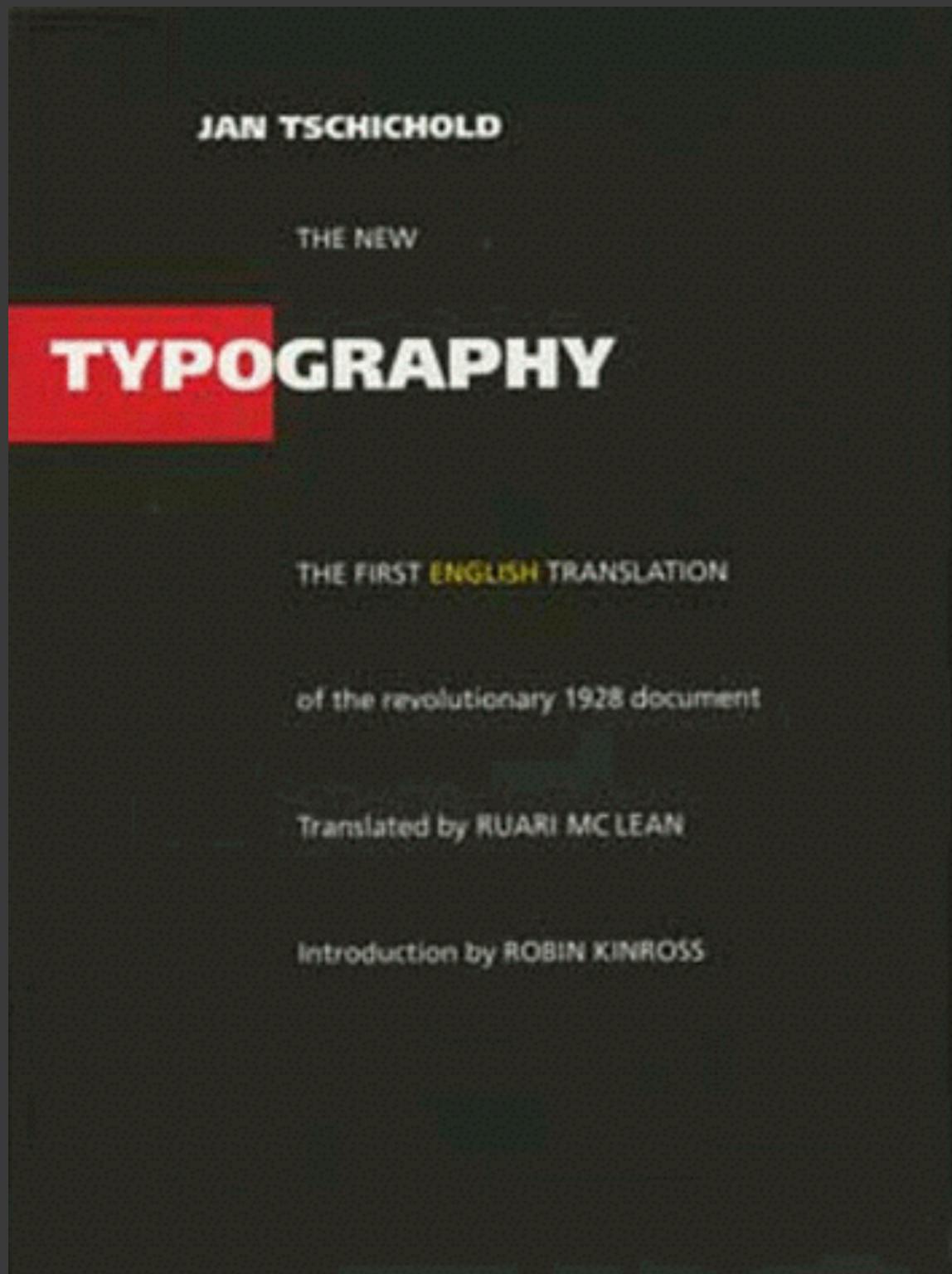
Site Version	Sample Paragraph	Improvement
Promotional writing (control condition) using the "marketease" found on many commercial websites	Nebraska is filled with internationally recognized attractions that draw large crowds of people every year, without fail. In 1996, some of the most popular places were Fort Robinson State Park (355,000 visitors), Scotts Bluff National Monument (132,166), Arbor Lodge State Historical Park & Museum (100,000), Carhenge (86,598), Stuhr Museum of the Prairie Pioneer (60,002), and Buffalo Bill Ranch State Historical Park (28,446).	0% (by definition)
Concise text with about half the word count as the control condition	In 1996, six of the best-attended attractions in Nebraska were Fort Robinson State Park, Scotts Bluff National Monument, Arbor Lodge State Historical Park & Museum, Carhenge , Stuhr Museum of the Prairie Pioneer, and Buffalo Bill Ranch State Historical Park.	58%
Scannable layout using the same text as the control condition in a layout that facilitated scanning	Nebraska is filled with internationally recognized attractions that draw large crowds of people every year, without fail. In 1996, some of the most popular places were: <ul style="list-style-type: none"> • Fort Robinson State Park (355,000 visitors) • Scotts Bluff National Monument (132,166) • Arbor Lodge State Historical Park & Museum (100,000) • Carhenge (86,598) • Stuhr Museum of the Prairie Pioneer (60,002) • Buffalo Bill Ranch State Historical Park (28,446). 	47%
Objective language using neutral rather than subjective, boastful, or exaggerated language (otherwise the same as the control condition)	Nebraska has several attractions. In 1996, some of the most-visited places were Fort Robinson State Park (355,000 visitors), Scotts Bluff National Monument (132,166), Arbor Lodge State Historical Park & Museum (100,000), Carhenge (86,598), Stuhr Museum of the Prairie Pioneer (60,002), and Buffalo Bill Ranch State Historical Park (28,446).	27%
Combined version using all three improvements in writing style together: concise, scannable, and objective	In 1996, six of the most-visited places in Nebraska were: <ul style="list-style-type: none"> • Fort Robinson State Park • Scotts Bluff National Monument • Arbor Lodge State Historical Park & Museum • Carhenge • Stuhr Museum of the Prairie Pioneer • Buffalo Bill Ranch State Historical Park 	124%

Grids

Grid Systems (Java L&F, 2001)



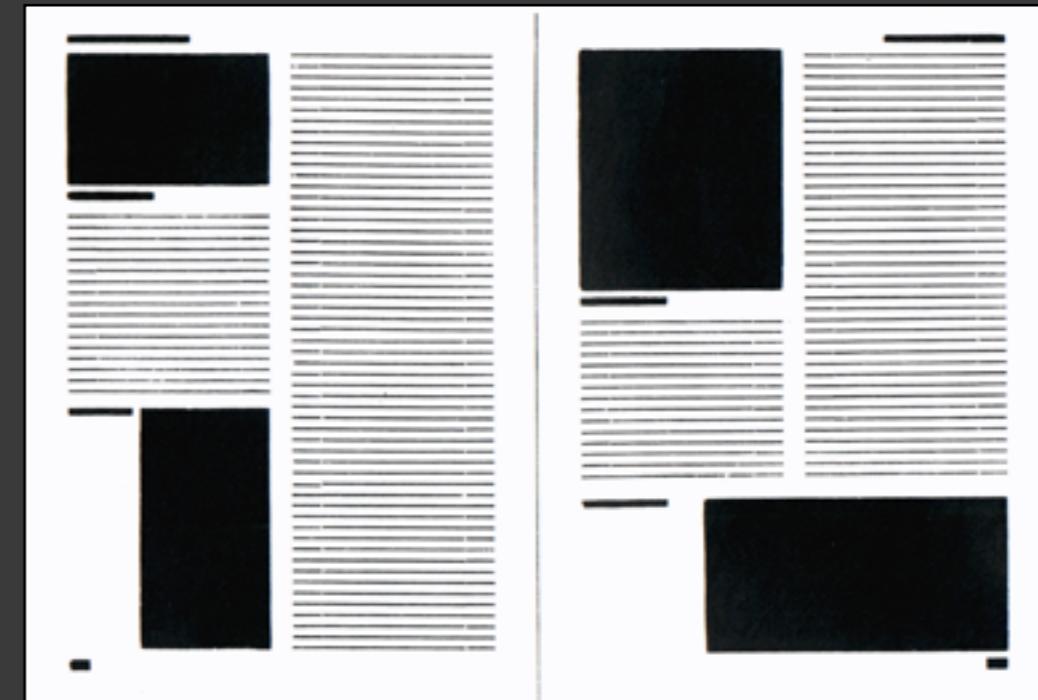
Jan Tschichold's Bauhaus Revolution



Asymmetric Typography



How blocks used to be arranged in magazines.
Schematic, thoughtless centering of blocks
(= ugly).



The same blocks, correctly arranged in the same type-area. Constructive, meaningful, and economical (= beautiful).

Grids comprise...

Lorem ipsum dolor sit amet,
consectetur adipisicing elit, sed do
eiusmod tempor incididunt ut labore
et dolore magna aliqua. Ut enim ad
minim veniam, quis nostrud
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Duis aute irure dolor in reprehenderit
in voluptate velit esse cillum dolore eu
fugiat nulla pariatur. Excepteur sint
occaecat cupidatat non proident, sunt
in culpa qui officia deserunt mollit
anim id est laborum.

Lorem Ipsum!

dolor sit amet

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FATHER'S DAY GIFT GUIDE

If your dad is like one of these celebrity dads, we've got the perfect (last minute) gift for you to get him!

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ATTILA VERDI

"Enthralling masterpiece."
—NY Times

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'THE ART OF RAP' PLAYLIST

Listen to the journey of rap's legacy with old and new school artists

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'THE ART OF RAP' PREMIERE

We were there, find out all about it!

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Ian Smith, Diana Thai and 2 others use Myspace

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MUSIC NEWS

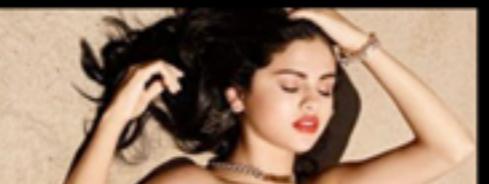


EXCLUSIVE: TRAVIS PORTER INTERVIEW

Started here, now compared to Beastie Boys

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WHAT'S HOT



THREADS THURSDAY: SELENA GOMEZ

Turns up the heat, Katy Perry does Halloween?! [LOOK ▶](#)

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FANSWERS: THAT'S MY BOY

ADAM SANDLER & ANDY SAMBERG
The guys and the cast uncensored



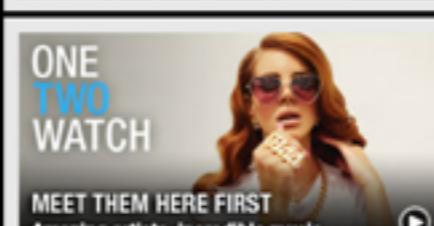
DRAKE VS. CHRIS BROWN

Heartpounding footage surfaces online



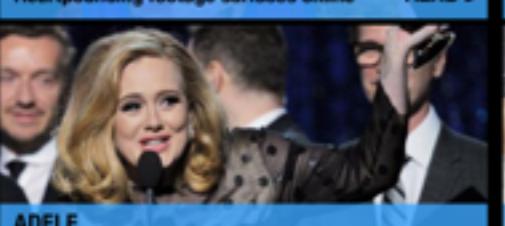
NEW SHOW REPORT CARD: DALLAS

Evil, sexy, soapy fun



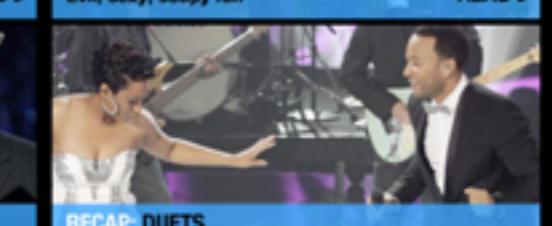
ONE TWO WATCH

MEET THEM HERE FIRST
Amazing artists, incredible music



ADELE

Tops charts, makes history tying with Prince



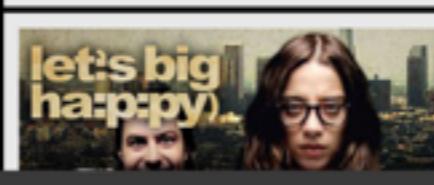
RECAP: DUETS

Things get tense after another is sent home



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Class of 2012

Stanford honors graduates with festivities throughout Commencement Weekend.



EVENTS



JUN 14 MFA Documentary Film Screening 7:30 p.m.

JUN 15 Robert Huw Morgan, organ 8 p.m.

JUN 16 Stanford Design Program - Final Presentations 1:30 p.m.

EVENT CALENDAR »

SPORTS



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UNIVERSITY NEWS



Economics of the sun

Stanford professor delves into the prospects for cost-competitive solar power.



Dissecting a classic

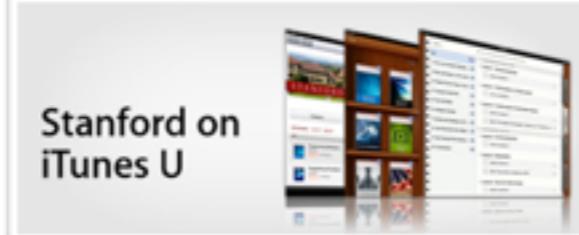
Students explore product design through restoration of a '62 Cadillac DeVille.

MORE STORIES

- » In countries where cooking can kill, trying to promote safer stoves
- » Stanford researchers help visualize California's changing delta
- » Taking the sting out of summer: Advice from Stanford wilderness medicine experts

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TOP DESTINATIONS



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Court Dissolves Parliament in Egypt in Blow to Islamists

By DAVID D. KIRKPATRICK
 5 minutes ago

Egypt's high court, which also blessed the presidential bid of Hosni Mubarak's last prime minister Thursday, appeared to be engaged in a frontal legal assault on the Muslim Brotherhood.

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• [The Lede: Reaction in Egypt](#) 6:37 PM ET

With Justices Set to Rule on Health Law, 2 Parties Strategize

By JONATHAN WEISMAN and MICHAEL SHEAR

If the measure is not thrown out, House Republicans plan to force a repeal vote, while top officials at the White House are projecting confidence that the justices will rule in their favor.

• [Interactive: How the Supreme Court Could Rule](#)

U.N. Monitors Find Vast Devastation in Syrian Village

By RICK GLADSTONE 3:16 PM ET

Stores were looted and homes abandoned in Al Heffa, besieged for days by Syrian forces, and the smell of death hung in the air, said United Nations monitors.

• [Syrian Liberators, Bearing Toy Guns](#) 5:45 PM ET

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CAMPAIGN 2012

Sunday Review

WILLIAM J. BROAD
News Analysis: Iran's High Card at the Nuclear Negotiation Table

Iran has increased uranium enrichment and is now producing a form close to bomb grade.

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MOVIES »

[Heroes, Villains and the Invisible](#)

A look at the offerings in the 2012 Human Rights Watch Film Festival.

[A Smell of Wine and Cheap Perfume](#)



A Solitary Retreat

"Your Sister's Sister" is Lynn Shelton's new comedy.



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House Hunting in ... Italy

It's a buyers' market in Italy, where house prices have steadily declined since 2010.

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Court Dissolves Parliament in Egypt in Blow to Islamists

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• Mets Sweep the Rays 6:42 PM ET

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CAMPAGN 2012



Doug Mills/The New York Times; Kirk Irwin for The New York Times

Candidates Go Head to Head on Economy

By HELENE COOPER and MICHAEL BARBARO 57 minutes ago

President Obama acknowledged that the election would turn on the divergence between him and Mitt Romney, who was also in Ohio, on how to achieve economic revival.

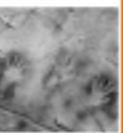
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• Romney Says Obama's Actions Don't Match Words

Tests Put Cave Art in the Age of Neanderthals

By JOHN NOBLE WILFORD

Paintings on cave walls in Spain are far older than previously thought — some of them more than 40,000 years old, scientists said.



Merkel Stresses Limits to Germany's Strength

By NICHOLAS KULISH and PAUL GUSTNER 48 minutes ago

Chancellor Angela Merkel told German lawmakers the country cannot prop up the faltering euro zone.

• Switzerland and Britain Gird Against the Storm 8:06 PM ET

• Norris: Conspiracy Theories Fly 11:41 AM Graphic: The Crisis Now

At U.S. Airports, a Building Boom Takes Hold

By JAD MOUAWAD

The nation's biggest airports are in the midst of major renovations or expansions that, taken together, amount to some of the largest infrastructure projects in America.



Stanford Gets 110 Years in 7 Billion Ponzi Case

By CLIFFORD KRAUSS 7:36 PM ET

A federal jury had convicted Roger W. Stanford of 13 out of 14 counts of fraud in connection with a global scheme.

ON THE BLOGS

• On Par: Live Blog on the U.S. Open 6:42 PM ET

• Bits: Apps I Want to Go Away

More Video | Multimedia »

Armstrong Seems to Ready for Battle

By JULIET MACUR 1 minute ago

Lance Armstrong, the seven-time Tour de France winner, said he was "exploring all my options" in dealing with new charges brought by the United States Anti-Doping Agency.



SundayReview

WILLIAM J. BROAD News Analysis: Iran's High Card at the Nuclear Negotiation Table

Iran has increased uranium enrichment and is now producing a form close to bomb grade.

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Sports
moments ago

Woods Plays First Round With Precision

By BILL PENNINGTON



Harry How/Getty Images

Tiger Woods, playing with Phil Mickelson and Bubba Watson, showed who was in charge with a one-under par 69 in the featured pairing of the first round of the 112th United States Open.

U.S.
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Senate Panel Blocks Rules on Seasonal Jobs

By THE ASSOCIATED PRESS

The vote would delay rules designed to make it more difficult for businesses like seafood processors to exploit foreign workers and to get more Americans into seasonal jobs.

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Parlors Face Age-Limit Bill Over Tanning by Teenagers

By ERIC P. NEWCOMER

Teenagers under 17 would be able to get suntans only the old-fashioned way under a bill working its way through the New York State Legislature.

Opinion
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Ground Zero Cancers

Adding 50 cancers to the list of illnesses covered by a health fund was the right thing to do because we have an obligation to help those harmed by exposure at ground zero.

Business Day
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Smithfield Foods' Profit Drops on Lower Margins for Pork

By THE ASSOCIATED PRESS

The pork producer's net income fell to 49 cents a share from 59 cents a share last year.

Business Day
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Anything-but-Ordinary Mom Pitches for Chobani Yogurt

By STUART ELLIOTT

Chobani, the market leader in Greek yogurt in the United States, is advertising its new children's product with a campaign that features the former Olympian Jennie Finch.



Sports
moments ago

Armstrong Seemingly Readies for Battle

By JULIET MACUR



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- Campaign Aid Is Now Surging Into 8 Figures

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- After Century-Long Wait, Stage Is Set for Man Daring to Cross the Falls

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- Henry Hill, Mobster and Movie Inspiration, Dies at 69



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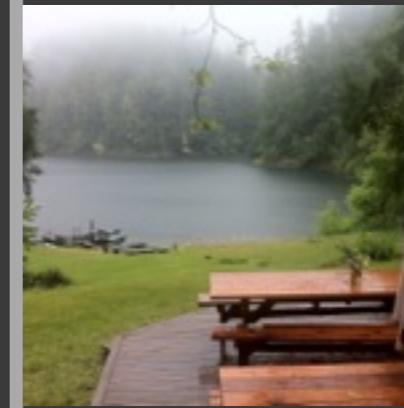
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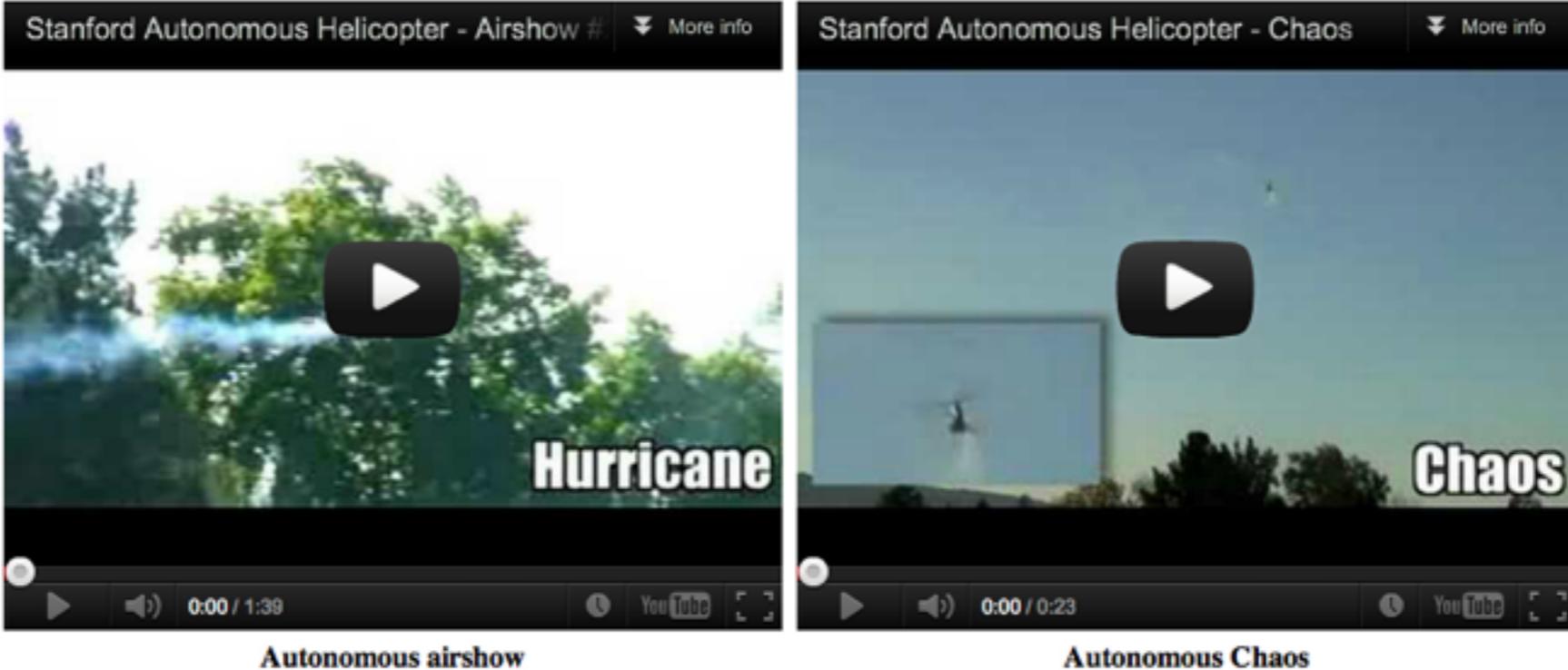
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Overview

The goal of this project is to push the state-of-the-art in autonomous helicopter flight: extreme aerobatics under computer control.

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Autonomous airshow

Autonomous Chaos

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Publications

Autonomous Helicopter Aerobatics through Apprenticeship Learning, Pieter Abbeel, Adam Coates, and Andrew Y. Ng. *IJRR*, 2010. [[IJRR](#)] [Dataset](#)

Learning for Control from Multiple Demonstrations, Adam Coates, Pieter Abbeel, and Andrew Y. Ng. *ICML*, 2008. [[ps](#), [pdf](#)] [Talk PPT slides](#), [Supplementary Material \(Videos\)](#)
[Best Application Paper Award](#)

Autonomous Autorotation of an RC Helicopter, Pieter Abbeel, Adam Coates, Timothy Hunter, and Andrew Y. Ng. In *International Symposium on Robotics*, 2008. [[pdf](#)] [Supplementary Material \(Videos\)](#)
[Ben Wegbreit IFRR Student Fellowship Award](#)

An Application of Reinforcement Learning to Aerobic Helicopter Flight, Pieter Abbeel, Adam Coates, Morgan Quigley, and Andrew Y. Ng. In *NIPS 19*, 2007. [[ps](#), [pdf](#)]

Learning vehicular dynamics, with application to modeling helicopters, Pieter Abbeel, Varun Ganapathi, and Andrew Y. Ng. In *NIPS 18*, 2006. [[ps](#), [pdf](#)]

Alignment guides the eye, reducing clutter

- **Avoid slight misalignments**
they undermine your ability to beacon organization.
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- And use **visual proximity** and **scale** to convey semantic information

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A brief word on color

- Pay attention to it
- Design in grayscale first
- Keep luminance values from grayscale when moving to color

Amazon in Grayscale

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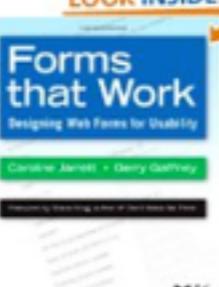
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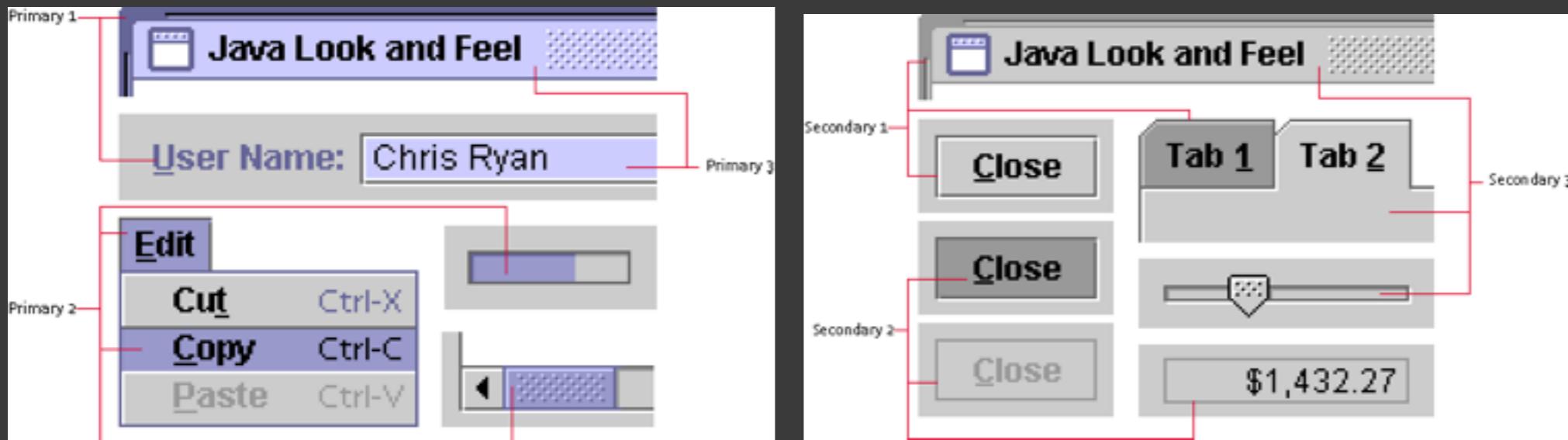
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Color (Java L&F)



- Six colors in two groups
- Clean, consistent look
- Easy on eyes (mostly gray)

Make space, guide the eye

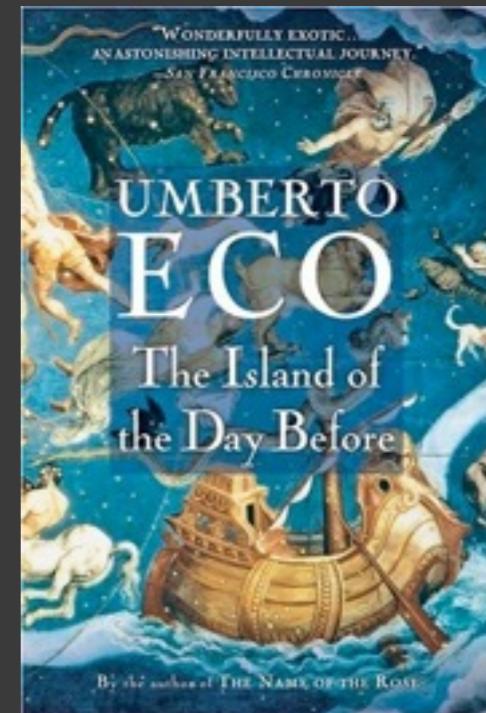
I take pride withal in my humiliation, and as I am to this privilege condemned, almost I find joy in an abhorrent salvation; I am, I believe, alone of all our race, the only man in human memory to have been shipwrecked and cast up upon a deserted ship.

THUS, WITH UNABASHED conceits, wrote Roberto della Griva presumably in July or August of 1643.

How many days had he been tossed by the waves, feverish surely, bound to a plank, prone during the hours of light to avoid the blinding sun, his neck stiff, strained unnaturally so as not to imbibe the water, his lips burnt by the brine? His letters offer no answer to this question: though they suggest an eternity, the time cannot have been more than two days, for otherwise he would never have survived the lash of Phoebus (of which he so poetically complains), he, a sickly youth, as he describes himself, a creature condemned by a natural defect to live only at night.

He was unable to keep track of time, but I believe the sea grew calm immediately after the tempest swept him from the deck of the *Amaryllis*, on that makeshift raft a sailor had

I



Major concepts today

- Typography
 - Point, x-height, ascenders, descenders, weight, serifs
 - Choosing fonts
- Navigation
 - Information scent
 - Visual scan paths on the web
- Grids
 - Columns, gutters, leading, alignment
- Color