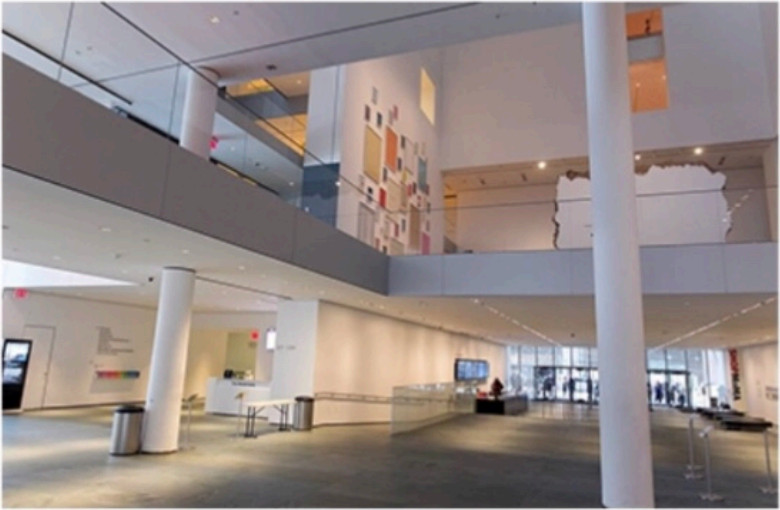


Entry Point

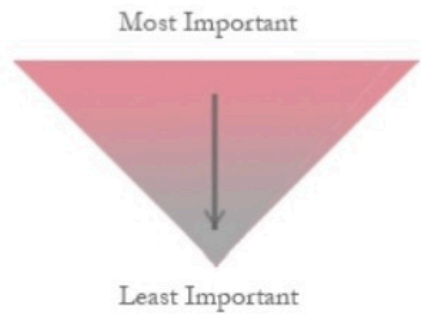
- Initial Impression
- 1. Minimal Barriers: any elements impeding users from getting information
 - 2. Points of Prospect: a clear view of entire content
 - 3. Progressive Lures: attracting users to explore the design



Entry Point is the initial impression of a design. A good entry point should have minimal barrier, just like clear glass entrance; Point of prospect, meaning a open view for the entire deisgn; as well as progreesive lures, the most attractive or useful information in the end so the the users would experience towards the end.

Inverted Pyramid

- Information in descending order of importance
- Efficiency
- 1. important info first, more likely to be remembered
 - 2. permitting efficient seaching and scanning of info



Inverted Pyramid is a structure of design information in descending order of importance so that it is efficient. By placing the most important information at front, it can be remembered and searched more easily. However, it can also become boring because the structure is predictable.

Signal-to-Noise Ratio

- Signal: useful information
- Noise: unusaeful information
- high signal-to-noise: less extraneous information



Signal-to-Noise Ratio is a ratio of useful information and disturbing information. High Signal-to-Noise Ratio means the percentage of useful information is bigger. Great design should have high Signal-to-Noise Ratio.

Storytelling

- method of passing knowledge
- fundamental elements:
- 1. setting
 - 2. characters
 - 3. plot
 - 4. invisibility: existence of media is forgotten
 - 5. mood
 - 6. movement: flow



Storytelling is a method of human to deliver knowledge to others. It should have six fundamental elements: setting, character, plot, invisibility, mood, and movement. Setting is to depict a world with details. Characters are the subjects driving the story. Plot is the event in the story. Invisibility is that the story-tellers and the medium should be forgotten in the process. Mood is the atmosphere. Movement is the flow of how the story goes.