

Visual Design

CSE 170: Interaction Design

Kristen Vaccaro
Computer Science & Engineering
UCSD

click testing

assess where users look for information, with full page details



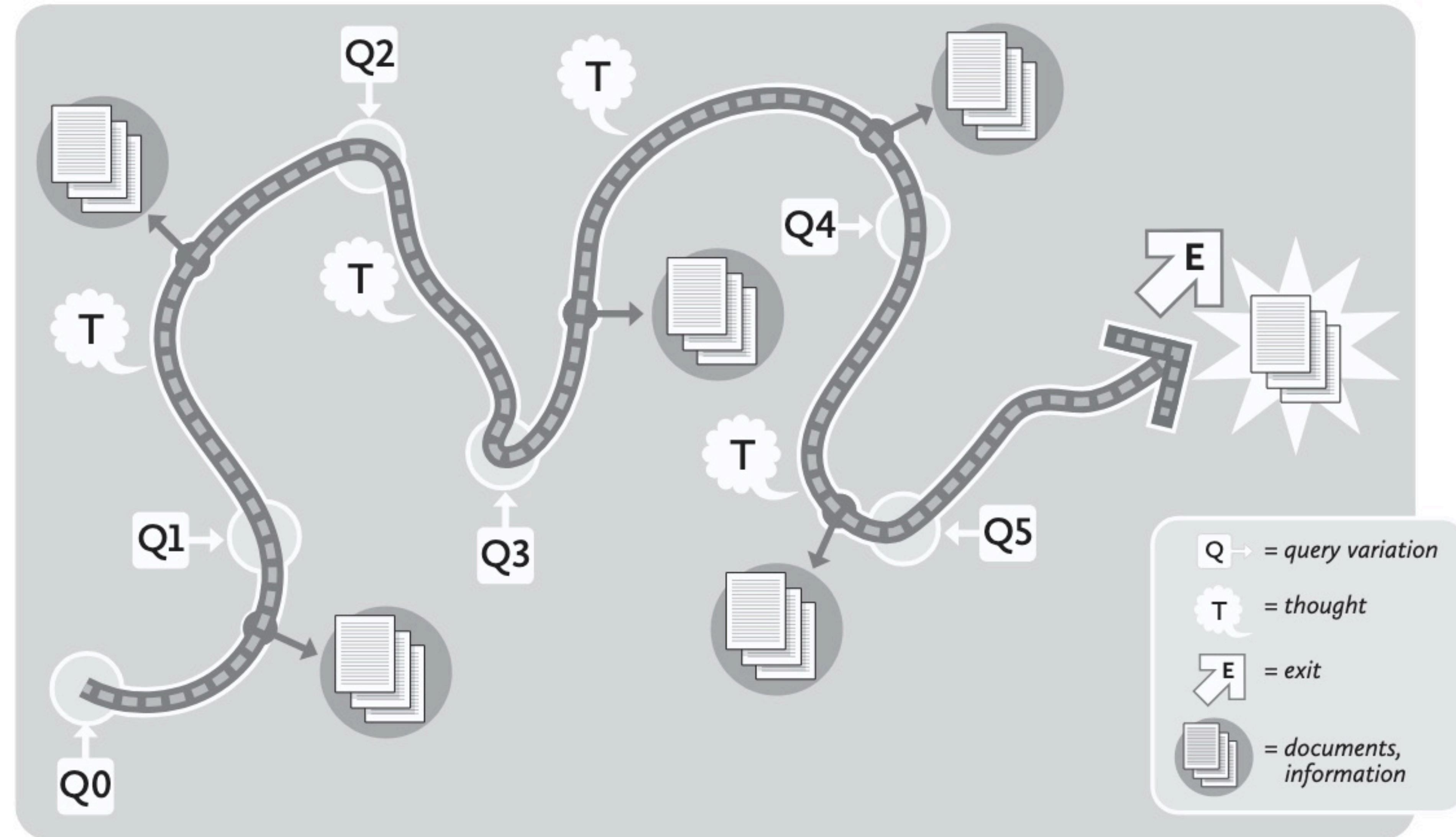


FIG. 2. *A berrypicking, evolving search*

Facets the (overlapping) attributes that characterize a set of entities

Filter your results by...

Available Now

Format

Books

Audiobooks

Movies & TV

New at the library...

Content

Audience

Form/Genre

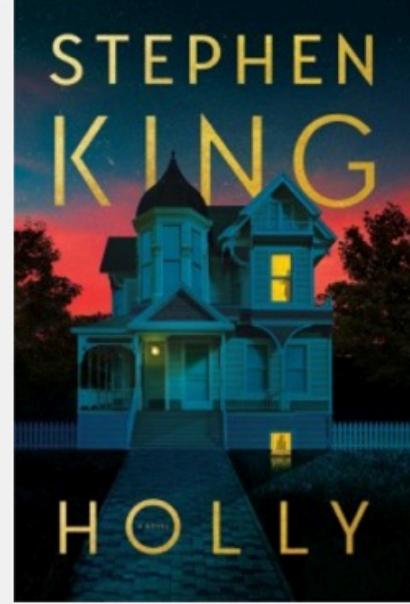
Topic

Regions

Author

Sort by: Relevance

1 to 6 of 6 results



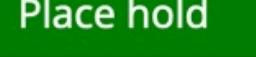
Holly
A Novel
by King, Stephen

★★★★★

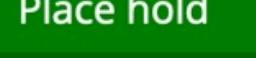
 Audiobook CD - 2023
CD FIC/KING
All copies in use [View location availability](#)
Holds: 18 on 7 copies

 Book - 2023
FIC/KING
All copies in use [View location availability](#)
Holds: 155 on 60 copies

 While You Wait ►

 Place hold

 For Later

 Place hold

 For Later

Project 562
Changing the Way We See Native America



Save Changes?

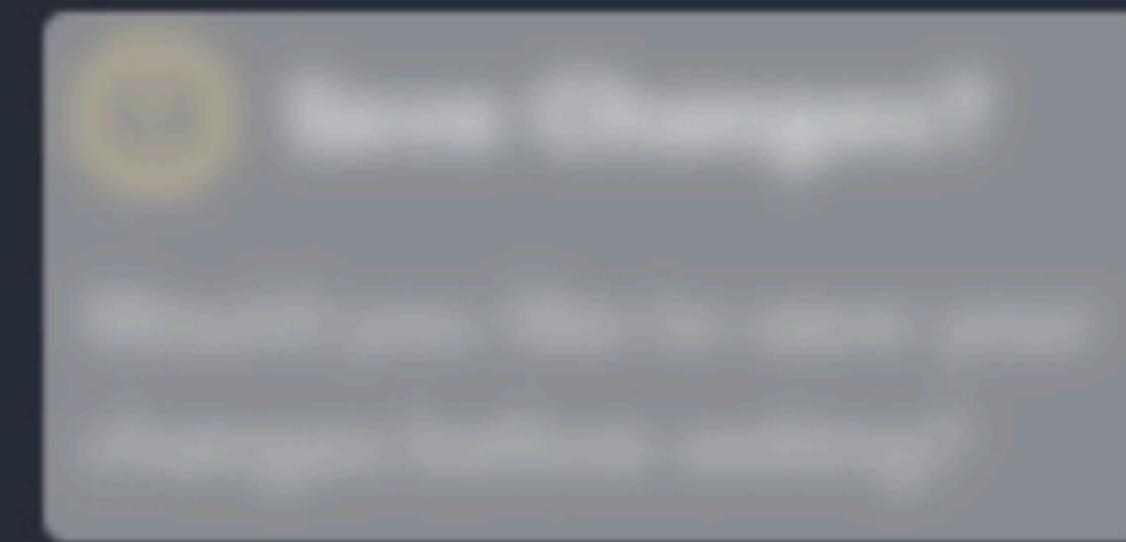
Would you like to save your changes before exiting?

No

Yes



Bad



No

Yes



Save Changes?

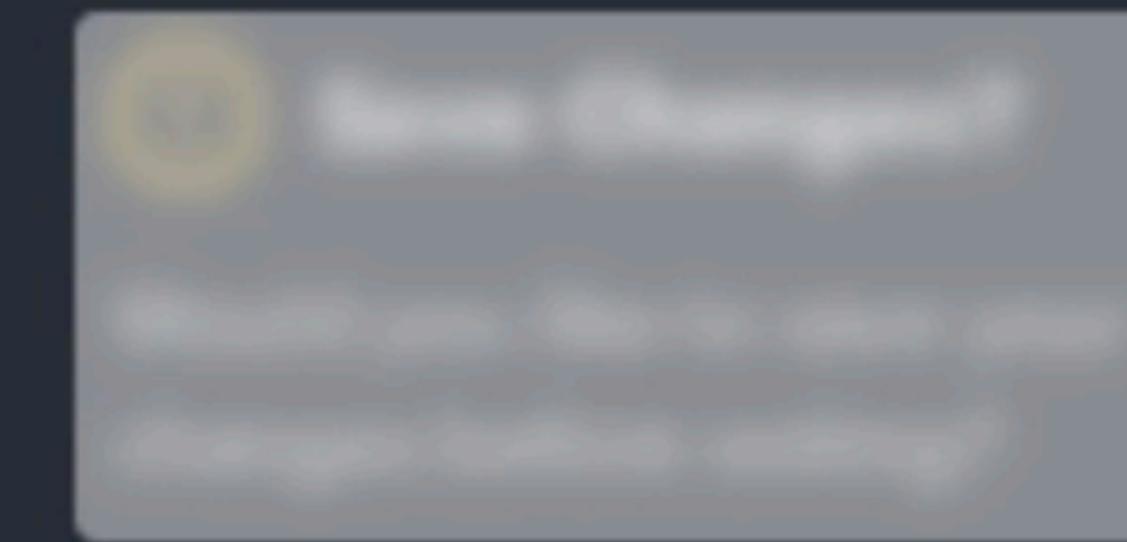
Would you like to save your changes before exiting?

Discard

Save



Good



Discard

Save

Users can't take action

Users can still take action

Visual Design Principles

1. Proximity
2. Alignment
3. Repetition
4. Contrast

Basic purpose:

organize

too many separate elements, confusion about
heading / content connections,
only if connected: put things close together,
use even spacing

How to get it:

put related elements into groups
groups should be closer together
aim for 3-5 groups max

Proximity

Avoid:

Proximity

Basic purpose: organize

How to get it:

- put related elements into groups
- groups should be closer together
- aim for 3-5 groups max

Avoid:

- too many separate elements, confusion about heading / content connections,
- only if connected: put things close together,
- use even spacing

Ralph Roister Doister

(717) 555-1212

Mermaid Tavern

916 Bread Street

London, NM

Mermaid Tavern

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London, NM
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South Carolina

City	Motel/Hotel	Area code	Phone	Rates	
				Single	Double
Charleston	Best Western	803	747-0961	\$126	\$130
Charleston	Days Inn	803	881-1000	\$118	\$124
Charleston	Holiday Inn N	803	744-1621	\$136	\$146
Charleston	Holiday Inn SW	803	556-7100	\$133	\$147
Charleston	Howard Johnsons	803	524-4148	\$131	\$136
Charleston	Ramada Inn	803	774-8281	\$133	\$140
Charleston	Sheraton Inn	803	744-2401	\$134	\$142
Columbia	Best Western	803	796-9400	\$129	\$134
Columbia	Carolina Inn	803	799-8200	\$142	\$148
Columbia	Days Inn	803	736-0000	\$123	\$127
Columbia	Holiday Inn NW	803	794-9440	\$132	\$139
Columbia	Howard Johnsons	803	772-7200	\$125	\$127
Columbia	Quality Inn	803	772-0270	\$134	\$141
Columbia	Ramada Inn	803	796-2700	\$136	\$144
Columbia	Vagabond Inn	803	796-6240	\$127	\$130

Media Disks
Children's CDS
Educational CDS
Entertainment CDS
DVDS
Educational
Early learning
Language arts
Science
Math
Teacher Tools
Books
Teacher workbooks
Videos
Hardware &
Accessories
Cables
Input devices
Mass storage
Memory
Modems

Media Disks

Children's CDS
Educational CDS
Entertainment CDS
DVDS

Educational

Early learning
Language arts
Science
Math

Teacher Tools

Books
Teacher workbooks
Videos

Hardware & Accessories

Cables
Input devices
Mass storage
Memory
Disk drives
Printers & supplies
Video and sound



NEVER BEFORE IN GALARIA HISTORY

HAS ONE BEEN ABLE TO TASTE 50 GALARIA RESTAURANTS AND 50 INTERNATIONALLY-ACCLAIMED WINERIES AT ONE LOCATION ON ONE DAY. DON'T MISS OUT! JOIN US FOR THE BIG EVENT OF THE 7TH ANNUAL GALARIA WINE & CHILE FIESTA THIS SATURDAY FROM 12 NOON UNTIL 4:30 P.M. AT THE EL DORADO HOTEL. \$35 ADMISSION INCLUDES UNLIMITED TASTINGS, SOUVENIR GLASS & ENTERTAINMENT. PLUS, A PORTION OF THE PROCEEDS TO BENEFIT THE GALARIA FOOD BRIGADE HELPING US FEED OUR HUNGRY NEIGHBORS. ADVANCE TICKETS STILL AVAILABLE AT GALARIA NEWS AND AT OUR PLAZA AMERICADO BOX OFFICE. LIMITED TICKETS WILL ALSO BE AVAILABLE AT THE DOOR.



Never before in Galaria history...

has one been able to taste 50 Galaria restaurants and 50 internationally acclaimed wineries at one location on one day. Don't miss out! Join us for this big event!

\$35 admission includes unlimited tastings, souvenir glass, and entertainment.

A portion of the proceeds will benefit the Galaria Food Brigade, helping us feed our hungry neighbors.

Advance tickets are still available at Galaria News and at our Plaza Americado Box Office. Limited tickets will also be available at the door.



**7th Annual Galaria
Wine & Chile Fiesta**
Saturday 12 noon to 4:30 P.M.
at the El Dorado Hotel

Wellington City Council

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HOME FURNISHINGS SALE

Up to 50% Off



COZY HOMES

Shop Now!

Visit Our
Showroom!

www.cozyhomes.com

"create two versions of a banner advertisement for a furniture store, where one version has good visual design proximity (related information is close together and far away from unrelated information) and the second version has bad visual design proximity (related information is not grouped together and visibly distinct from unrelated information)" Gemini 2.5 Flash

HOME FURNISHINGS SALE

Up to 50% Off



123 Maple Street,
Anytown



COZY HOMES

Shop Now!

Visit Our
Showroom!

www.cozyhomes.com

HOME FURNISHINGS SALE

Up to 50% Off

October 20-31
Visit Our Showroom!



COZY HOMES

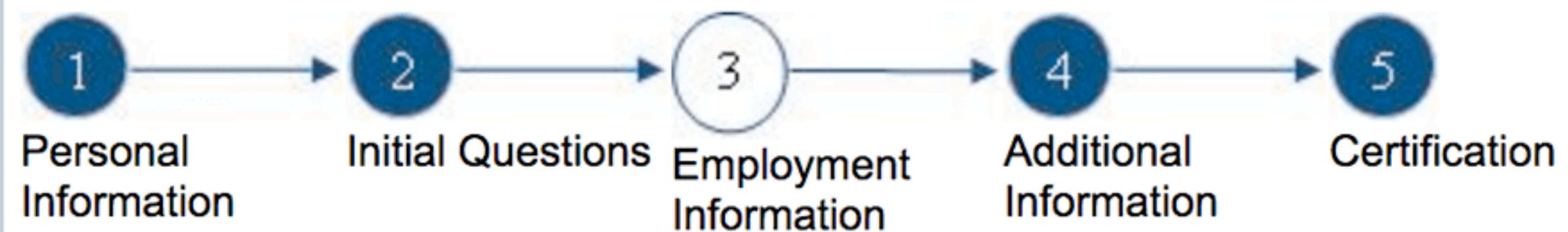
Shop Now!

123 Maple Street, Anytown
www.cozyhomes.com

MAIN MENU

- [Home](#)
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- [Continue a Saved Draft](#)
- [Manage My Profile](#)
- [My Claim History](#)

Employment Summary



You are currently on Step 3 Employment Information

Section 4A - List of Employers

Please click the “Add” button to add information about your last or current employer. You must add at least one employer.

No Results Found

[Previous](#)[Next](#)[Add](#)[Save as Draft](#)[Cancel](#)

Skip



Sign in to track prices, organize travel plans and access member-only deals.

 Sign in with Apple

[View other sign in options](#)

By signing in you accept our [Terms of Use](#) and [Privacy Policy](#).

ATTENTION
Toilet
ONLY
for
DISABLED
ELDERLY
PREGNANT
CHILDREN
THANK YOU for shopping with us.

ATTENTION

Toilet

ONLY

for

**DISABLED
ELDERLY
PREGNANT
CHILDREN**

THANK YOU for shopping with us.

Did you know that Queen Elizabeth II served as a driver and mechanic during World War II in the Auxiliary Territorial Service?

Did you know that she is fluent in French? She often converses with foreign leaders in their native language.

Did you know that she has met more U.S. presidents during her reign than any other British monarch, having met every president from Truman to Biden?

Did you know that she is the only British monarch to have served in the armed forces? She trained as a driver and mechanic during her wartime service.

Did you know that Queen Elizabeth II is an avid horse enthusiast and breeder? She has a deep passion for equestrian sports and has even won awards for her horses.

Did you know that she is the first British monarch to have sent an email? She sent her first email in 1976 during a visit to a research facility.

Did you know that she has met famous personalities like Nelson Mandela and Pope John Paul II during her reign, playing a role in diplomatic relations?

Did you know that she is the first British monarch to visit China since Queen Victoria, making a historic trip in 1986?

Did you know that Queen Elizabeth II has owned more than 30 corgis during her lifetime, known for her love of this particular dog breed?

Did you know that she was not initially the heir apparent? Her uncle, King Edward VIII, abdicated, making her father, King George VI, the unexpected heir, and eventually, her as queen.

Did you know Queen Elizabeth II was the first British monarch to visit the United States, in 1957.

Queen Elizabeth II

Long May She Reign

Queen Elizabeth II, born on April 21, 1926, has reigned as the monarch of the United Kingdom and other Commonwealth realms for nearly seven decades. Her reign is characterized by a remarkable blend of tradition and adaptability, making her one of the most iconic figures in modern history. As the longest-reigning British monarch, she has seen the world change dramatically during her time on the throne.



How did the House of Windsor Get Its Name?

Article / World history

Image: CNN

Important firsts

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...the Diplomat

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Image: CNN

How did the House of Windsor Get Its Name?
Article / World history



Jane Doe
(555) 123-4567

Wag n Walk

dog walking, dog
grooming, pet
setting

1234 Main
Street South
San Diego CA 92092

www.rover.com/wagnwalk

janedoe28@gmail.com

Dogs are my favorite people

Alignment

Basic purpose: unify & organize

How to get it: be conscious of where you place elements
always find another element to align with

Avoid: avoid more than one text alignment (center + left)
choosing center alignment by default

Mermaid Tavern

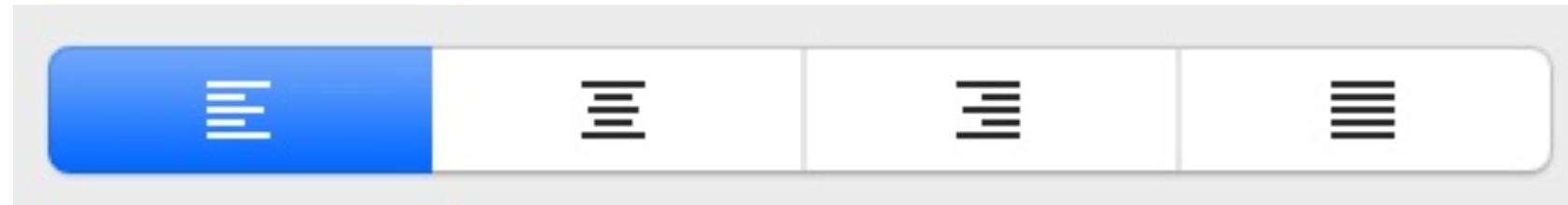
Ralph Roister Doister

916 Bread Street
London, NM
(717) 555-1212

Mermaid Tavern

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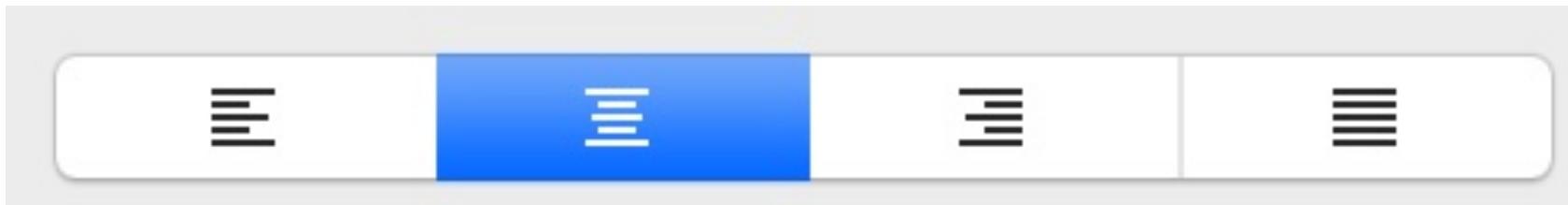
916 Bread Street
London, NM
(717) 555-1212



This text is ***flush left***.
Some people call it
quad left, or you can
say it is left aligned.



This text is ***flush right***.
Some people call it
quad right, or you can
say it is right aligned.



This text is ***centered***.
If you are going to
center text,
make it
obvious.



This text is ***justified***. Some
people call it quad left and
right, some call it blocked.
Don't use it if your line length
creates awkward gaps
between the words or letters.

PLANETARIUM

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WELCOME TO THE SAN DIEGO PLANETARIUM

The San Diego Planetarium is on a mission to realize a San Diego where everyone is connected by the power of science to create a better future. We collaborate with educators, scientific organizations, community leaders and champions of a-ha moments. Join us and explore a world of possibility!

CURRENT SHOWS

The Wonders of the Universe

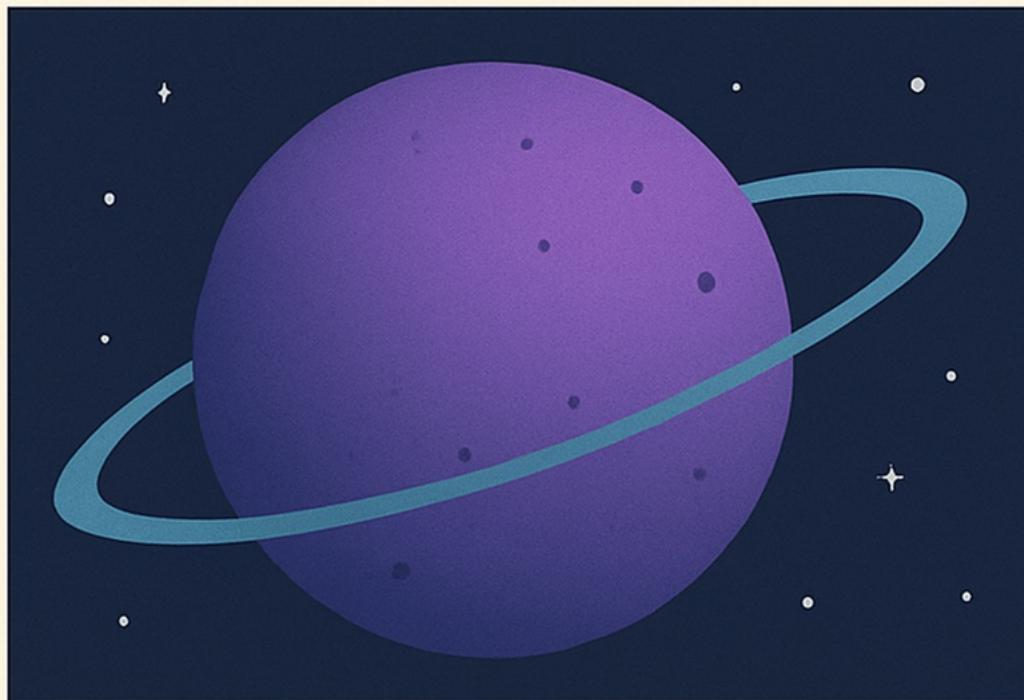
7:00 PM

VISITOR INFORMATION

Hours: Daily 11AM-5PM and Saturdays 7-10PM

Parking in Balboa Park is owned by the City of San Diego and charges from 8AM to 8PM

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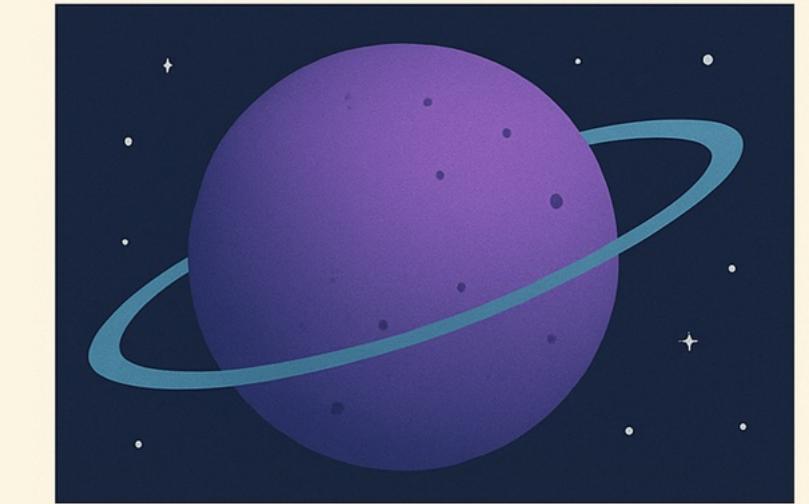


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Ladle Rat Rotten Hut

The story of a wicket woof and a ladle gull

by H. Chace

Wants pawn term dare worsted ladle gull hoe lift wetter murder inner ladle cordage honor itch offer lodge, dock, florist. Disk ladle gull orphan worry Putty ladle rat cluck wetter ladle rat hut, an fur disk raisin pimple colder Ladle Rat Rotten Hut.

Wan moaning Ladle Rat Rotten Hut's murder colder inset.

"Ladle Rat Rotten Hut, heresy ladle basking winsome burden barter an shirker cockles. Tick disk ladle basking tutor cordage offer groin-murder hoe lifts honor udder site offer florist. Shaker lakel Dun stopper laundry wrotel Dun stopper peck floorsl Dun daily-dolly inner florist, an yonder nor sorghum-stenches, dun stopper torque wet strainers!"

"Hoe-cake, murder," resplendent Ladle Rat Rotten Hut, an tickle ladle basking an stuttered oft. Honor wrote tutor cordage offer groin-murder, Ladle Rat Rotten Hut mitten anomalous woof.

"Wail, wail, wail" set disk wicket woof, "Evanescence Ladle Rat Rotten Hut! Wares are putty ladle gull goring wizard ladle basking?"

"Armor goring tumor groin-murder's," reprisal ladle gull. "Grammar's seeking bet. Armor tickling arson burden barter an shirker cockles."

"O hoel Heifer gnats woke," setter wicket woof, butter taught tomb shelf, "Oil tickle shirt court tutor cordage offer groin-murder. Oil ketchup wetter letter, an den—O bore!"

Soda wicket woof tucker shirt court, an whinny retched a cordage offer groin-murder, picked inner windrow, an sore debtor pore oil worming worse lion inner bet. Inner flesh, disk abdominal woof lipped honor bet, paunched honor pore oil worming, an garbled erupt. Den disk ratchet ammonol pot honor groin-

murder's nut cup an gnat-gum, any curdled ope inner bet.

Inner ladle wile, Ladle Rat Rotten Hut a raft attar cordage, an ranker dough ball. "Comb ink, sweat hard," setter wicket woof, disgracing is verse. Ladle Rat Rotten Hut entity bet rum, an stud buyer groin-murder's bet.

"O Grammari" crater ladle gull historically, "Water bag icer gutl A nervous sausage bag ice!"

"Battered lucky chew whiff, sweat hard," setter bloat-Thursday woof, wetter wicket small honore phase.

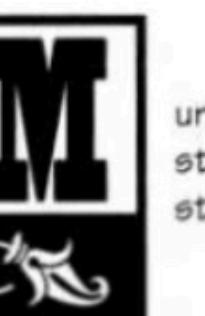
"O, Grammar, water bag noise! A nervous sore suture anomalous prognosis!"

"Battered small your whiff, doling," whiskered dole woof, ants mouse worse waddling.

"O Grammar, water bag mouser gutl A nervous sore suture bag mousel!"

Daze worry on-forger-nut ladle gull's last warts. Oil offer sodden, caking offer carvers an sprinkling otter bet, disk hoard-hoarded woof lipped own pore Ladle Rat Rotten Hut an garbled erupt.

—H. Chace
Anguish Languish



ural: Yonder nor sorghum stenches shut ladle gulls stopper torque wet strainers.



Ladle Rat Rotten Hut

The story of a wicket woof and a ladle gull

by H. Chace

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Inner ladle wile, Ladle Rat Rotten Hut a draft attar cordage, an ranker dough ball. "Comb ink, sweat hard," setter wicket woof, disgracing is verse. Ladle Rat Rotten Hut entity bet rum, an stud buyer groin-murder's bet.

"O Grammari" crater ladle gull historically, "Water bag icer gut! A nervous sausage bag ice!"

Battered lucky chew whiff, sweat hard," setter bloat-Thursday woof, wetter wicket small honore phase.

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Center Alley

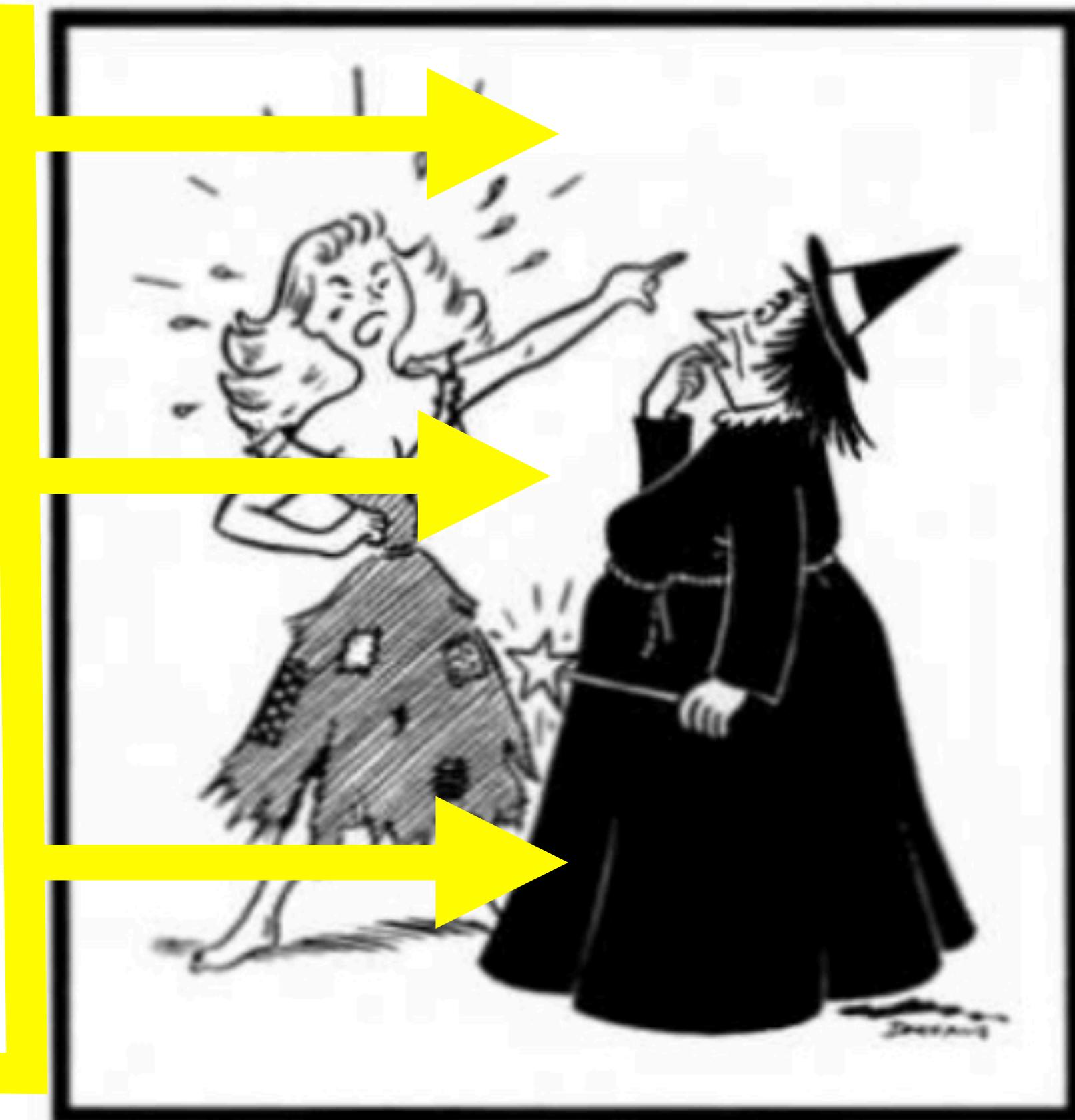
Center Alley worse jester pore ladle gull hoe
lift wetter stop-murder an toe heft-cisterns.
Daze worming war furry wicket an shellfish
parsons, spatially dole stop-murder, hoe
dint lack Center Alley an, infect, word orphan
traitor pore gull mar lichen ammonol dinner
hormone bang.



*Center Alley's furry gourd-murder whiskered,
"Watcher crane aboard?"*

Center Alley

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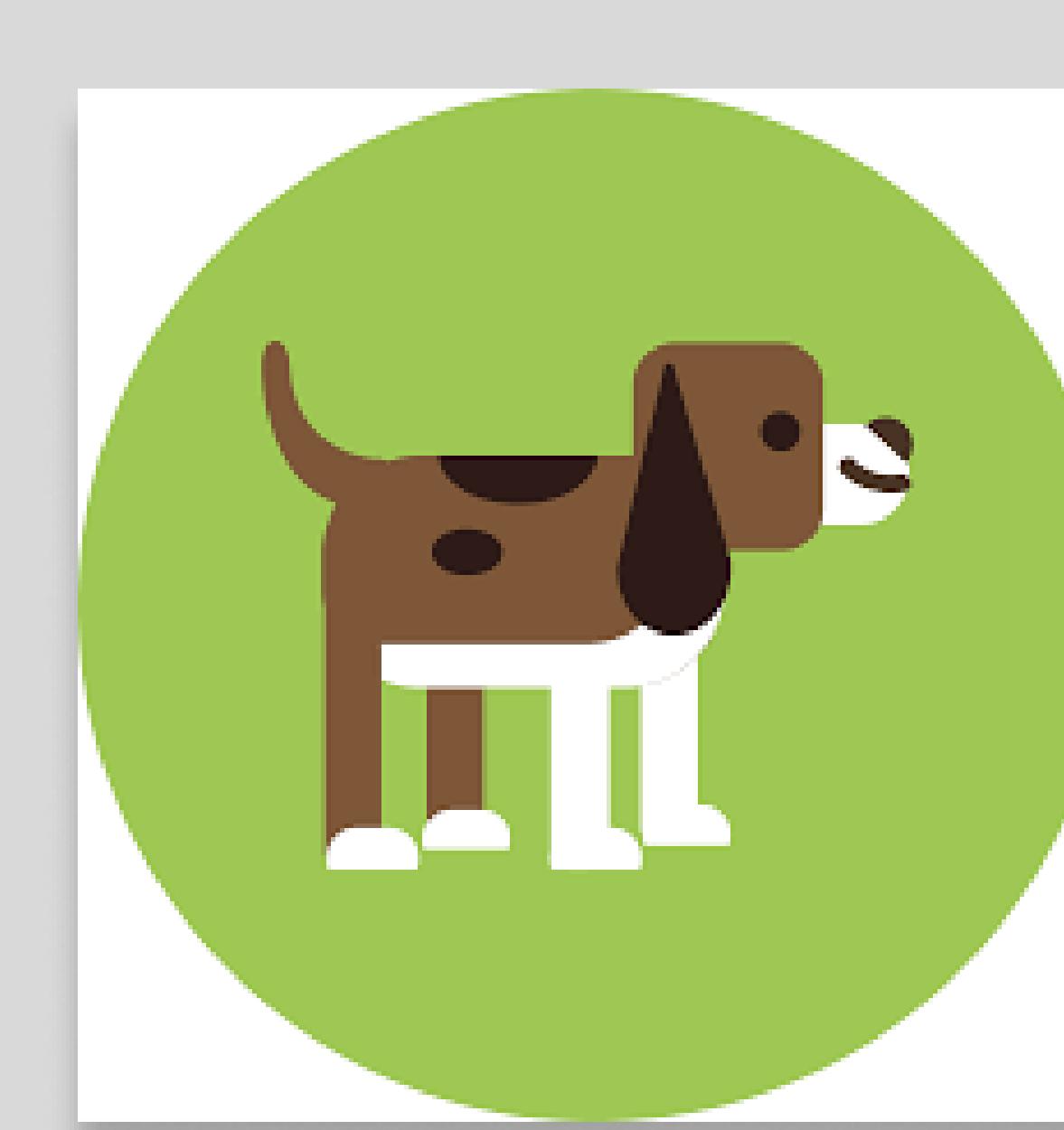
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Dogs are my
favorite people

Wag n Walk
www.rover.com/wagnwalk

dog walking
dog grooming
pet setting

Jane Doe
(555) 123-4567
janedoe28@gmail.com

1234 Main
Street South
San Diego CA 92092

Intro

Studium Generale Rietveld Academie & Rietveld Uncut 2018-2019

In January, February, and March 2019, through talks, performances, film screenings, reading groups, master classes, an exhibition of student works, and a conference-festival at the Stedelijk Museum Amsterdam, Studium Generale Rietveld Academie & Rietveld Uncut team up for an extensive, artistic research trajectory.

Take a Walk on the Wild Side

Fabulating Alternative Imaginaries in Art and Life

"(...) It matters what stories tell stories. It matters what thoughts think thoughts. It matters what worlds make worlds (...)" – Donna Haraway

Studium Generale Rietveld Academie invites you to 'take a walk on the wild side', and to regard 'fabulation'—in the sense of 'fabricating the real', world-making or 'speculative fiction' – as an artistic, social and political capacity. By making use of the fictional, critical fabulation in art, literature or theory can produce or uncover visions, histories and stories that are radically discontinuous from official and dominant narratives about our lives and living together – the effect of this on our consciousness and imaginaries can therefore be very real or liberating. By bringing the unthinkable and silenced into representation, fabulation can be a way or methodology to enter the wild side: a space for what lies beyond current systems and structures of rule. Studium Generale Rietveld Academie wants to take you into this 'wild beyond', welcoming alternative histories and other regimes of wanting, being and becoming.
How do we find each other in this wild space? Who and what do

Select content from “Walk on the Wild Side”

Put related elements into 3-5 groups

Groups should be closer together

<http://takeawalkonthewildside.rietveldacademie.nl/page/intro>

GROUPS - RELATED INFO

1 Titles:

Take a Walk on the Wild Side
Fabulating Alternative
Imaginaries in Art and Life

2 Activities:

Talks, Readings, Presentations,
Performances, Screenings

3 Logistics:

Conference-festival in
Stedelijk Museum Amsterdam
March 27, 28, 29, 30

4 People:

Mieke Bal, Wayne Modest, Geo Wyeth, Patricia Kaersenhout, Charl Landvreugd, Simon(e) van Saarloos, Alison Sperling, Jay

5 Descriptions:

By making use of the fictional, critical fabulation in art, literature or theory can produce or uncover visions, histories and

PROXIMITY

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Take same content as “Proximity” activity
Identify one or more “strong lines”
Align content to those lines

Web
Development

FUNCTIONS

named block of code
performs a specific task
can be reused

```
function myFunction() {}
```

BUTTONS

onclick attribute will trigger function

```
<button onclick="myFun () ">/button>
```

FUNCTIONS TO CHANGE DOM

```
<p>  
Text before update  
</p>  
  
<button  
type="button"  
onclick="updateText()">  
Try it  
</button>
```

```
function updateText()  
{  
    document  
        .getElementsByTagName("p") [0]  
        .innerHTML = "text after  
update"  
}
```

CHANGING DOM

```
document.getElementById('hq')
```

```
.innerHTML = "new text";
```

```
.style.color = "orange";
```

```
.classList.add('newStyle');
```

VARIABLES

```
let x = 5;
```

creates variable x, assigns a value of 5

```
let y = "test"
```

creates variable y, assigns a value of “test”

v ~~x~~ r z

AVOID VAR

SCOPING

determines the visibility, accessibility
of variables and functions
within different parts of a program

BLOCK SCOPE

variables defined inside a block
are only accessible within that block

```
{  
  let x = 5;  
}
```

```
// x cannot be used here
```

FUNCTION SCOPE

variables defined inside a function
are not accessible outside the function

```
function myFunction () {  
  let x = 5;  
  // x can be used here  
}
```

```
// x cannot be used here
```

GLOBAL SCOPE

defined outside any block or function
can be accessed anywhere

```
let x = 5;
```

```
function myFunction() {  
    // x can be used here  
}
```

AUTOMATICALLY GLOBAL

if you assign a value to a variable
that has not been declared,
it will become a global variable

```
// x can be used here
```

```
function myFunction() {  
    x = 5;  
}
```

do not create global variables unless you intend to!

SCOPING

```
{  
  let x = 5;  
}
```

// x cannot
be used here

NOT RECOMMENDED!

```
{  
  var x = 5;  
}
```

// x CAN be
used here

HOISTING

Javascript interpreter moves
all variable declarations to the top
Initializations (values) are not hoisted

```
x = 5;  
alert(x);  
let x;
```

```
x = 5;  
let x;  
alert(x);
```

```
let x = 5;  
let y;  
alert(y);  
y = 7;
```