

Designing for the Web

Information Architecture and Visual Design

Luigi De Russis

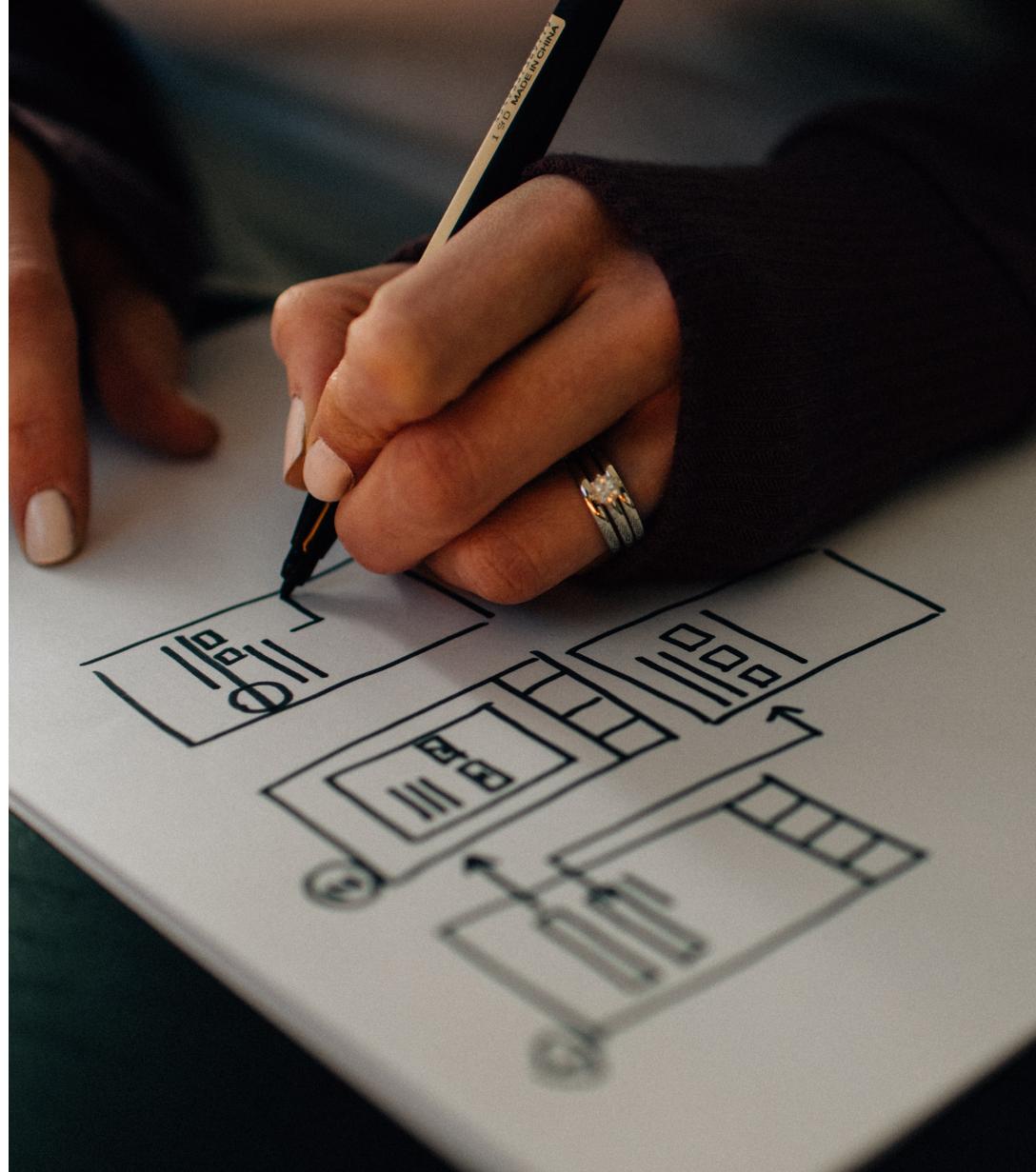


Photo by [Kelly Sikkema](#) on [Unsplash](#)



Goal

- To introduce the main concept behind
 - Information Architecture
 - Visual Design
- To design effective web applications

INFORMATION ARCHITECTURE

05/11/23

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Information Architecture

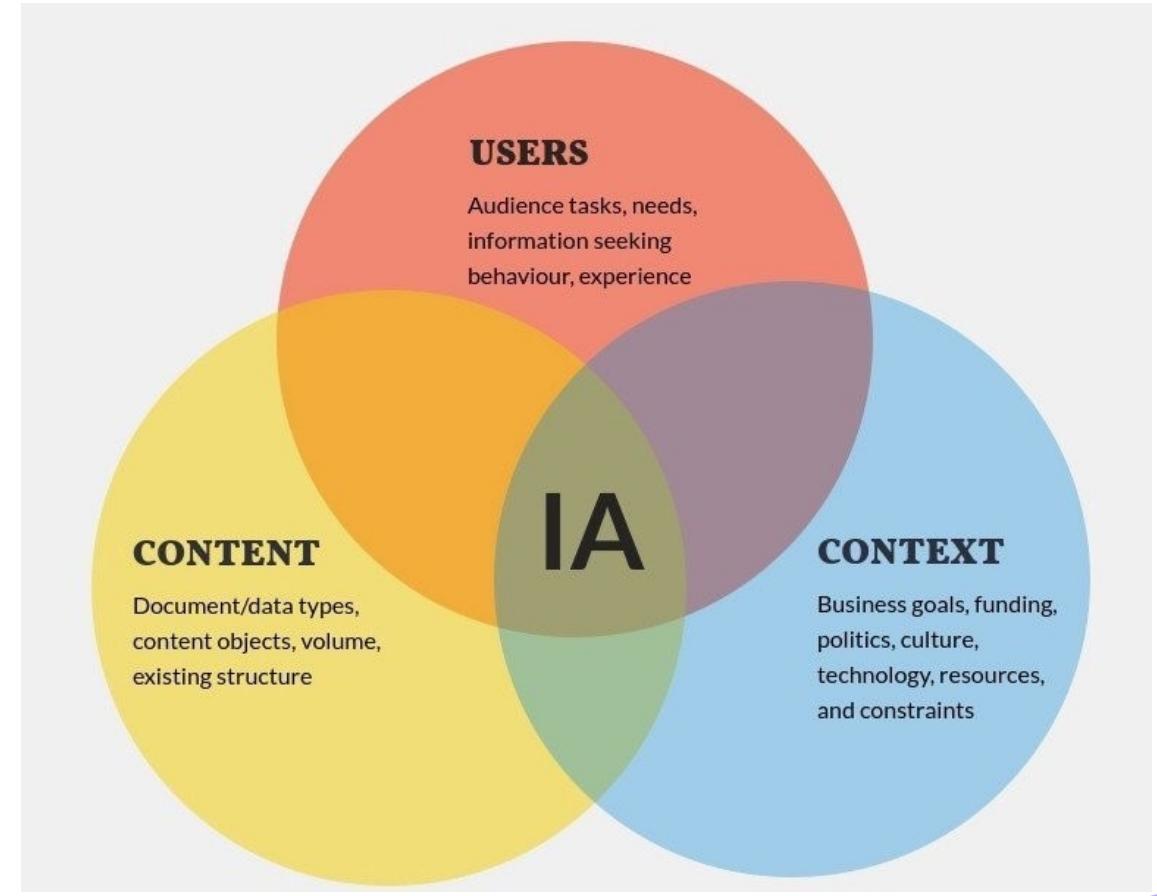
- “*The structural design of shared information environments*”
- The combination of organisation, labelling, search, and navigation systems within web sites and applications
- A discipline focused on making information **findable** and **understandable**

Information

- Information architecture is not data and knowledge management
- Data is facts and figures
 - Relational databases are highly structured and produce specific answers to specific questions
- Knowledge is the “stuff in people’s heads”
 - Knowledge managers develop tools, processes, and incentives to encourage people to share that stuff
- Information is in the *middle*
 - With information systems, there is often no single “right” answer to a given question
 - Information can be of all shapes and sizes: websites, documents, software applications, images, and more
 - Metadata: terms used to describe and represent content objects such as documents, people, processes, and organizations

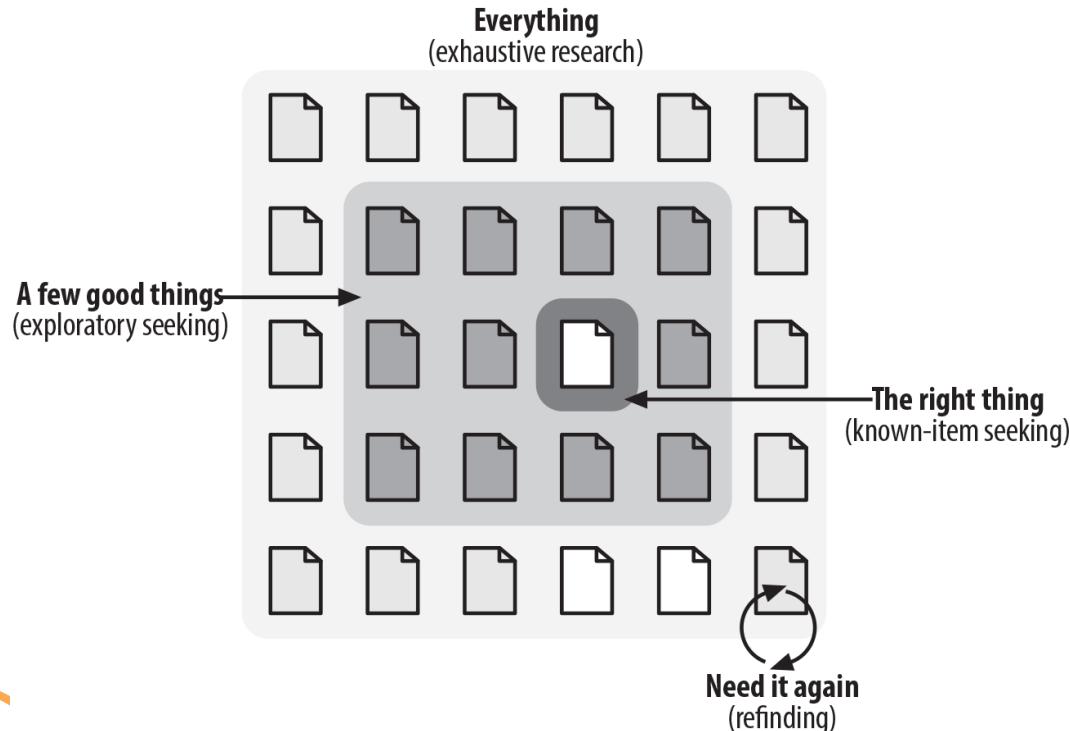
Users, Context, and Content

- Users
 - Do you know who is using your system? Do you know how they are using it? Do you know what information they look for on your system?
- Content
 - The documents, links, media, ... that people need to use or find in the system
- Context
 - All digital system exist within a particular business or organizational context



Finding and Understanding

Information architecture is focused on making information **findable** and **understandable**



We only *understand* things in relationship to something else

- e.g., most bank/university/... buildings are similar; their websites are similar as well

Steve Krug



DON'T MAKE ME THINK

Revisited

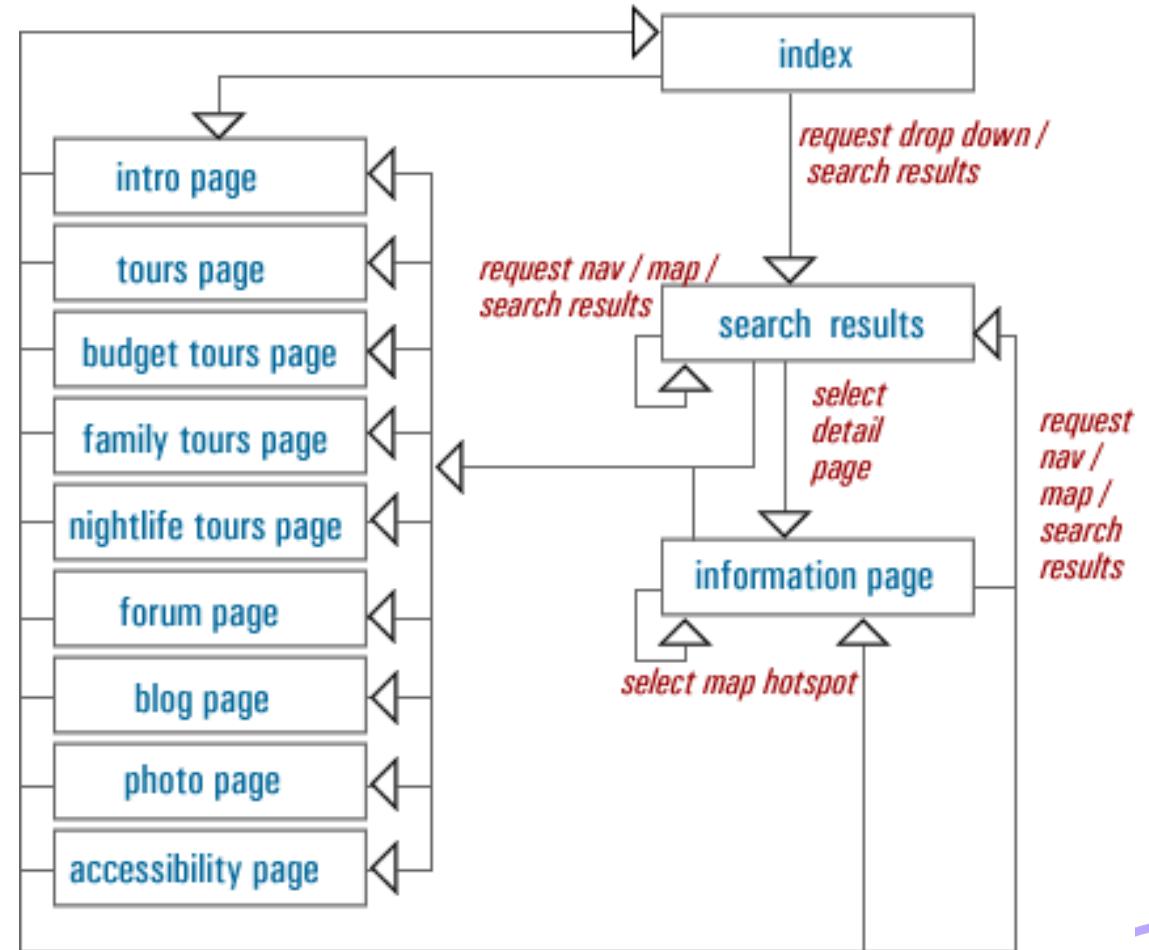
and Mobile
A Common Sense Approach to Web Usability

The diagram shows a screenshot of the XYZnet.com website from April 25, 1999. A central column displays news articles, while a sidebar on the left contains navigation links and a community section. Five thought bubbles with arrows point from them to specific elements on the page:

- Hmm. Pretty busy. Where should I start?** Points to the main navigation menu on the left.
- Hmm. Why did they call it that?** Points to the "COMMUNITY" link in the sidebar.
- Can I click on that?** Points to the "STOCK STORIES" link in the sidebar.
- Is that the navigation? Or is that it over there?** Points to the "MARKETS NEWS" link in the sidebar.
- Why did they put that there?** Points to the "DATEX ONLINE" logo in the sidebar.
- Those two links seem like they're the same thing. Are they really?** Points to the "Stock Quotes" dropdown menu in the sidebar.

Sitemaps

- Show the relationships between information elements
- Can be used to portray organization, navigation, and labeling systems



VISUAL DESIGN

05/11/23

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Visual Design

- **Guiding:** conveying structure, relative importance, relationships
- **Pacing:** drawing people into your app, orienting them, and showing where to go, providing hooks to dive deeper
- **Messaging:** expressing meaning and style, breathing life into your content
- Both at the conscious and sub-conscious levels
- And also...
 - Making everything look aesthetically beautiful (but this is not the goal)

Visual Design vs. Art and Artistic Skills

- A.k.a. «Help, I'm not an artist!»
- Artistic skills help a bit but are neither necessary nor sufficient
- Art does not need to be practical; design does
- Real design skills take years to master
- Widely-accepted heuristics are a good and easy start



The Basic of VisualDesign

Basic visual design involves text, layout, and colors. First let's start with text. Gracefully using whitespace helps separate out logical chunks of content. Next, font size and style differences convey hierarchy. Finally, alignment is crucial for helping readers scan quickly.

Whitespace

Basic visual design involves text, layout, and colors. First let's start with text.

Gracefully using whitespace helps separate out logical chunks of content.

Next, font size and style differences convey hierarchy.

Finally, alignment is crucial for helping readers scan quickly.

Hierarchy

Basic visual design involves ...

Text

Gracefully using whitespace helps separate out logical chunks of content.

Next, font size and style differences convey hierarchy.

Finally, alignment is crucial for helping readers scan quickly.

Layout

Colors

Alignment

BASIC VISUAL DESIGN

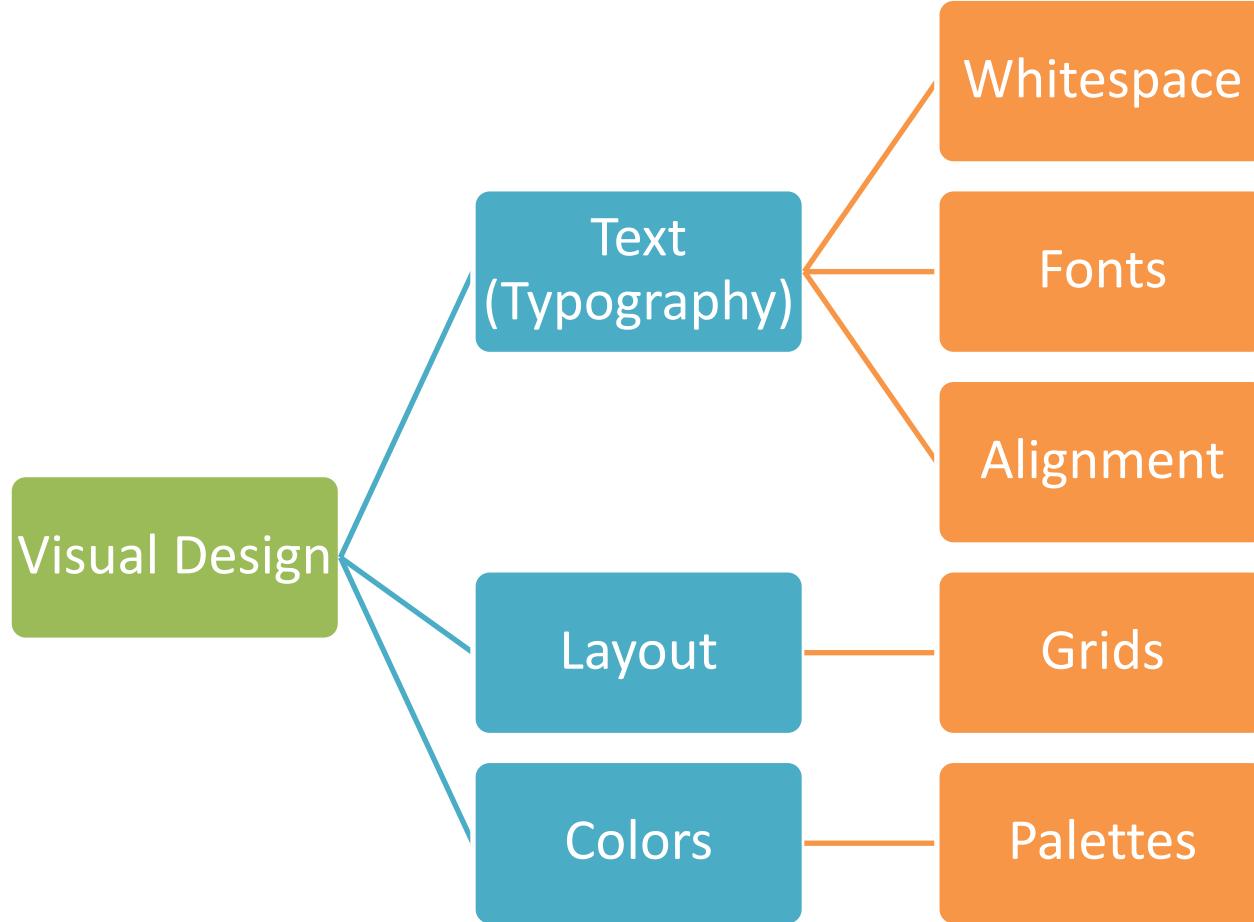
Text

- **Whitespace**: helps separate out logical chunks of content
- **Font**: size and style differences convey hierarchy
- **Alignment**: crucial for helping readers scan quickly

Layout

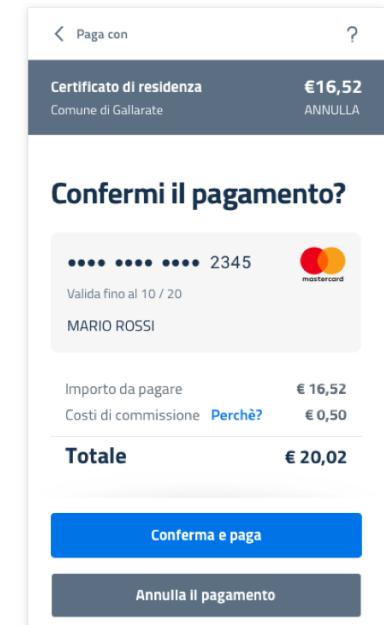
Colors

Key Ingredients



Text

- Font size, color and spacing define a hierarchy of visibility and attention
- The visual hierarchy should match the relative importance of the information content



Text and Layout Convey Meaning




Building Type:	Detached House
Year Of Construction:	2012
Listing Price:	\$750,000
Address:	742 Evergreen Terrace
Bedrooms:	3
Bathrooms:	2
Real Estate Agent:	Tiffany Heffner
Contact:	(555) 555-4321




DETACHED HOUSE • 5Y OLD
\$750,000
742 Evergreen Terrace

3 Bedrooms 2 Bathrooms

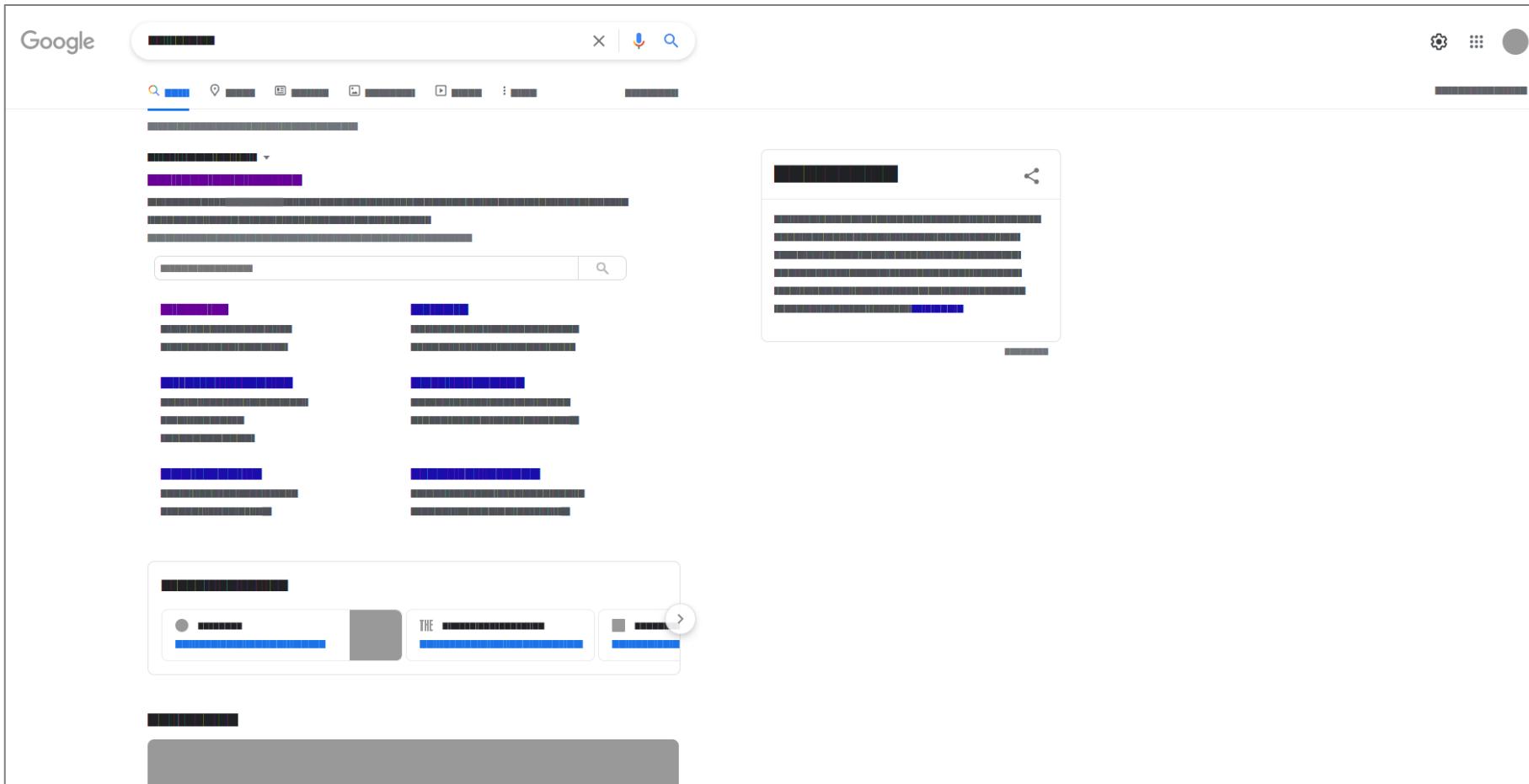
REALTOR
Tiffany Heffner
(555) 555-4321

Present data in a more useful way

Emphasize the most important content

Combine labels and values into human-readable phrases

Recognizable Page Structure



Recognizable Page Structure

The screenshot shows a Google search results page for the query "politecnico". The search bar at the top contains the query. Below it, there are several search filters: "Tutti" (selected), "Maps", "Notizie", "Immagini", "Video", and "Altro". The search results indicate "Circa 33.000.000 risultati (0,71 secondi)". The first result is a link to the Politecnico di Torino website (<https://www.polito.it>). The snippet for this result describes the institution as one of the most prestigious public universities in Italy and abroad, mentioning its history from 160 years and various academic programs. To the right of the snippet is a detailed card titled "Politecnico" which provides a general overview of what a Politecnico is, mentioning it's an autonomous university with faculties of engineering and architecture. Below the main search results, there's a section titled "Trova risultati su" (Find results on) featuring links to the university's Facebook page, Times higher education, and Topuniv.

Recognizable Page Structure



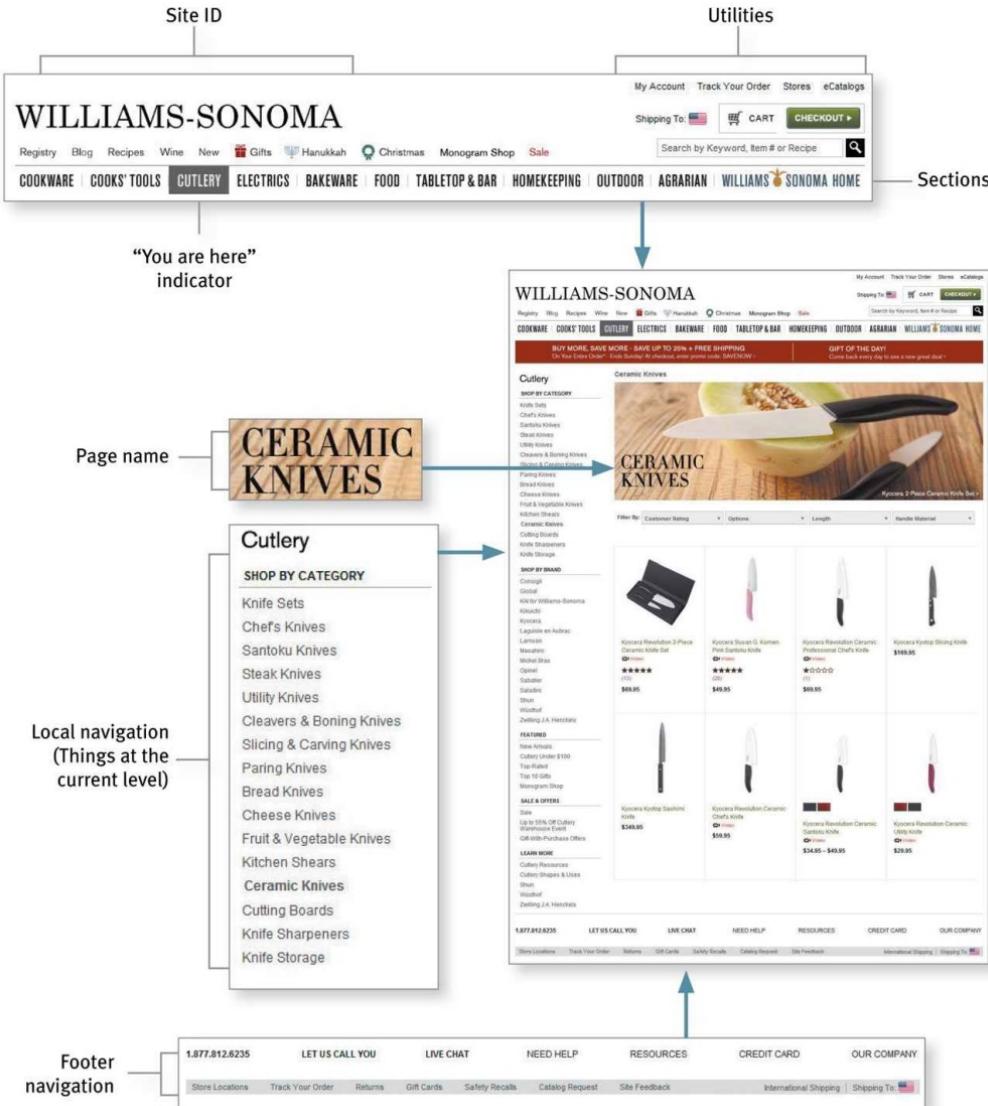
Recognizable Page Structure

The screenshot shows the homepage of Stack Overflow. At the top, there is a navigation bar with links for "About", "Products", "For Teams", a search bar, and buttons for "Log in" and "Sign up". The main content area is titled "All Questions" and displays 21,855,928 questions. The first few questions listed are:

- tasks.json In VS Code**
I am trying to debug a C program in VS Code. When I run my program from the command line it works because I can add `pthread` to the args by typing: `gcc -pthread -o Draft1 Draft1.c`. However, when I try ...
0 votes, 0 answers, 2 views. Asked 57 secs ago by RAINGUARD.
- Android: Push notification and ServerKey**
So i was watching few tutorials on whatsapp or chating apps clone, and all of them are using ServerKey to implement Push notification Serverkey is used inside the app code itself. So i wanted to knew ...
0 votes, 0 answers, 2 views. Asked 1 min ago by Mini.
- Max profit of Woodcutters**
I've got the following problem and couldn't solve it. Maybe someone could help me to find a solution. Daily woodcutters cut trees in the mountains. Every tree trunk is precise 1, 2, 3, etc blocks in ...
0 votes, 0 answers, 2 views. Asked 1 min ago by John Jonathan.
- Remove "randomized" and "input" values from a procedural list**
first of all sorry if i make mistakes, english is not my mother tongue. I recently played the Werewolf game with some friends, in order to ease the Game Master work i wanted to create a simple Python ...
0 votes, 0 answers, 3 views. Asked 1 min ago by Kuai.
- How to merge data into azure sql database from delta lake (delta tables in data lake)?**
I have a delta table in azure data lake. The table has a business key. I want to write data from this delta table to an external sql server (that is not hosted in a synapse sql dedicated pool). What ...
0 votes, 0 answers, 3 views. Asked 1 min ago by Crow59.

On the left sidebar, there are links for "Home", "PUBLIC", "Questions", "Tags", "Users", "COLLECTIVES", "Explore Collectives", "FIND A JOB", "Jobs", "Companies", and "TEAMS". The "TEAMS" section includes a "Stack Overflow for Teams" section and a "Create a free Team" button. On the right sidebar, there are sections for "The Overflow Blog", "Featured on Meta", "Collectives", and "Related Tags".

Conventions Help Recognizing Structure



'GESTALT' PRINCIPLES

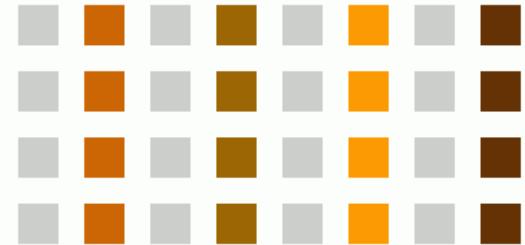
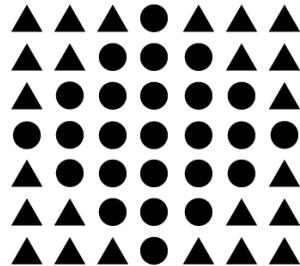
‘Gestalt’ principles

- Laws from 1920s’ psychology: how humans typically see objects by grouping similar elements, recognizing patterns and simplifying complex images
- Designers use these to engage users via powerful -yet natural- “tricks” of perspective and best practice design standards

Some Gestalt Principles

- **Figure/Ground:** Disliking uncertainty, we look for solid, stable items. Foreground catches the eye first
- **Closure:** Preferring complete shapes, we automatically fill in gaps to perceive a complete image; we see the whole first
- **Common Region:** We group elements that are in the same closed region
- **Element Connectedness:** We group elements linked by other elements
- **Continuation:** We follow and “flow with” lines
- **Proximity (Emergence):** We group closer-together elements, separating them from those farther apart.
- **Good Form:** We differentiate elements that are similar in color, form, pattern, etc. and cluster them together
- **Meaningfulness (Familiarity):** We group elements if they form a meaningful or personally relevant image.
- **Prägnanz:** We perceive complex images as simple ones.
- **Convexity:** We perceive convex shapes ahead of concave ones
- **Regularity:** Sorting items, we tend to group some into larger shapes, and connect elements that form a pattern.
- **Similarity (Invariance):** We seek differences and similarities in an image and link similar elements.
- **Symmetry:** We seek balance and order in designs, struggling to do so if they aren’t readily apparent.
- **Common Fate:** We group elements that move in the same direction
- **Synchrony:** We group static visual elements that appear at the same time.

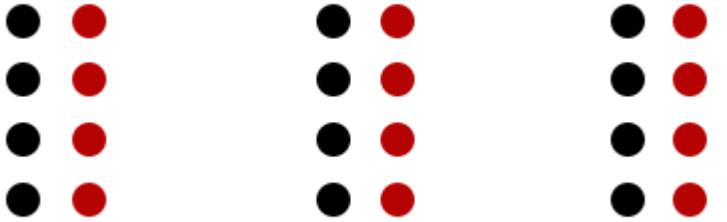
Examples: Similarity



The GitHub sign-up page features a dark background with various software-related icons. At the top, there's a search bar and navigation links for Explore, Features, Enterprise, Pricing, Sign up (highlighted in green), and Sign in. Below the header, the main heading "Where software is built" is displayed in large white text. A subtext below it reads: "Powerful collaboration, code review, and code management for open source and private projects. Public projects are always free. Private plans start at \$7/mo." To the right of the heading is a form for entering a username, email, and password. A large green "Sign up for GitHub" button is centered below the form fields. A small note at the bottom states: "By clicking 'Sign up for GitHub', you agree to our terms of service and privacy policy. We will send you account related emails occasionally." At the bottom of the page, a blue banner asks: "Want to use GitHub on your servers?"

The LA STAMPA news website has a light-colored header with the site name in large bold letters. Below the header, there are several news articles listed in a grid format. The first article is titled "I demoni di Hamilton: 'Non è facile come sembra, per me è durissima'" by Stefano Mancini. The second article is "Lavorare meno per rendere di più: la ricetta funziona davvero" by Emanuela Griglè. The third article is "Reportage Trombe d'aria, pioggia e fiumi esondati: in Liguria torna l'incubo alluvione" by Marco Menduni. The main content area features several images: one of a man speaking at a podium with the ArcelorMittal logo; another of a man in a suit; and others showing industrial scenes and people. The overall layout is clean and modern.

Example: Proximity



Walmart

Hello, Sign In
My Account

Save big in every department

Electronics

Home

Exercise & Fitness

Health

Clothing & Jewelry

Furniture

Cold Weather Prep

TurboTax

H&R BLOCK

Jackson Hewitt

Auto & Tires

Office Supplies

Home Improvement

Outdoor Sports

Paw Patrol

Baby Center

Food

Tostitos

Call of Duty: Black Ops III

VICE

WATCH SECTIONS PHOTOS MAGAZINE TOPICS: CITY GUIDES ELECTION 2016 OPINION MORE

Feb 24, 2016 NEWS Manisha Krishnan Medical Marijuana Users in Canada Can Legally Grow Their Own Weed Now A Federal Court judge says former prime minister Stephen Harper's law restricting patients from growing is unconstitutional.

Feb 24, 2016 NEWS Joah Androsky The Women Who Love Ted Cruz There's one place Ted Cruz doesn't finish third: in these ladies' hearts.

Feb 24, 2016 NEWS Gracia Wyler How Donald Trump Won Nevada's Cliven Bundy Vote If Ted Cruz can't win Bunkerville, where can he win?

STUFF Feb 24, 2016 NEWS Feb 24, 2016 NEWS MOTHERBOARD

Example: Continuity



Customers Who Bought This Item Also Bought

The screenshot shows a grid of book covers and their details. The books listed are:

- CROSSING THE CHASM, 3rd Edition: Marketing and Selling Disruptive Products by Geoffrey A. Moore
- THE LEAN STARTUP by ERIC RIES
- THE INNOVATOR'S DILEMMA by Clayton M. Christensen
- THE INNOVATOR'S SOLUTION by Clayton M. Christensen
- HOW WILL YOU MEASURE YOUR LIFE? by Clayton M. Christensen

Each book entry includes the title, author, description, rating (e.g., ★★★★☆ 72), format (e.g., Paperback), price (\$12.35 or \$16.66), and a Prime logo.

Page 1 of 20



Step 1

Choose your meals, drinks and treats from our daily rotating menu.



Step 2

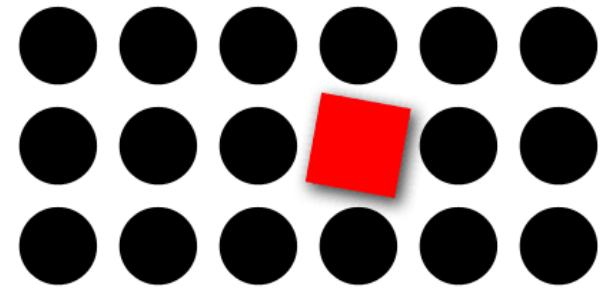
Our friendly servers organize your food for delivery - hot and ready to eat!



Step 3

Your meal arrives in around 20 minutes - like a home-cooked meal without the effort!

Example: Focal Point



The Twilio homepage features a dark background image of a busy street scene. At the top, the Twilio logo is on the left, followed by navigation links: PRODUCTS & PRICING, USE CASES, API & DOCS, NOT A DEVELOPER?, SIGN UP, and LOG IN. Below the navigation, the main headline reads "BUILD APPS THAT COMMUNICATE WITH EVERYONE IN THE WORLD". A sub-headline below it says "A Messaging, Voice, Video and Authentication API for every application". At the bottom, there are two buttons: "See Use Cases" and "Get a free API key".

The Instacart homepage features a dark background image of a person holding a grocery bag filled with vegetables. Overlaid on the image is a white rectangular form containing the Instacart logo and the text "Groceries delivered in 1 hour". It also includes a "Enter Zip Code" input field, a green "Find Stores >" button, and a link "Already have an account? Log In". At the bottom of the form, there is a small note "FREE delivery on your first order*".

GRID AND ALIGNMENT

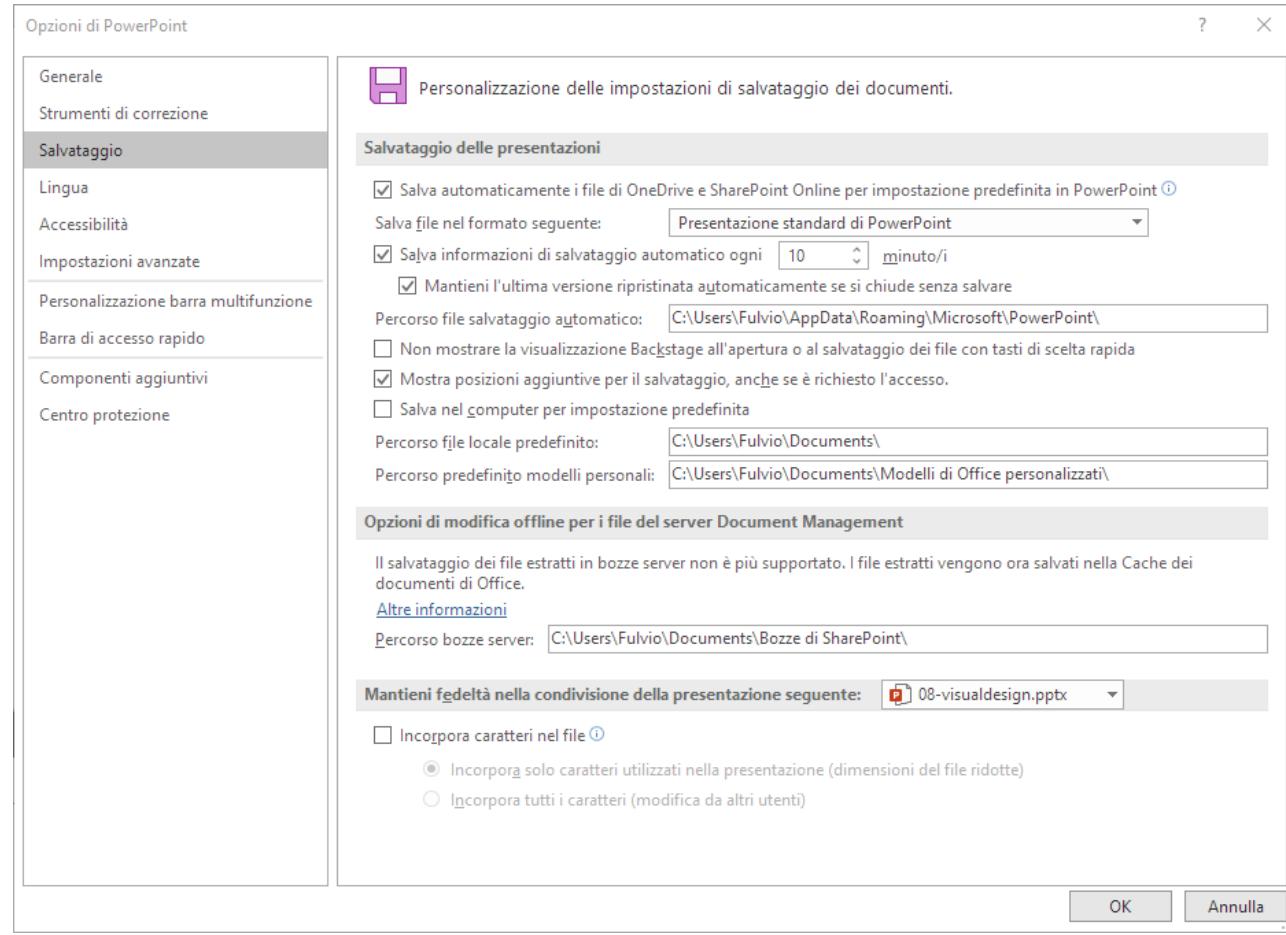
05/11/23

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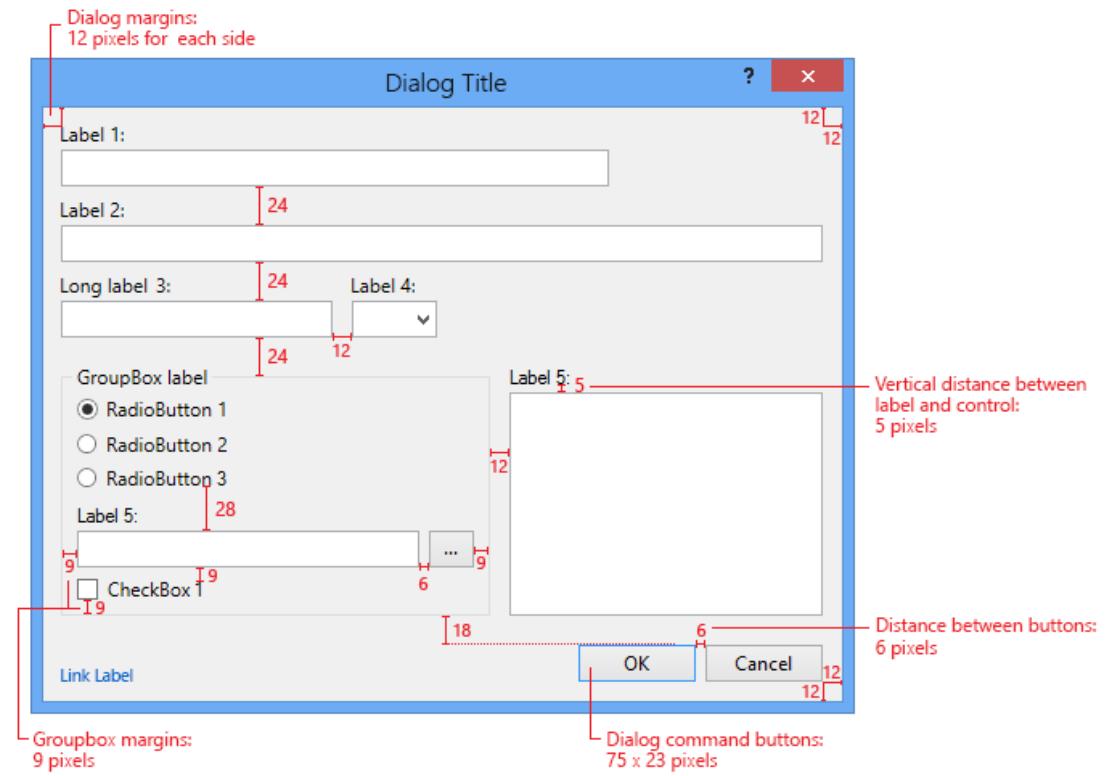
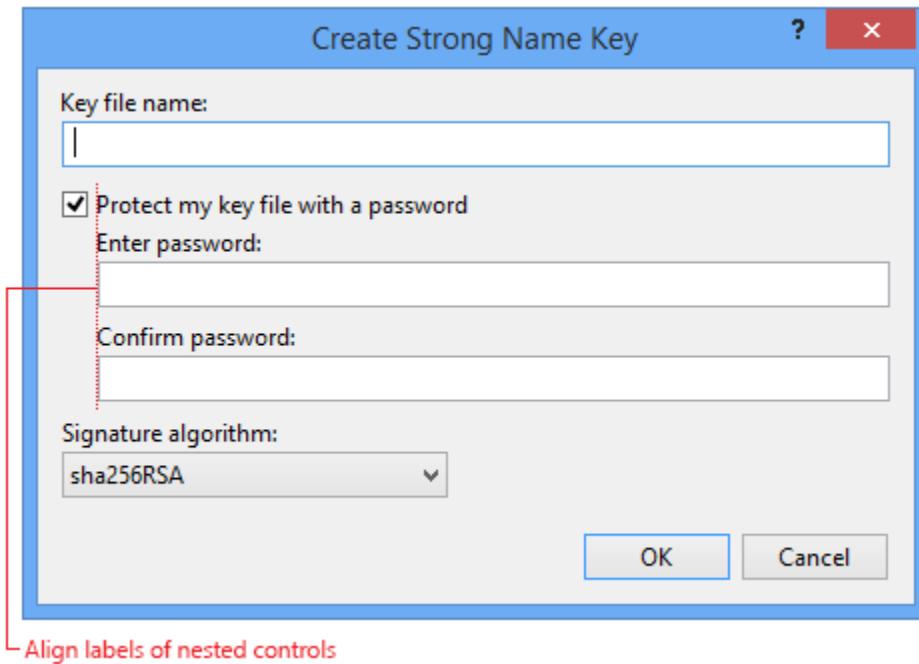
Alignment

- Invisible lines that run through the interface and “attract” the left- or right-edge of a widget control
 - Vertical
 - Horizontal

Example



Example



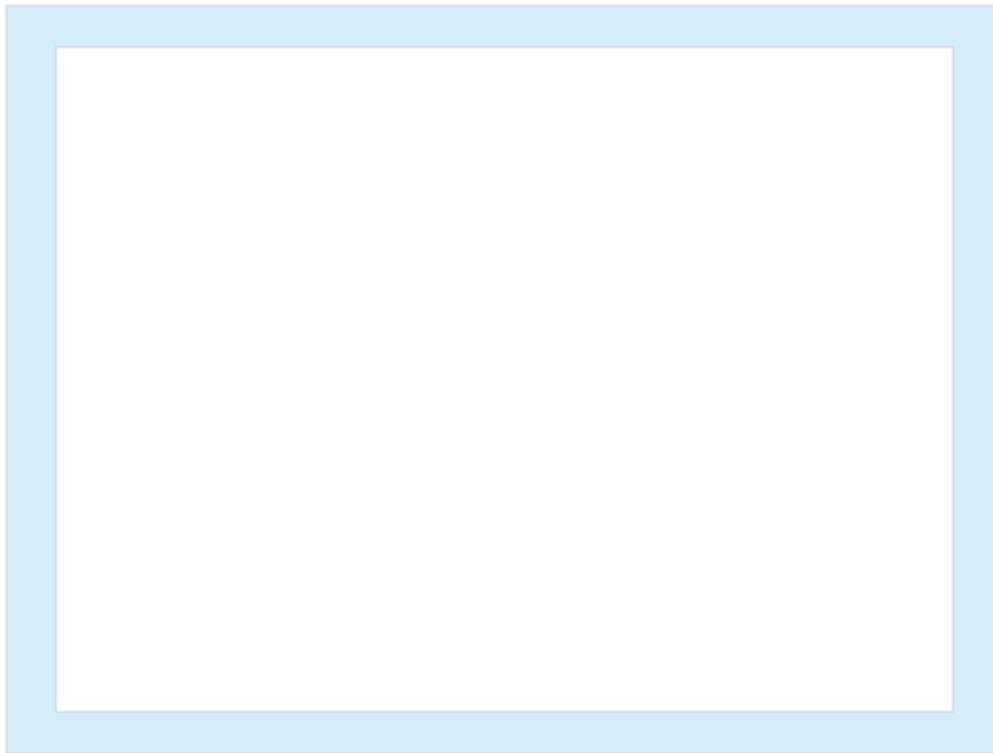
<https://docs.microsoft.com/en-us/visualstudio/extensibility/ux-guidelines/layout-for-visual-studio?view=vs-2019>

Grid Layout Ingredients

- **Guides:** The edge which you choose to align content with
- **Column:** A vertical division of content
- **Row:** A horizontal division of content
- **Margins:** The area surrounding your content
- **Gutters:** The margins between columns
- **Hang-line:** A horizontal guide to align content to hang off of
- **Baseline:** The horizontal guide for an element to sit on top of
- **Rhythm:** Proportion systems that can help define the sizing frequency and spacing of each of the above elements.

Grid Layout Ingredients

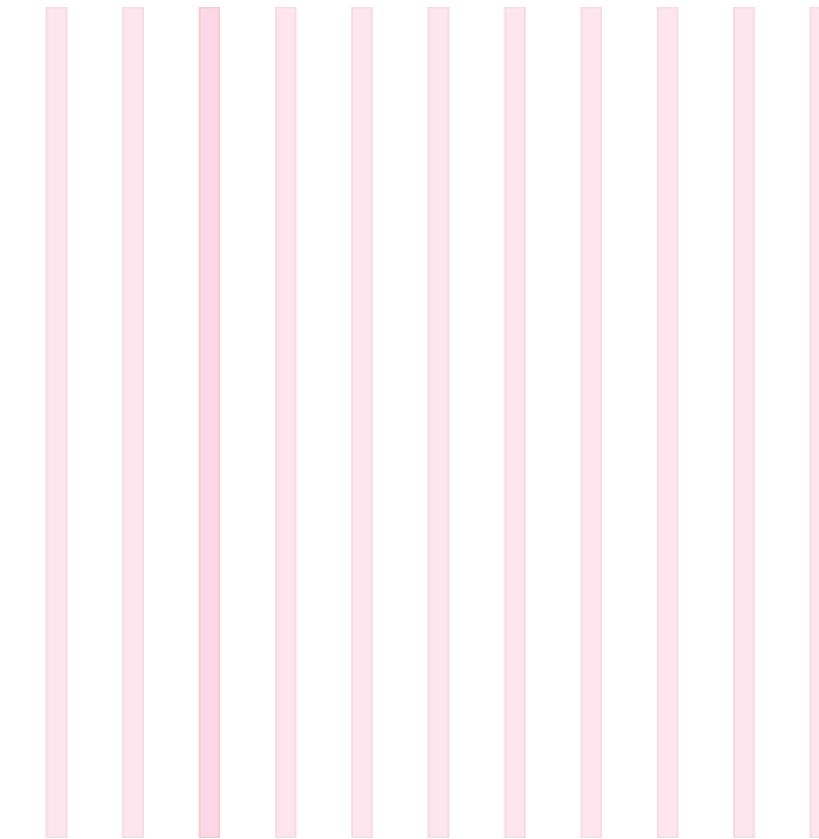
Margins



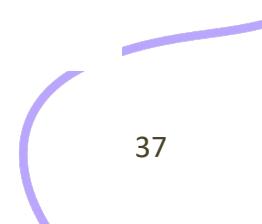
05/11/23



Columns & Gutters

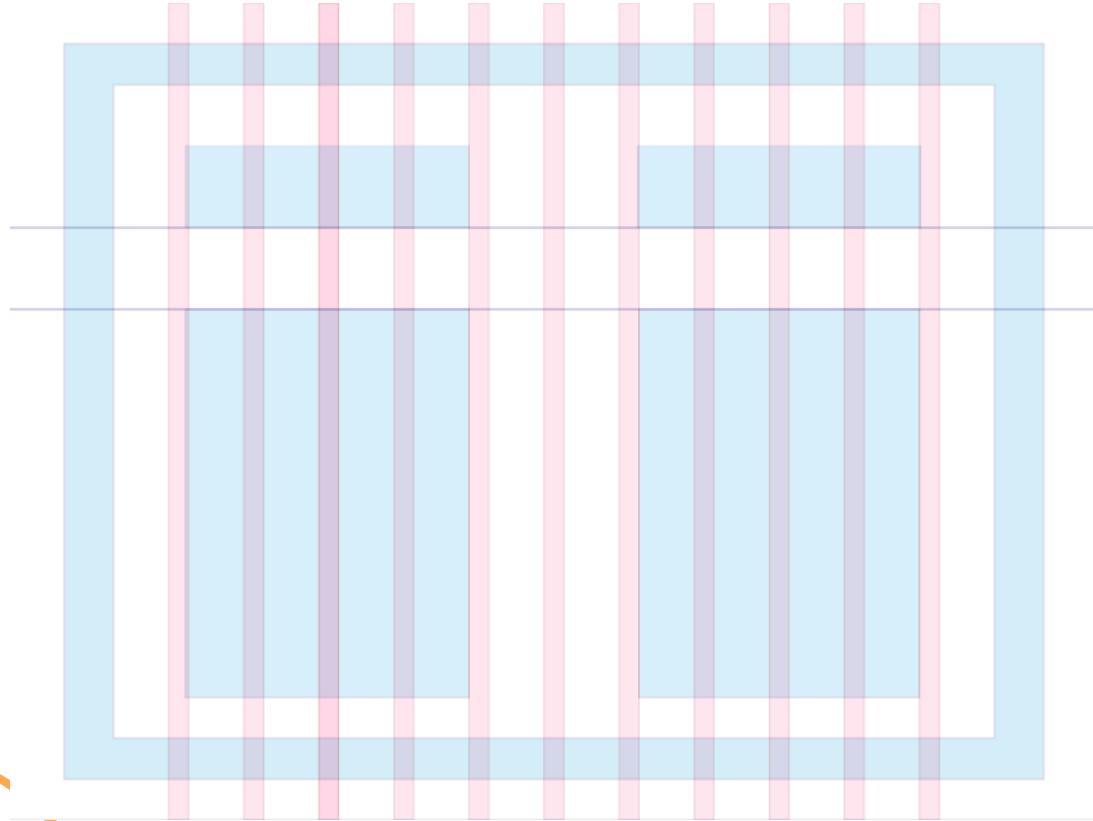


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Grid Layout Ingredients

Hanglines and Baselines



05/11/23

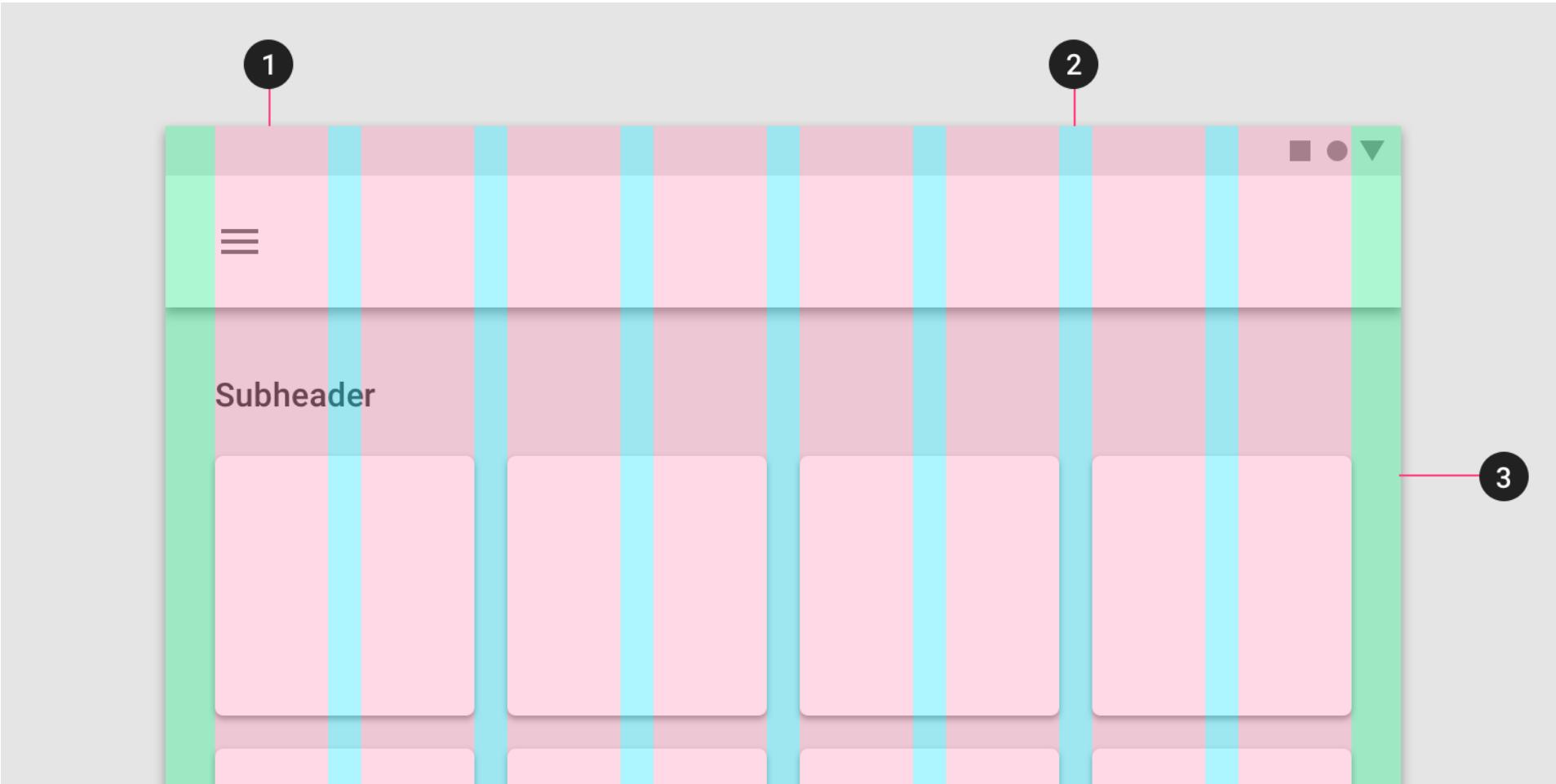
Baseline Grids



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Example of Grid-based Layout

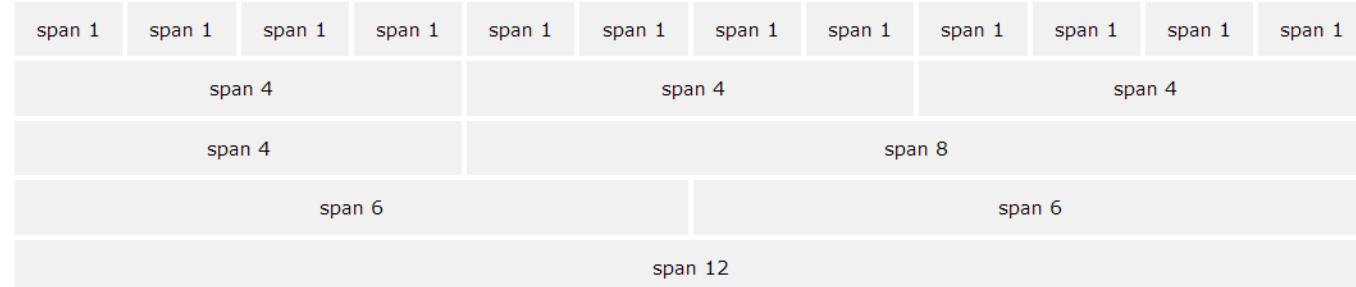
1. Columns
2. Gutters
3. Margins



<https://material.io/design/layout/responsive-layout-grid.html#columns-gutters-margins>

Example: Bootstrap Grid

- Always 12 columns in total
- May choose to span a group of columns
- Each column is tagged according to the screen size:
 - xs (phones - <768px)
 - sm (tablets - >=768px)
 - md (small laptops - >=992px)
 - lg (laptops and desktops - >1200px)



Example: Responsive Grid Layout

```
<div class="row">
  <div class="col-md-6 col-lg-4 col-xl-3">
    <h2>HTML</h2>
    <p>...</p>
    <p><a href="..." class="btn btn-success">...</a></p>
  </div>
```

<https://www.tutorialrepublic.com/twitter-bootstrap-tutorial/bootstrap-responsive-layout.php>

Grid Structure

Main body:
Mix of 2x and 3x
columns

Alternating row
types



Title area outside the grid

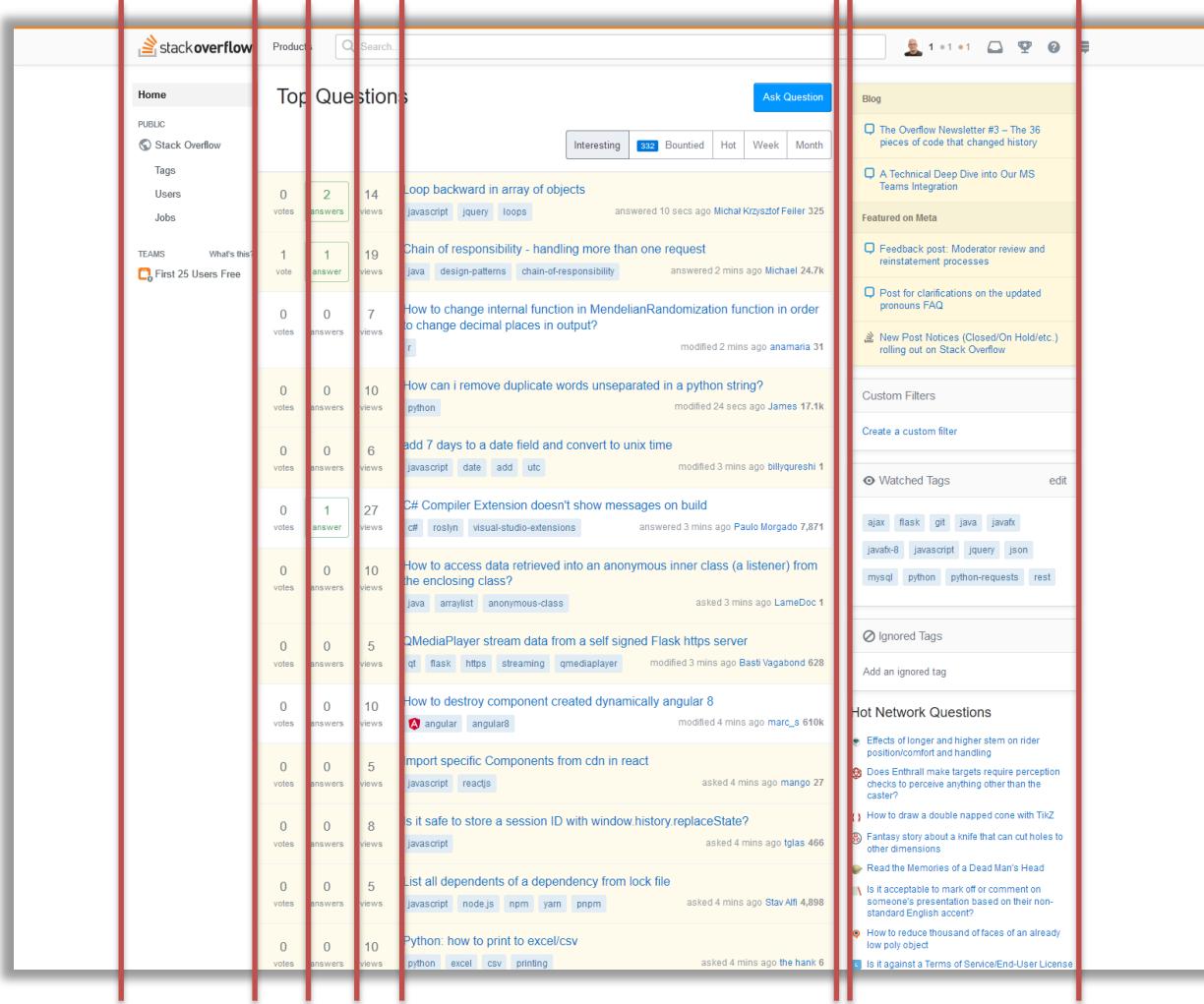
Right column for other types of articles

Grid Structure

Navigation
(left, smaller)

Main content
(center, wide)

Related content
(right, smaller)



Example (2019)

05/11/23

Software								Top
Periodo		Codice	Lingua	Insegnamento	Crediti	Docente	Note	Vincoli
1° anno								
1	01PDW0V	EN	Information systems ING-INF/05 (6)		6	M. Morisio	Note	Vincoli
1	02GOLOV	IT	Architetture dei sistemi di elaborazione ING-INF/05 (10) Oppure		10	P. Bernardi E. Sanchez Sanchez	Note	Vincoli
1	02LSEOV	EN	Computer architectures ING-INF/05 (10)		10	P. Montuschi	Note	Vincoli
1	01SQJOV	EN	Data Science and Database Technology ING-INF/05 (8) Oppure		8	S. Chiusano	Note	Vincoli
1	01SQMOV	IT	Data Science e Tecnologie per le Basi di Dati ING-INF/05 (8)		8	E. Baralis	Note	Vincoli
1	01OTW0V	EN	Computer network technologies and services ING-INF/05 (6) Oppure		6	M. Baldi	Note	Vincoli
1	02KPN0V	IT	Tecnologie e servizi di rete ING-INF/05 (6)		6	G. Marchetto	Note	Vincoli
2	02IEUOV	EN	Formal languages and compilers ING-INF/05 (6)		6	R. Sisto	Note	Vincoli
2	05BIDOV	IT	Ingegneria del software ING-INF/05 (8) Oppure		8	G. Bruno	Note	Vincoli
2	04GSPOV	EN	Software engineering ING-INF/05 (8)		8	M. Morisio	Note	Vincoli
2	01UDFOV	IT	Applicazioni Web I ING-INF/05 (6) Oppure		6	E. Masala	Note	Vincoli
2	01TXYOV	EN	Web Applications I ING-INF/05 (6)		6	F. Corno	Note	Vincoli
2	02GRSOV	IT	Programmazione di sistemi ING-INF/05 (10) Oppure		10	G. Cabodi	Note	Vincoli
2	01NYH0V	EN	System and device programming ING-INF/05 (10)		10	S. Quer	Note	Vincoli
2° anno								
1	01TYMOV	EN	Insegnamento a scelta 1 Information systems security ING-INF/05 (6) Oppure		6	6	Note	Vincoli
1	01UDUOV	IT	Sicurezza dei sistemi informativi ING-INF/05 (6)		6		Note	Vincoli
1	01SQNOV	EN	Software Engineering II ING-INF/05 (6) Crediti liberi		6		Note	Vincoli
1,2	29EBHOV		Tesi Insegnamento a scelta 2		6 30 6			
Insegnamento a scelta 1								
Periodo	Codice	Lingua	Insegnamento	Crediti	Docente	Note	Vincoli	
1	01TYDOV	EN	Cloud Computing ING-INF/05 (6)	6		Note	Vincoli	
1	01PDCOV	EN	Digital control technologies and architectures ING-INF/04 (6)	6		Note	Vincoli	
1	01TXZOV	EN	Distributed systems programming ING-INF/05 (6)	6		Note	Vincoli	Si
1	01NWPOV	IT	Elaborazione dell'audio digitale ING-INF/05 (6)	6		Note	Vincoli	
1	01UDGOV	EN	Energy management for IoT ING-INF/05 (6)	6		Note	Vincoli	Si
1	02JSKOV	EN	Human Computer Interaction ING-INF/05 (6)	6		Note	Vincoli	★
1	01SQIOV	EN	Machine Learning and Artificial Intelligence ING-INF/05 (6)	6		Note	Vincoli	
1	01PDXOV	EN	Modern design of control systems ING-INF/04 (6)	6		Note	Vincoli	
1	01OUUV0V	EN	Optimization methods and algorithms MAT09 (6)	6		Note	Vincoli	
1	04CETOV	EN	Statistical methods MAT09 (6)	6		Note	Vincoli	

Example (same page in 2020)

Software

▼ 1° anno 2020/2021

Periodo	Codice	SSD	Insegnamento	Lingua	Crediti	Docente	Note	Orario
1	01PDWOW	ING-INF/05 (6)	Information systems	🇬🇧	6	M. Morisio (118 iscr.)	🕒	
1	02GOLOV	ING-INF/05 (10)	Architetture dei sistemi di elaborazione	🇮🇹	10	P. Bernardi (150 iscr.) E. Sanchez Sanchez (159 iscr.)	🕒	
oppure								
1	02LSEOV	ING-INF/05 (10)	Computer architectures	🇬🇧	10	P. Montuschi (207 iscr.)	🕒	
1	01SQJOV	ING-INF/05 (8)	Data Science and Database Technology	🇬🇧	8	S. Chiusano (172 iscr.)	🕒	
oppure								
1	01SQMOV	ING-INF/05 (8)	Data Science e Tecnologie per le Basi di Dati	🇮🇹	8	E. Baralis (254 iscr.)	🕒	
1	01OTWOW	ING-INF/05 (6)	Computer network technologies and services	🇬🇧	6	G. Marchetto (161 iscr.)	🕒	
oppure								
1	02KPNOV	ING-INF/05 (6)	Tecnologie e servizi di rete	🇮🇹	6	G. Marchetto (253 iscr.)	🕒	
2	02JEUOV	ING-INF/05 (6)	Formal languages and compilers	🇬🇧	6	R. Sisto (60 iscr.)	🕒	
2	05BIDOV	ING-INF/05 (8)	Ingegneria del software	🇮🇹	8	G. Bruno (132 iscr.)	🕒	
oppure								
2	04GSPOV	ING-INF/05 (8)	Software engineering	🇬🇧	8	M. Morisio (202 iscr.)	🕒	
2	01UDFOV	ING-INF/05 (6)	Applicazioni Web I	🇮🇹	6	E. Masala (91 iscr.) L. De Russis (57 iscr.)	🕒	
oppure								
2	01TXYOV	ING-INF/05 (6)	Web Applications I	🇬🇧	6	F. Corno (185 iscr.)	🕒	
2	02GRSOV	ING-INF/05 (10)	Programmazione di sistema	🇮🇹	10	G. Cabodi (100 iscr.) A. Savino (112 iscr.)	🕒	
oppure								
2	01NYHOV	ING-INF/05 (10)	System and device programming	🇬🇧	10	S. Quer (108 iscr.)	🕒	
▼ 2° anno 2021/2022								
Periodo	Codice	SSD	Insegnamento	Lingua	Crediti	Docente	Note	Orario
1			Insegnamento a scelta 1		6			
1	01TYMOV	ING-INF/05 (6)	Information systems security	🇬🇧	6		🕒	
oppure								
1	01UDUOV	ING-INF/05 (6)	Sicurezza dei sistemi informativi	🇮🇹	6		🕒	
1	01SQNOV	ING-INF/05 (6)	Software Engineering II	🇬🇧	6		🕒	
1,2			Crediti liberi		6			
1,2	29EBHOV		Tesi		30			
2			Insegnamento a scelta 2		6			

Some Guidelines

- When designing a template, start from the longest block of text
- Left-aligned text is (usually) faster to skim
- Alignment guides the eye and reduces clutter
 - Avoid slight misalignments
 - Patterns and deviations are “automatically” detected
 - Deviate from a pattern for strategic reasons
 - Use visual proximity and scale to convey semantic information

COLORS

05/11/23

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I live inside my car leasing website all day Monday to Friday 9am-6pm. I lease the cheapest PCP and contract hire cars in the UK! - I am Ling, accept no substitutes

LINGSCARS.com

Leader of the Pack - The UK's favorite car leasing website!
Contract hire cars from Ling Valentine. LINGSCARS is the UK's favourite car leasing website - On 2016 I leased over £85 million in cars!

Stop

1 DELIVERY TODAY
Ford Ka+
Arthur
ATTBOROUGH, NR17

21 DELIVERIES IN LAST WEEK

- Renault Captur
Cath
PONTEFRACT, WF81
- Mercedes GLC Coupe
Bill
BEDLINGTON, NE22
- BMW 2 Series Convert...
Pingu
DERBY, DE6
- Nissan Qashqai
Arlene
GLASGOW, G11
- Volvo XC60 Estate
Saif
HILTON KEYNES, MK8
- Seat Leon
Ben
BARNSLEY, S70
- Skoda Kodiaq Estate
Hannah
HAY-ON-WYE, HR3
- Renault Clio
Paul
MIDDLEBROUGH, TS7
- Renault Clio
Paul
MIDDLEBROUGH, TS7
- Seat Arona
Steve
LONDON, SE18
- Seat Leon
Adam
HATFIELD, AL10
- Audi A3 Sportback
Chris
WYMONDHAM, NR18

CARS A-Z

ABARTH

124 Spider Convertible
595 Convertible
595 Hatchback
695 Convertible

ALFA ROMEO

Giulia Saloon
Giulietta
Stelvio Estate

AUDI

MY BEST SELLING CAR LEASING DEALS!

500 IDEAS!

NICOLE...PAPA!

MEGA-HATCH!

Car Leasing Online Service Response Times

75 CUSTOMERS IN 'PROPOSAL'

Ling replies in... **0:03 07**

129 CUSTOMERS IN 'ORDER'

Ling replies in... **0:05 03**

BREXIT RISK FREE! February 2017 **theguardian**

LING'S BREXIT BORIS PROMISE: If the UK leaves the EU with "no deal", tariffs may apply to EU built cars landing in the UK after Brexit day (31st Jan?). If this is the case with YOUR car, and if the price increases due to tariffs, YOU will be able to cancel the car order at **NO COST** to you. **YOU can order a new car from me, with NO BREXIT RISK.** - Ling

Colors

- Be careful, do not exaggerate
- Design in grayscale, first
 - Ensure information is conveyed by text and layout
- When adding colors, try to conserve the same luminance of the grayscale design
- Assign meaning to color
- Use a limited and consistent palette and use slight variations

Example

The image displays two side-by-side screenshots of the Stack Overflow homepage, specifically the 'Top Questions' section. Both screenshots show a list of programming-related questions. The left screenshot shows the full list of questions, while the right screenshot shows a significantly reduced list, indicating a search or filter has been applied.

Left Screenshot (Original State):

- Loop backward in array of objects (answered 10 secs ago)
- Chain of responsibility - handling more than one request (answered 2 mins ago)
- How to change internal function in MendelianRandomization function in order to change decimal places in output? (modified 2 mins ago)
- How can i remove duplicate words unseparated in a python string? (modified 24 secs ago)
- add 7 days to a date field and convert to unix time (modified 3 mins ago)
- C# Compiler Extension doesn't show messages on build (answered 3 mins ago)
- How to access data retrieved into an anonymous inner class (a listener) from the enclosing class? (asked 3 mins ago)
- QMediaPlayer stream data from a self signed Flask https server (modified 3 mins ago)
- How to destroy component created dynamically angular 8 (modified 4 mins ago)
- Import specific Components from cdn in react (asked 4 mins ago)
- Is it safe to store a session ID with window.history.replaceState? (asked 4 mins ago)
- List all dependents of a dependency from lock file (asked 4 mins ago)
- Python: how to print to excel/csv (asked 4 mins ago)

Right Screenshot (Filtered State):

- Loop backward in array of objects (answered 10 secs ago)
- Chain of responsibility - handling more than one request (answered 2 mins ago)
- How to change internal function in MendelianRandomization function in order to change decimal places in output? (modified 2 mins ago)
- How can i remove duplicate words unseparated in a python string? (modified 24 secs ago)
- add 7 days to a date field and convert to unix time (modified 3 mins ago)
- C# Compiler Extension doesn't show messages on build (answered 3 mins ago)
- How to access data retrieved into an anonymous inner class (a listener) from the enclosing class? (asked 3 mins ago)
- QMediaPlayer stream data from a self signed Flask https server (modified 3 mins ago)
- How to destroy component created dynamically angular 8 (modified 4 mins ago)
- Import specific Components from cdn in react (asked 4 mins ago)
- Is it safe to store a session ID with window.history.replaceState? (asked 4 mins ago)
- List all dependents of a dependency from lock file (asked 4 mins ago)
- Python: how to print to excel/csv (asked 4 mins ago)

Palettes

Allegato 1

ABACO COLORI POLITICO

BLU

PANTONE

288 CVP

CMYK

100/80/0/30

90%

90%

80%

80%

70%

70%

60%

60%

50%

50%

ARANCIO

PANTONE

ORANGE 021

CMYK

0/70/90/0

0/70/100/0

137 CVP

130 CVP

123 CVP

0/60/90/0

0/60/100/0

0/50/90/0

0/40/100/0

0/30/90/0

0/30/100/0

130 CVP

COMBINAZIONI

CMYK

100/80/0/30

0/70/100/0

100/80/0/30

0/60/100/0

100/80/0/30

0/50/100/0

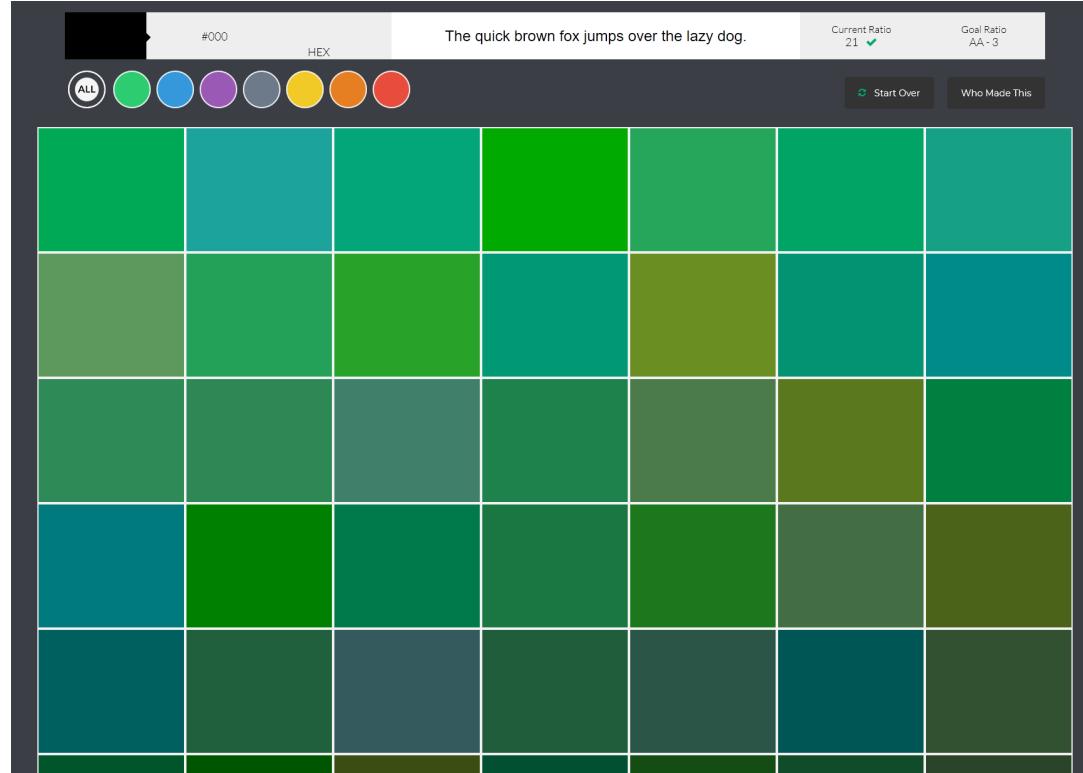
100/80/0/30

0/40/100/0

100/80/0/30

0/30/100/0

Color Contrast



<http://colorsafe.co/>

05/11/23

Default type color On light			Default type color On dark		
Primary	#000000	1a	Primary	#FFFFFF	1a
Secondary	#000000	0.54a	Secondary	#FFFFFF	0.54a
Disabled	#000000	0.26a	Disabled	#FFFFFF	0.26a
Link	#3367D6	1a	Link	#7BAAF7	1a
Positive	#0B8043	1a	Positive	#57BB8A	1a
Negative	#C53929	1a	Negative	#E67C73	1a
Warning	#EA6100	1a	Warning	#F7CB4D	1a

Google Chrome Palette

52

Example

- Colors needing an explanation legend
- Time intervals are shaded with 2 different colors
 - “why is the first hour filled with a different color?”
- No indication of the “fill level”

Turni disponibili - Aule Studio - Sala studio al Secondo Piano di C.so Castelfidardo 39

Legenda turni prenotazione

Disponibile Passato Non prenotabile Prenotazioni non attive Turno al quale sei prenotato

Tutti gli orari sono da intendersi espressi secondo il fuso orario italiano

A partire da giorno 15 luglio 2020, è consentito l'uso della seguente Sala Studio della Sede Centrale:
- Sala studio al Secondo Piano di C.so Castelfidardo 39, codice locale TO_CIT11_XP02_001

Le sale studio sono aperte dalle ore 9.00 alle ore 18.00 dal lunedì al venerdì. L'accesso sarà consentito su due turnazioni orarie, dalle ore 9.00 alle 13.00 e dalle ore 14.00 alle ore 18.00

21 Set 2020 - 27 Set 2020							1 giorno	3 giorni	Settimana lavorativa	Settimana
		Lunedì 21 Set 2020	Martedì 22 Set 2020	Mercoledì 23 Set 2020	Giovedì 24 Set 2020	Venerdì 25 Set 2020	Sabato 26 Set 2020	Domenica 27 Set 2020		
09:00	09:00 - 13:00 - prenotazioni: 36/36	09:00 - 13:00 - prenotazioni: 36/36	09:00 - 13:00 - prenotazioni: 35/36	09:00 - 13:00 - prenotazioni: 36/36	09:00 - 13:00 - prenotazioni: 36/36	09:00 - 13:00 - prenotazioni: 34/36				
10:00										
11:00										
12:00										
13:00										
14:00	14:00 - 18:00 - prenotazioni: 36/36	14:00 - 18:00 - prenotazioni: 36/36	14:00 - 18:00 - prenotazioni: 34/36	14:00 - 18:00 - prenotazioni: 34/36	14:00 - 18:00 - prenotazioni: 26/36					
15:00										
16:00										
17:00										

EXERCISE

05/11/23

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Exercise

- Define users, context, content of MangiaTO
- Think about how to structure the “Menu” page, keeping in mind that people have different food preferences:
 - https://polito.padlet.org/luigiderussis/iaw_cardsorting_1
 - https://polito.padlet.org/luigiderussis/iaw_cardsorting_2
 - https://polito.padlet.org/luigiderussis/iaw_cardsorting_3
 - https://polito.padlet.org/luigiderussis/iaw_cardsorting_4
 - https://polito.padlet.org/luigiderussis/iaw_cardsorting_5
 - https://polito.padlet.org/luigiderussis/iaw_cardsorting_6
 - https://polito.padlet.org/luigiderussis/iaw_cardsorting_7
 - https://polito.padlet.org/luigiderussis/iaw_cardsorting_8
 - https://polito.padlet.org/luigiderussis/iaw_cardsorting_9
 - https://polito.padlet.org/luigiderussis/iaw_cardsorting_10
- Start the visual design of the “Menu” page



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