EBU5305

Interactive Media Design and Production

Graphic Design, Structure & Navigation

Today's main points

▸ Graphic design is visual information management
▸ It includes good use of the space
▸ Screen layout can be made consistent using grids
▸ Structure helps navigation

Graphic design

▶ The primary task of graphic design is to:
  ◦ Create a strong, consistent visual hierarchy in which important elements are emphasized
  ◦ Content is organized logically and predictably
▶ Graphic design is visual information management
▶ Uses the tools of:
  ◦ Page layout
  ◦ Typography
  ◦ Illustration
▶ Aims to lead the reader's eye through the screen

3

"Reading" a screen

Visual scanning of page structure over time →

Rough visual scanning   Finer scanning   Start reading headers

4

Use of space

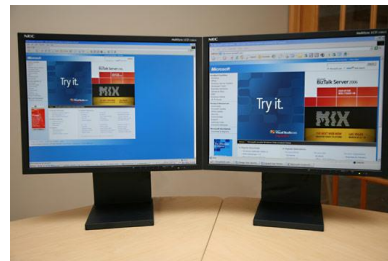- Two kinds of space:
  - Space as format (space as size, scale and presentation)
  - Positive and negative space (space as the relationship between the objects of focus and the area around them)

Positive Space

5

Space as format

- You must know your format. A same presentation may be viewed on a variety of media … you must consider the following:
  - size of the display (e.g. a 17-inch computer monitor, a mobile phone display, etc.)
  - its resolution (this will determine the size of the presentation as it is viewed by the user)
- How to fill the space? (there is no absolute rule)
  - Use all the available space?
 - Need borders?
  - Use specific ratio? (e.g. 1:1.68)

6

Positive and negative space

- This concept divides all the parts of a design into one of two kinds of space: positive and negative.
- Positive space:
  - refers to the elements that have implied volume, such as objects.
  - The positive parts of an image are anything that is perceived to be solid or that is the main focus of the design.
- Negative space:
  - Everything else in the design is seen as negative space
  - But any negative space in a design can be filled with objects that are in the background or that are less important than the main objects…
- This concept is important because it is one of the ways in which humans perceive the world!
  - We are able to recognise the contours of objects because of the negative space around them.
  - It is the combination of positive and negative space that gives objects their shape and allows us to identify them.

7

Positive and negative space

Negative Space
Noma Bar

8

4
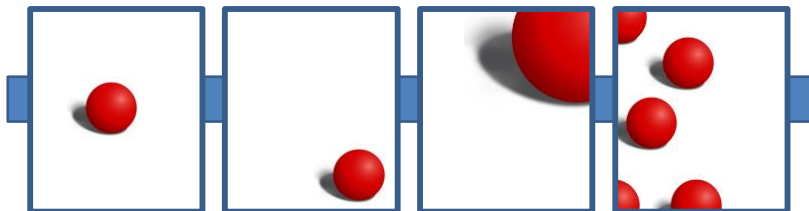
Positive and negative space

- Negative space is not wasted space!
- The area that makes up the negative space can be filled with elements that add interest and information to an image, or it can be completely empty.
- It should enhance and emphasize the important parts.
- It can be used to create a theme, an atmosphere, balance, etc.

9

Today's main points

▶ Graphic design is visual information management
▶ It includes good use of the space
▶ Screen layout can be made consistent using grids
▶ Structure helps navigation

10

Visual structure

- The overall graphic balance and organization of the page is crucial
  - A dull screen of solid text will repel the eye
  - A screen dominated by poorly designed or overly bold graphics or typography will also distract or repel users looking for substantive content
- Need to strike an appropriate balance between
  - Attracting the eye with visual contrast
  - Providing a sense of organization
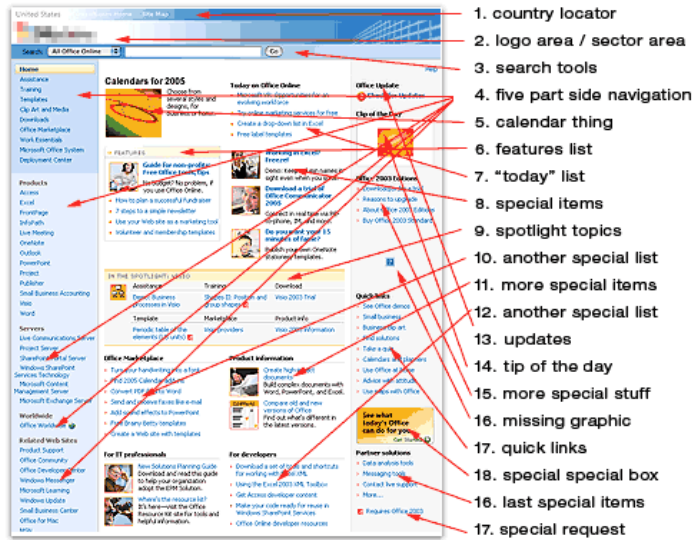
Visual structure

Dull, no focal points, no graphic structure   **Stronger visual structure, better contrast, visual entry points**
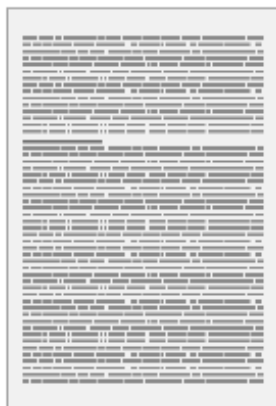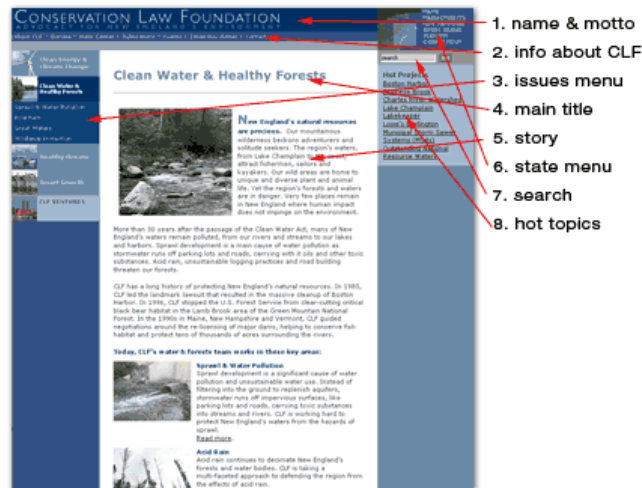
Visual structure and density!

1. country locator
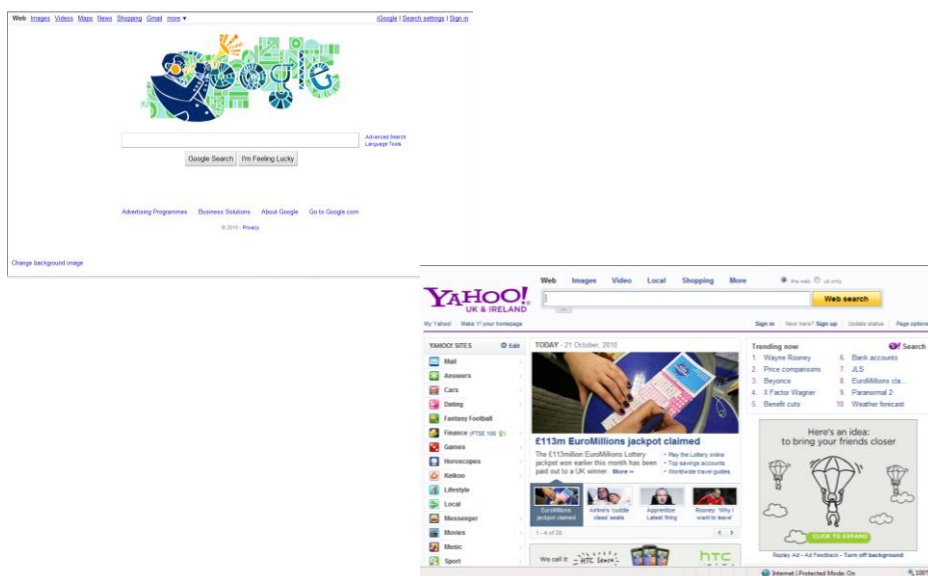2. logo area / sector area
3. search tools
4. five part side navigation
5. calendar thing
6. features list
7. "today" list
8. special items
9. spotlight topics
10. another special list
11. more special items
12. another special list
13. updates
14. tip of the day
15. more special stuff
16. missing graphic
17. quick links
18. special special box
16. last special items
17. special request

Visual structure and density!

1. main navigation
2. sub navigation
3. special box
4. movie trailers box
5. iTunes videos box
6. Quicktime box
7. HD gallery
8. Quicktime guide
9. Quicktime + Mobile
10. subscribe
11. more stuff

Visual structure and density!

1. name & motto
2. info about CLF
3. issues menu
4. main title
5. story
6. state menu
7. search
8. hot topics

15

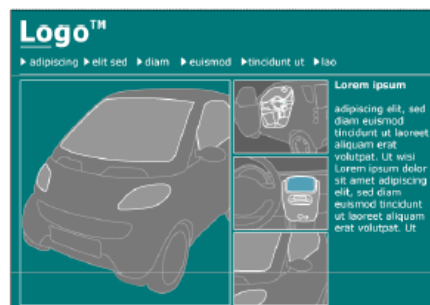# Google versus Yahoo

Graphic design process

- Design for screens of information
- Work out what kind of information needs to be presented and how
  - *Depth vs. breadth*
- Divide the screen into:
  - Visual zones
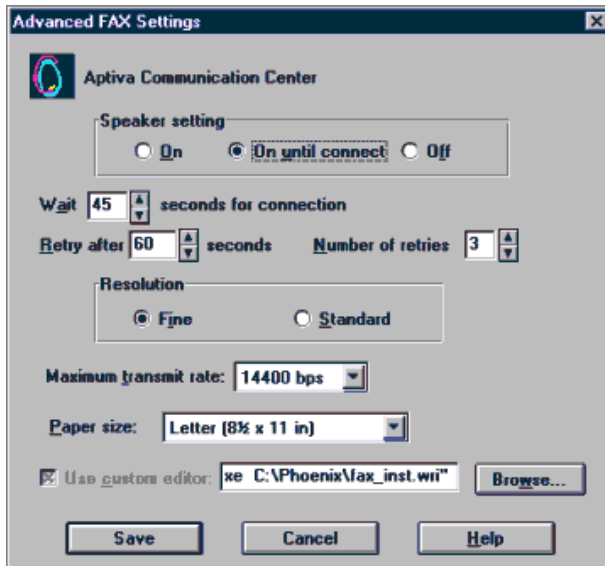 - Functional zones
- Be consistent with their use
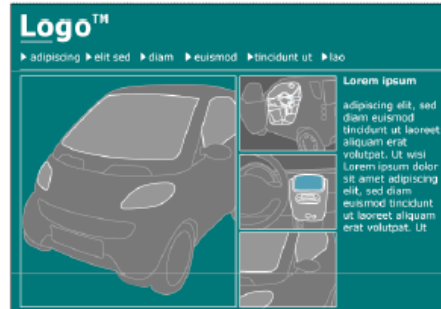
17

Use of Grids

- Two 3 column designs
- Note use of certain columns for certain elements
- Grids depend on purpose of screen

Layout – bad example

- This screen Looks disorganised

- It could be improved using a grid

Common page Layout mistakes

- Page not structured in prioritised order
- Related areas not grouped in close proximity
- Elements not properly aligned to create order
- Elements not placed where people expect
- Too many elements on page

Today's main points

▶ Graphic design is visual information management
▶ It includes good use of the space
▶ Screen layout can be made consistent using grids
▶ Structure helps navigation

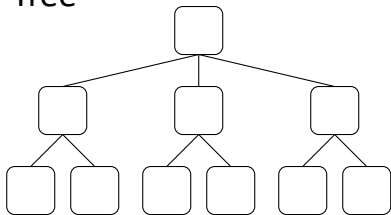# Structure and navigation

Linear

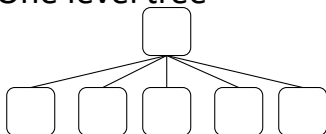Linear with side-streets
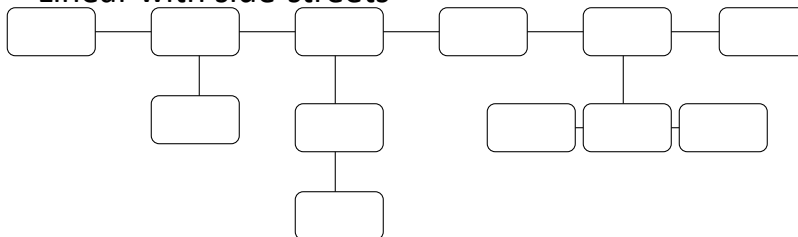
Linear with side-street structure
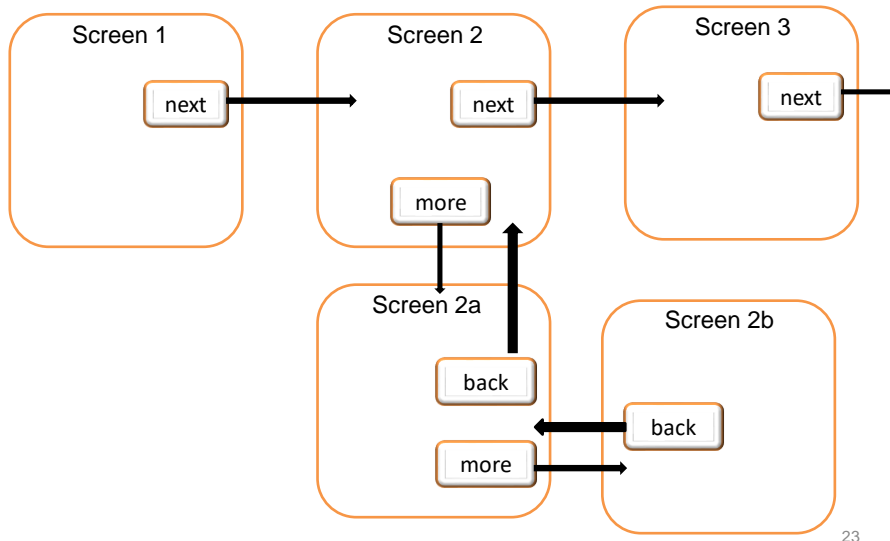
Structure and navigation
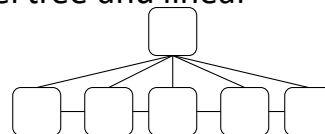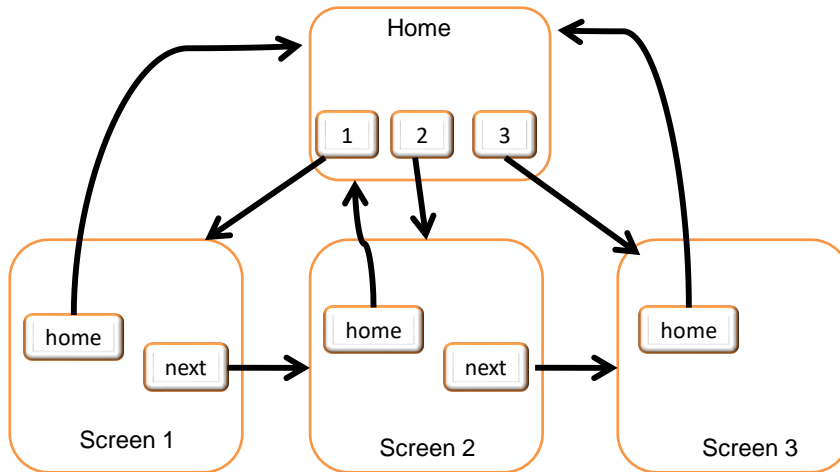
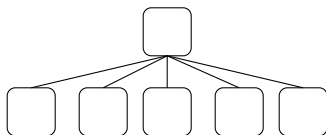- Tree

- One level tree   One level tree and linear
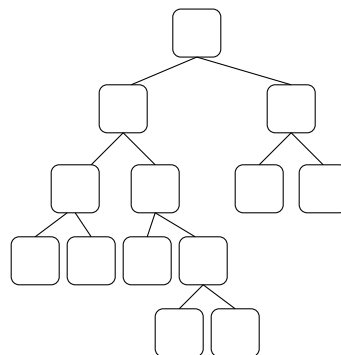
One level tree and linear structure
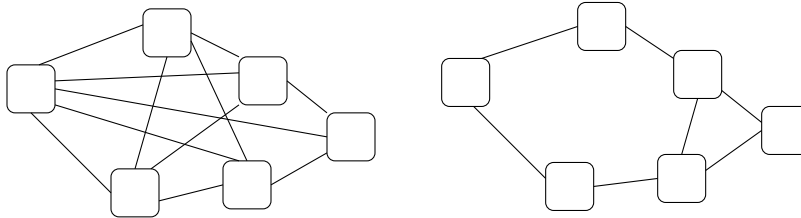

Other structural issues

- Shallow structure
- Deep structure

Other structural issues

- Well connected   Sparsely connected
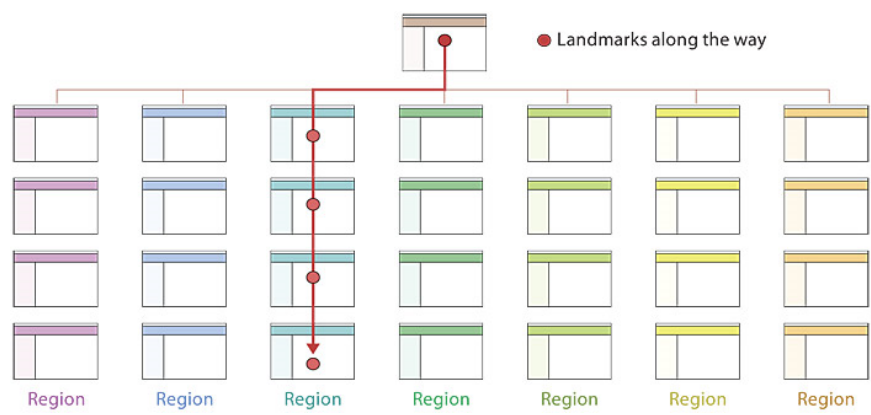
Supporting navigation

- Landmarks (elements in the environment that are easily recognizable)
  - e.g. a home page, a search page, etc.

- Overviews and maps

- Labels (e.g. page titles)

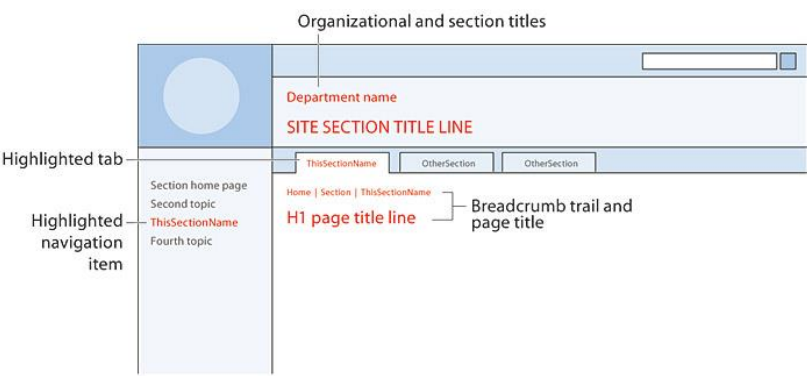- Implicit support (e.g. colour coded pages)

Supporting navigation

Landmarks along the way

Region   Region   Region   Region   Region   Region   Region

Supporting navigation

Organizational and section titles

Department name

SITE SECTION TITLE LINE

Highlighted tab

ThisSectionName   OtherSection   OtherSection

Highlighted navigation item

Section home page
Second topic
ThisSectionName
Fourth topic

Home | Section | ThisSectionName
H1 page title line

Breadcrumb trail and page title

Today's main points

▶ Graphic design is visual information management
▶ It includes good use of the space
▶ Screen layout can be made consistent using grids
▶ Structure helps navigation

31