Layout, Hierarchies, and Grids

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Layout

How things are laid out on a page

Can support or detract from your “story”

Visual hierarchy, grids, and composition work together

Layout itself can be powerful

Visual Hierarchies

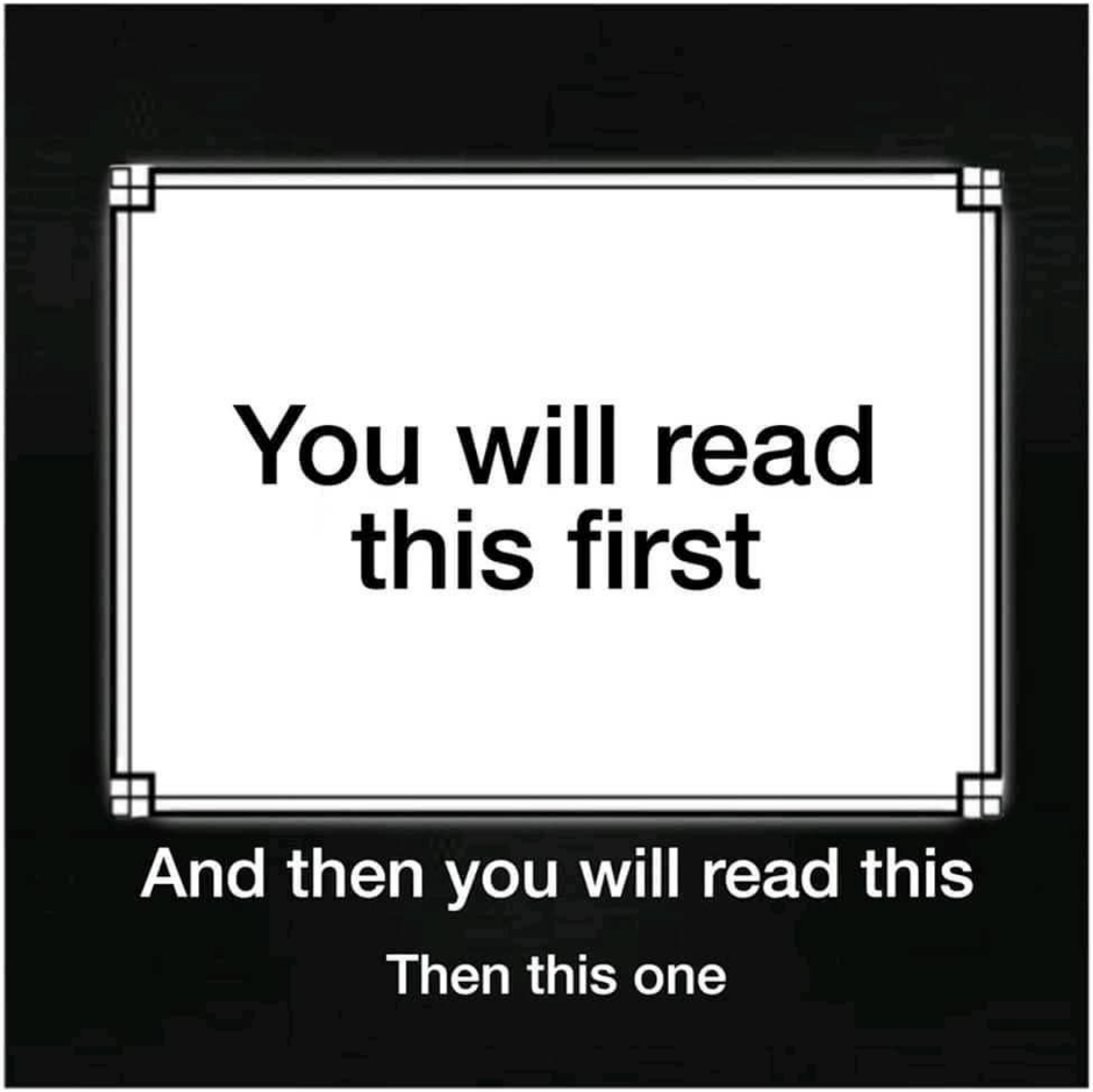
What is the most important thing on the page?

- What is the second, third, fourth most important thing on the page?

What visual cues have you provided to help people find the most important thing(s) on the page?

What visual cues have you provided to help people make their way through the image?

And you will read this at the end



How to Identify the Hierarchy

- What looks like the most important thing?
- What draws your eye?
- What elements stand in contrast to others?
  - Font, size, and position
  - Images
- Are there subheadings?
- Do grids and gutters appear to emphasize some element?


"All the News That's Fit to Print"

The New York Times

Late Edition

VOL. CLIV . . No. 53,023 — NEW YORK, THURSDAY, NOVEMBER 4, 2004 — ONE DOLLAR

BUSH CELEBRATES VICTORY

AFTER CONCESSION BY KERRY, PRESIDENT CITES 'A DUTY TO SERVE ALL AMERICANS'

Mandate Seen for 2nd Term With Gains in Congress

REPUBLICANS ADD 4 SEATS IN SENATE

Democrats Are Shaken as Daschle Is Defeated

An Electoral Affirmation of Shared Values

A Clear Bush Majority In a Divided Country

Turnout Effort and Kerry, Too, Were G.O.P.'s Keys to Victory

ELECTION HIGHLIGHTS

INSIDE

Grids

Signal and define layout

Support visual hierarchy

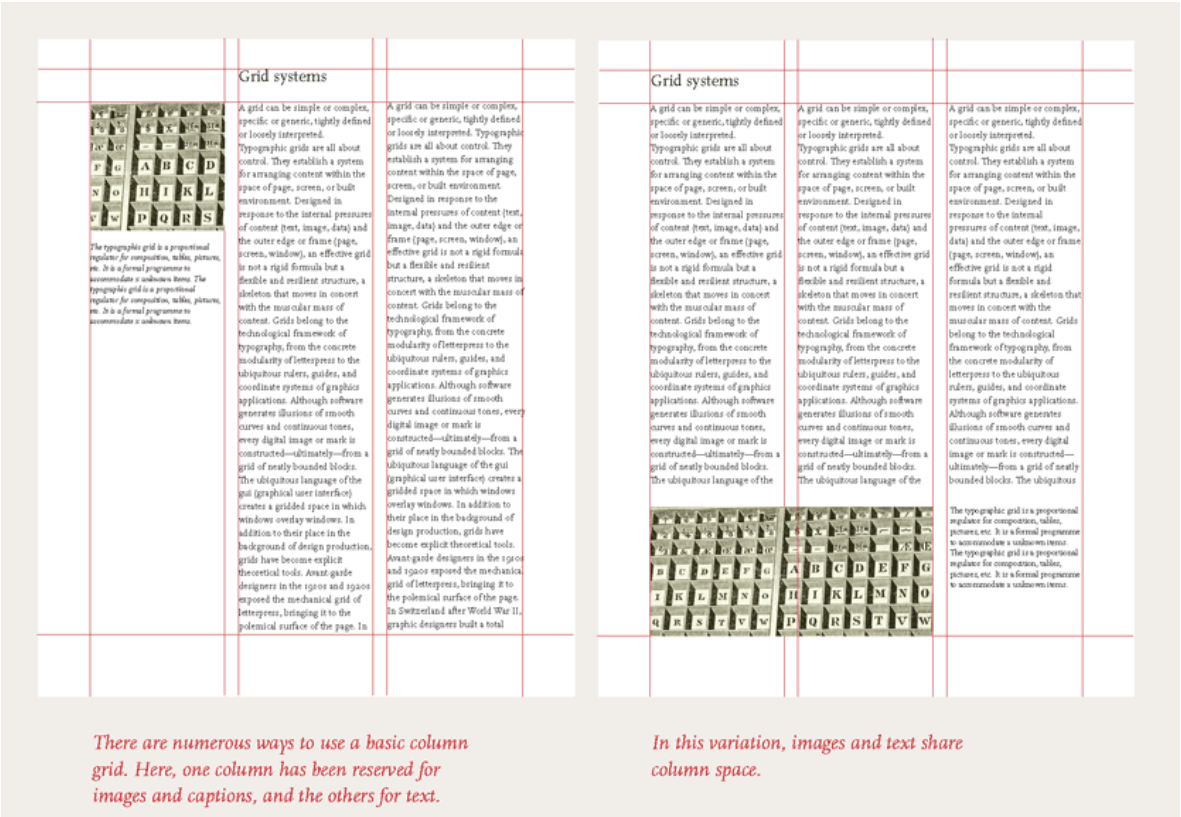
Provide structure and organization

- Alignment with white space
- Provides consistency
- Provides opportunity to “break the rules” for emphasis

Support cognition and visual perception

Grids

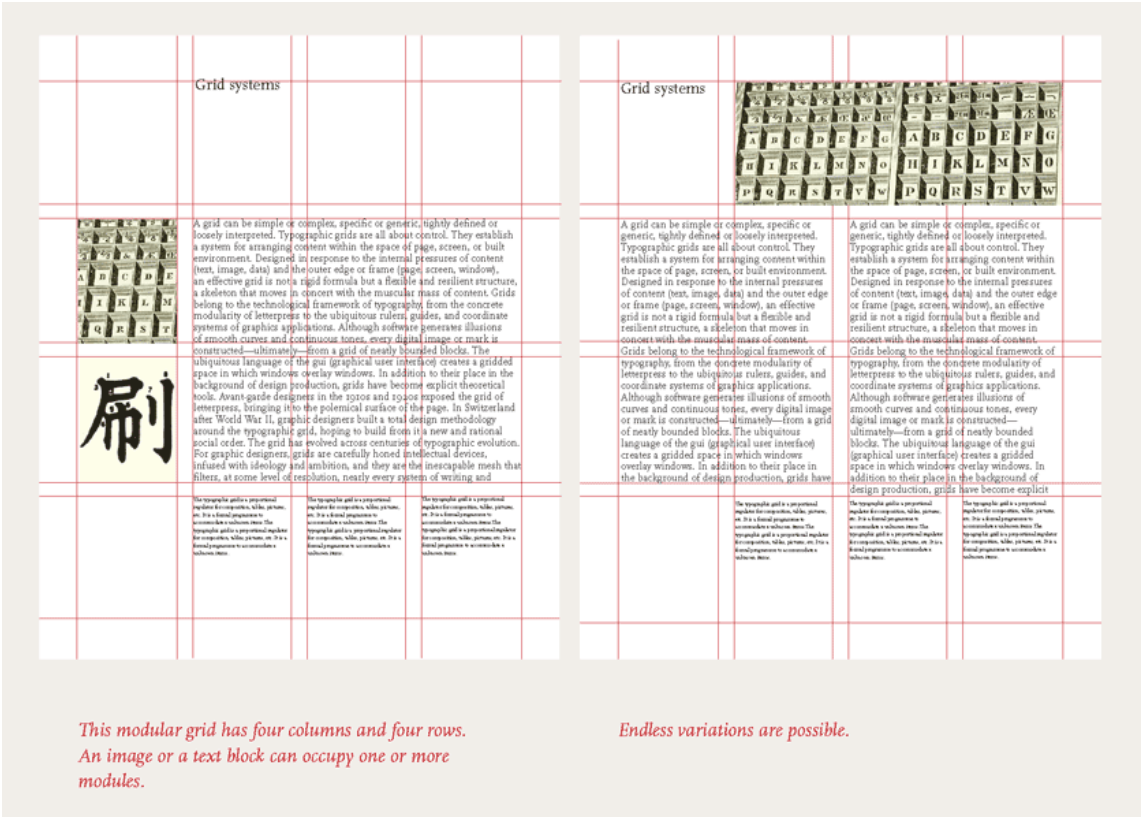
Column Grid



From http://thinkingwithtype.com/grid/

Grids

Modular Grid



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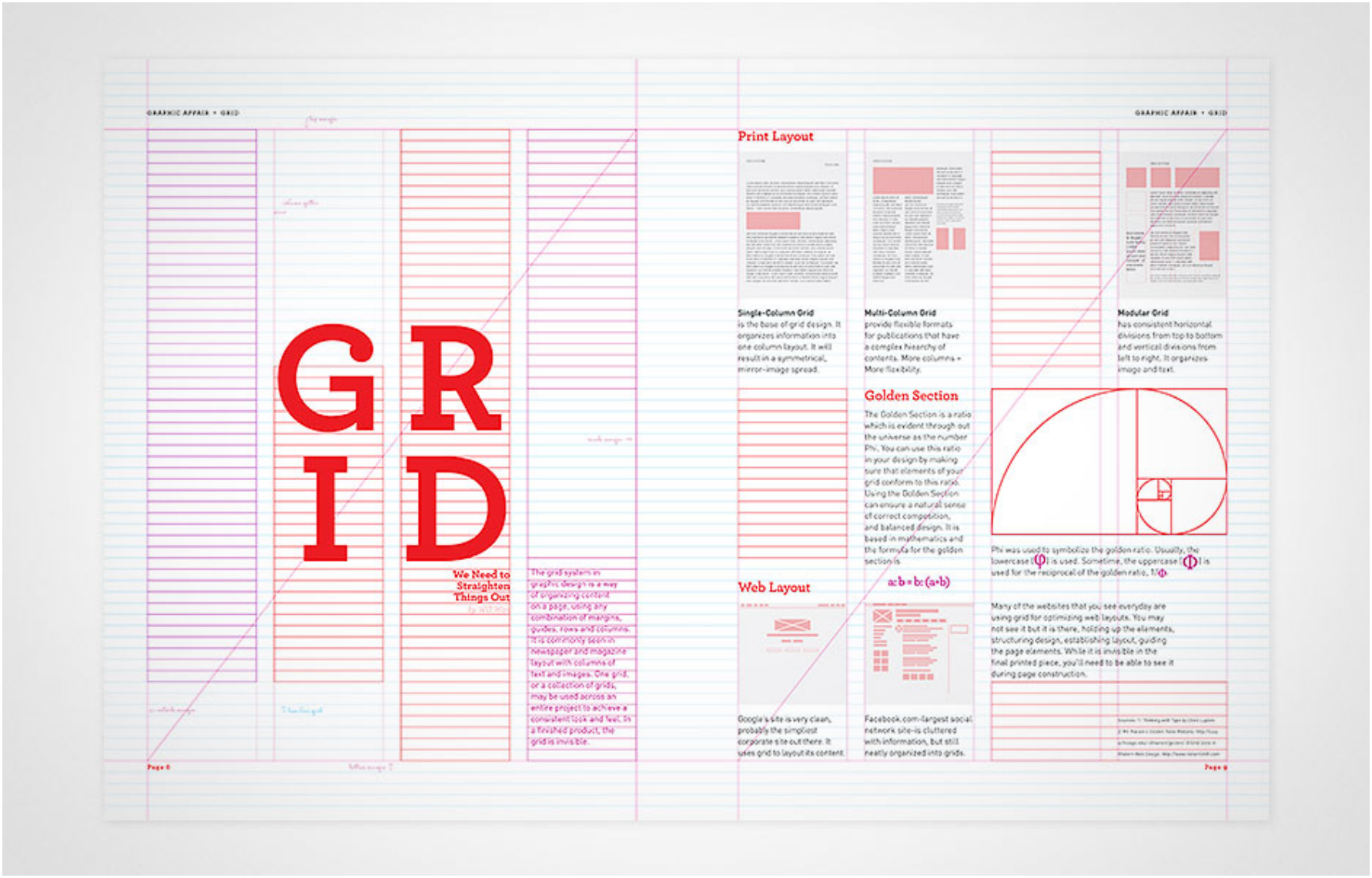
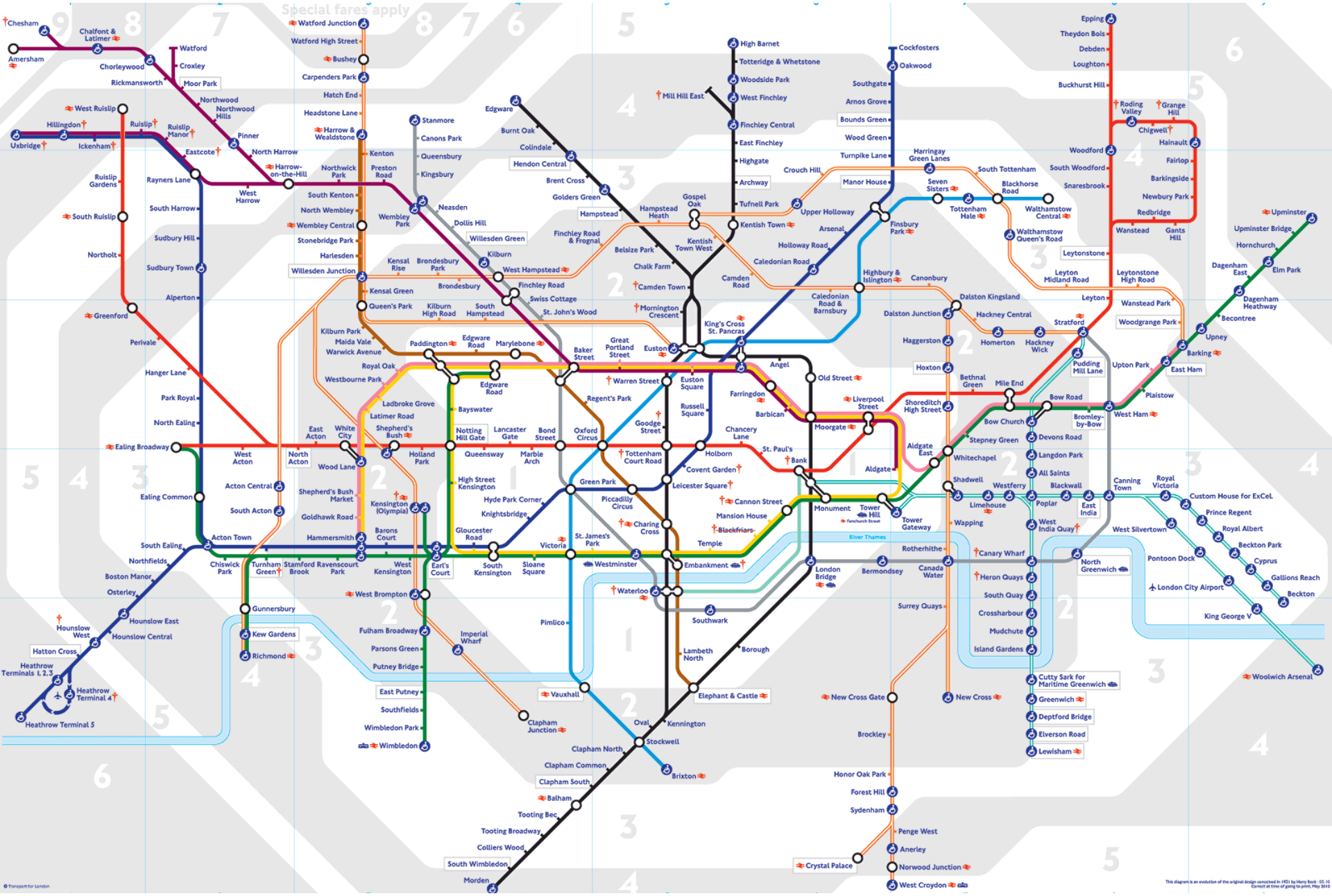

GRAPHIC AFFAIR + GRID
GRID
We Need to Straighten Things Out
The grid system in graphic design is a way of organizing content on a page, using any combination of margins, guides, rows and columns. It is commonly seen in newspaper and magazine layout with columns of text and images. One grid, or a collection of grids, may be used across an entire project to achieve a consistent look and feel. In a finished product, the grid is invisible.
Page 8
GRAPHIC AFFAIR + GRID
Print Layout
Single-Column Grid is the base of grid design. It organizes information into one column layout. It will result in a symmetrical, mirror-image spread.
Multi-Column Grid provide flexible formats for publications that have a complex hierarchy of contents. More columns = More flexibility.
Modular Grid has consistent horizontal divisions from top to bottom and vertical divisions from left to right. It organizes image and text.
Golden Section
The Golden Section is a ratio which is evident through out the universe as the number Phi. You can use this ratio in your design by making sure that elements of your grid conform to this ratio. Using the Golden Section can ensure a natural sense of correct composition, and balanced design. It is based in mathematics and the formula for the golden section is
a:b = b:(a+b)
Phi was used to symbolize the golden ratio. Usually, the lowercase [φ] is used. Sometime, the uppercase [Φ] is used for the reciprocal of the golden ratio, 1/Φ.
Web Layout
Google's site is very clean, probably the simplest corporate site out there. It uses grid to layout its content.
Facebook.com-largest social network site-is cluttered with information, but still neatly organized into grids.
Many of the websites that you see everyday are using grid for optimizing web layouts. You may not see it but it is there, holding up the elements, structuring design, establishing layout, guiding the page elements. While it is invisible in the final printed piece, you'll need to be able to see it during page construction.
Page 9


Bakerloo
Central
Circle
District
Hammersmith & City
Jubillee
Metropolitan
Northern
Piccadilly
Victoria
Waterloo & City
Docklands Light Rail
5 km



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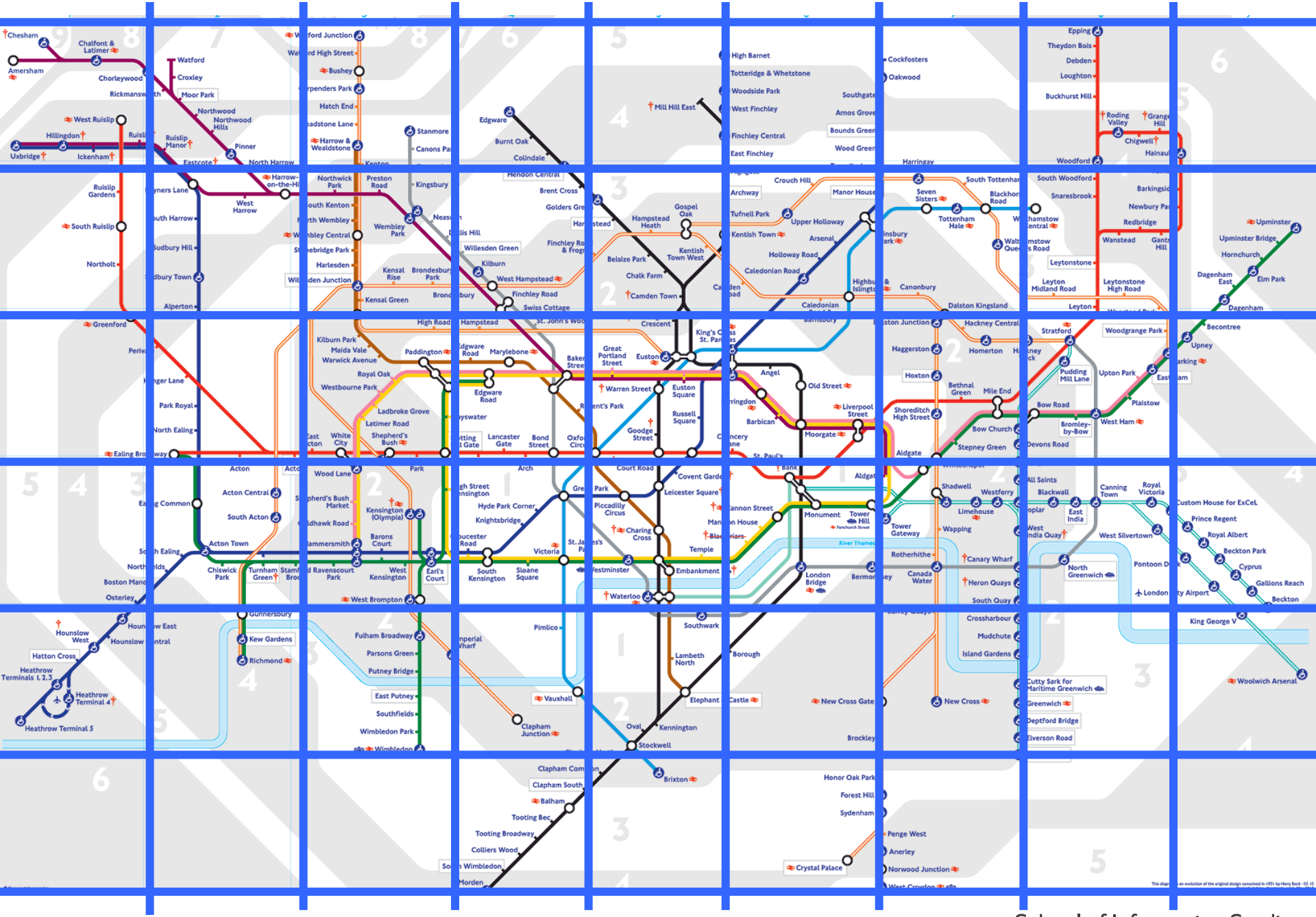

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Layout

Sketch your underlying grid

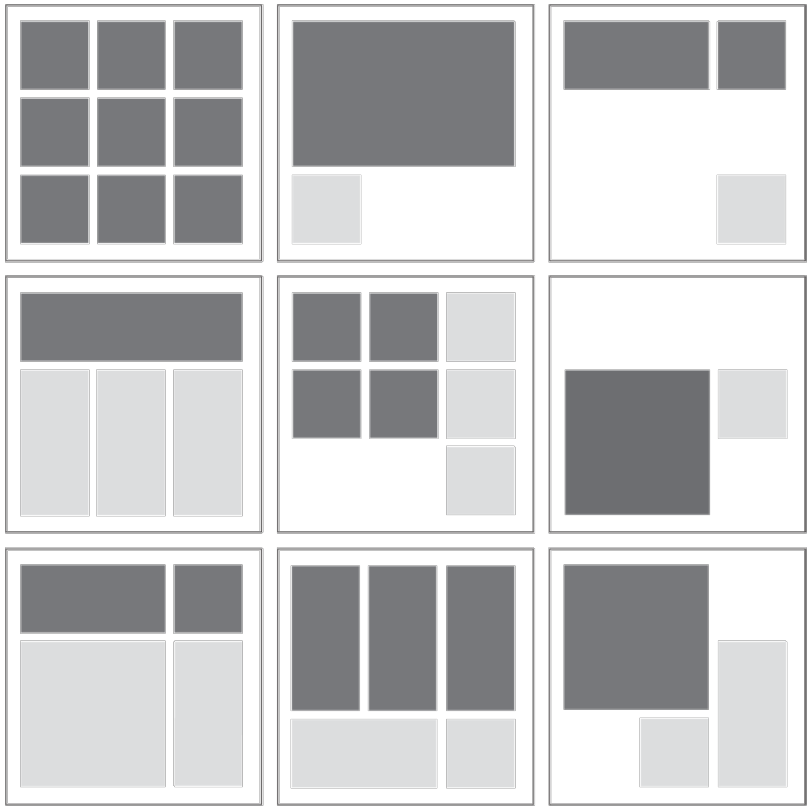
Are similar things aligned?

White space

- Gutters
- Flow
- Directing the eye

Details matter

- A tiny nudge makes a difference
- Look at it in a mirror
- Squint



Composition

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Composition

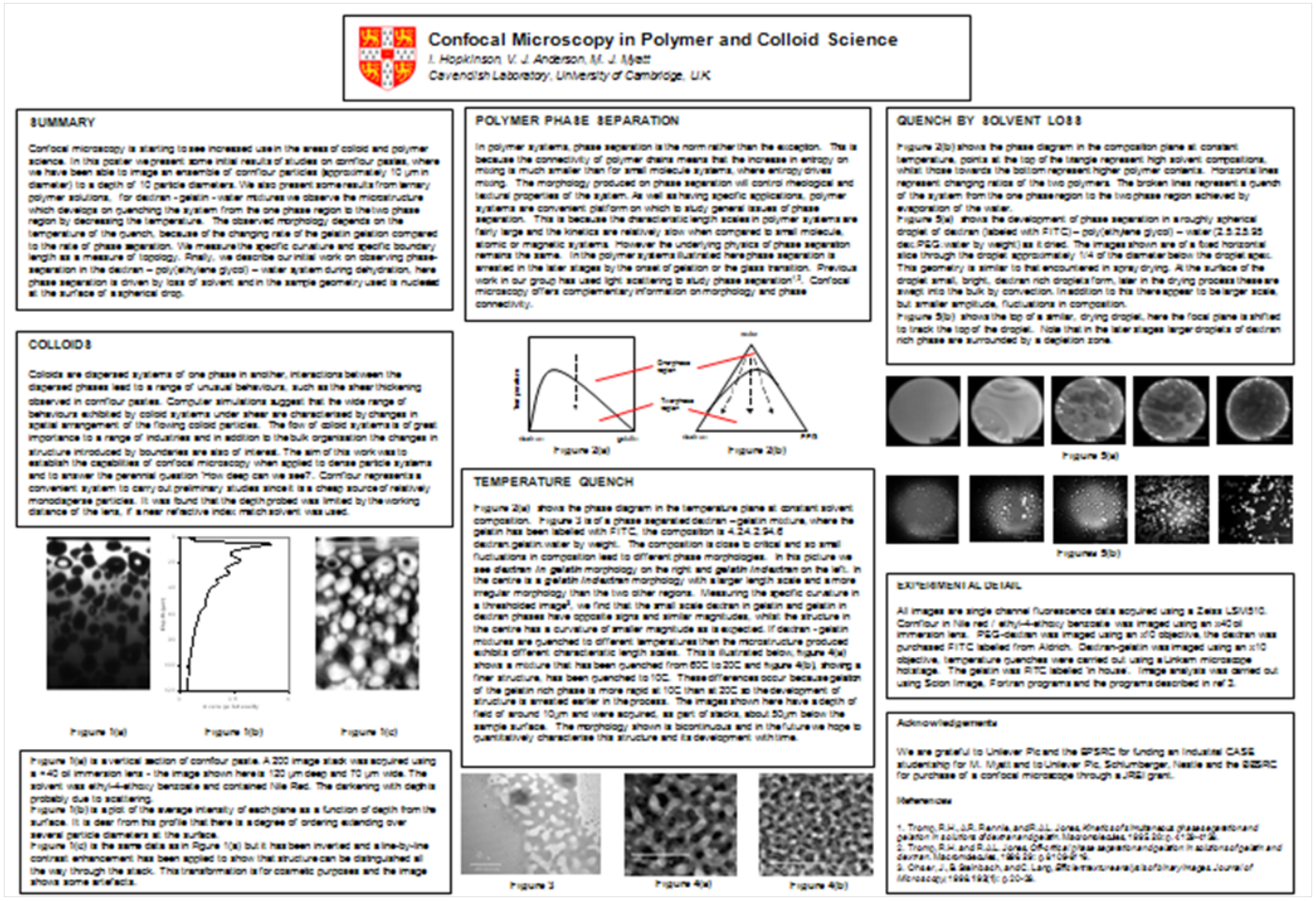
The overall feel of the work

Elements that help guide the eye

- Positioning
- Layout

Borrow from art and photography

Design: **BAD**



Confocal Microscopy in Polymer and Colloid Science

I. Hopkinson, V. J. Anderson, M. J. Miles
Cavendish Laboratory, University of Cambridge, UK

SUMMARY

POLYMER PHASE SEPARATION

QUENCH BY SOLVENT LOSS

COLLOIDS

TEMPERATURE QUENCH

EXPERIMENTAL DETAIL

Acknowledgements

References

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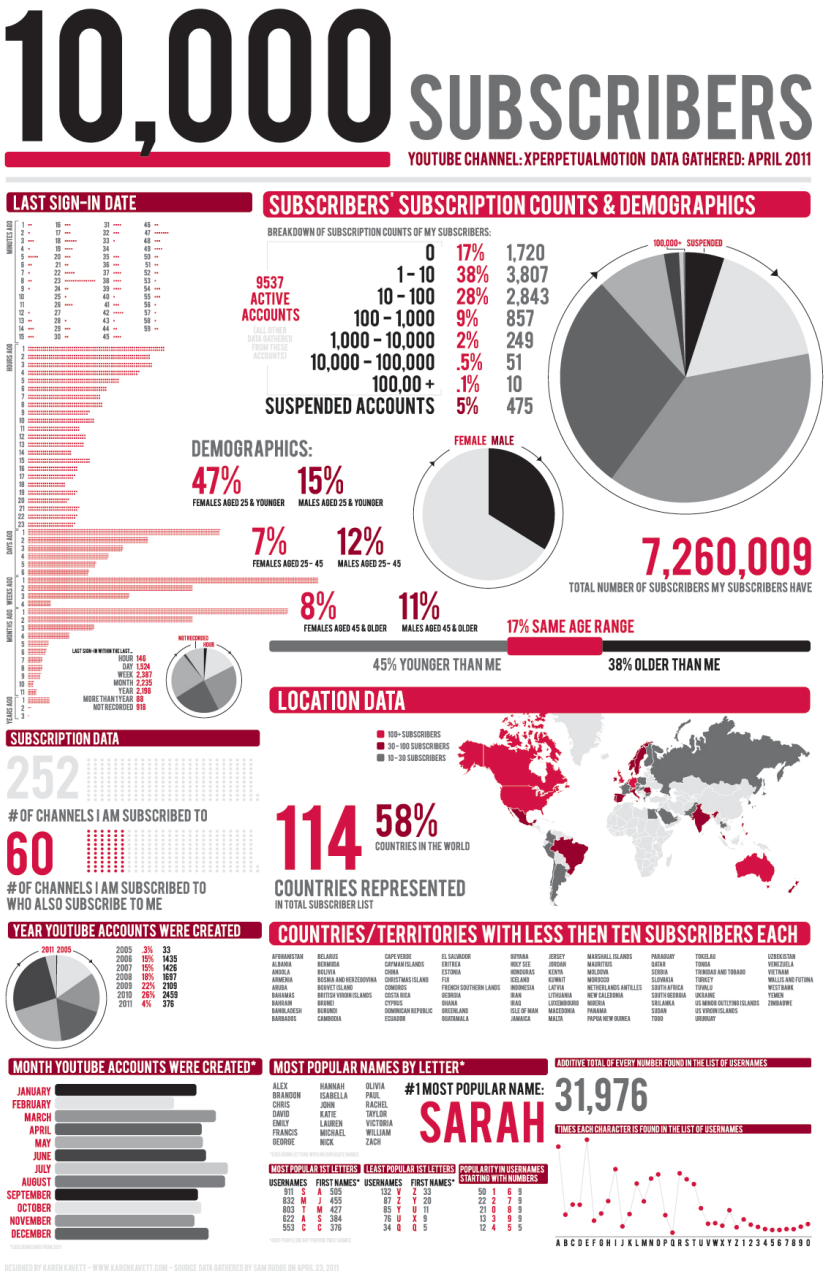
Good Design

Hierarchy

grid

color

font



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Design: **BAD**


www.ARNGREN.net
1936722
Index
(Fra 07.11.2004)
< Frithjof i sin Fly-Bil
23 Butikker
Teknologi & Gadgets
Index
el-retur
< Gratis el-retur
Video
Index
Akvarium
Alarm
Alkotester
ATV (el.)
Betale
Bil (elektrisk) gas
Bilbane
DAB-Radio
Digital-Kikkert
Disko-Lys
Dummy-Kamera
DVD-Spiller
Elektronikk
EL-Scooter & Bil
Figurer
Golf-biler (m/skilt
Hobby & RC
Hoverpod
HP-Måler (Bil)
Isbitmaskin
Kamera (trådløst)
Kino (bærbar)
Kompass (Bil/Båt)
Laser-Jamer (Bil)
Luft-Jekk
Lykt (oppladbar)
Mobil-telefon-1, 2
Motorsykkel-Mini
Omformer (110V)
Oversetter (44 språk)
Trådløs Kamera m/ Alarm & GSM 1999,-
Trådløst Kamera 499,-
Elbil; Arngren-Comarth
2WD/4WD. 2 eller 3 seter
kr. 79.998,-
Forbruker Elektronikk
44 Språk-Talende Oversetter m/Norsk fra kr. 398,-
Spion-Kamera fra kr. 499,-
LAND&AIR
RC Flybil VTOL(3ch) kr. 249,-
Alle Produktene på denne siden lagerføres hos ARNGREN i Oslo.
Se Lagerkoden etter Prisene (lev. 2 - 5 dager):
er på Lager
kommer før 3 uker
lengre enn 3 uker
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Spruter-Vann
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9998,-
JOHN DEERE
kr. 4.998,-
Stor
El-ATV
6.998,-
Elektrisk-ATV fra kr. 3999,-
7998,-
2999,-
1200,-
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El-bil til Posten
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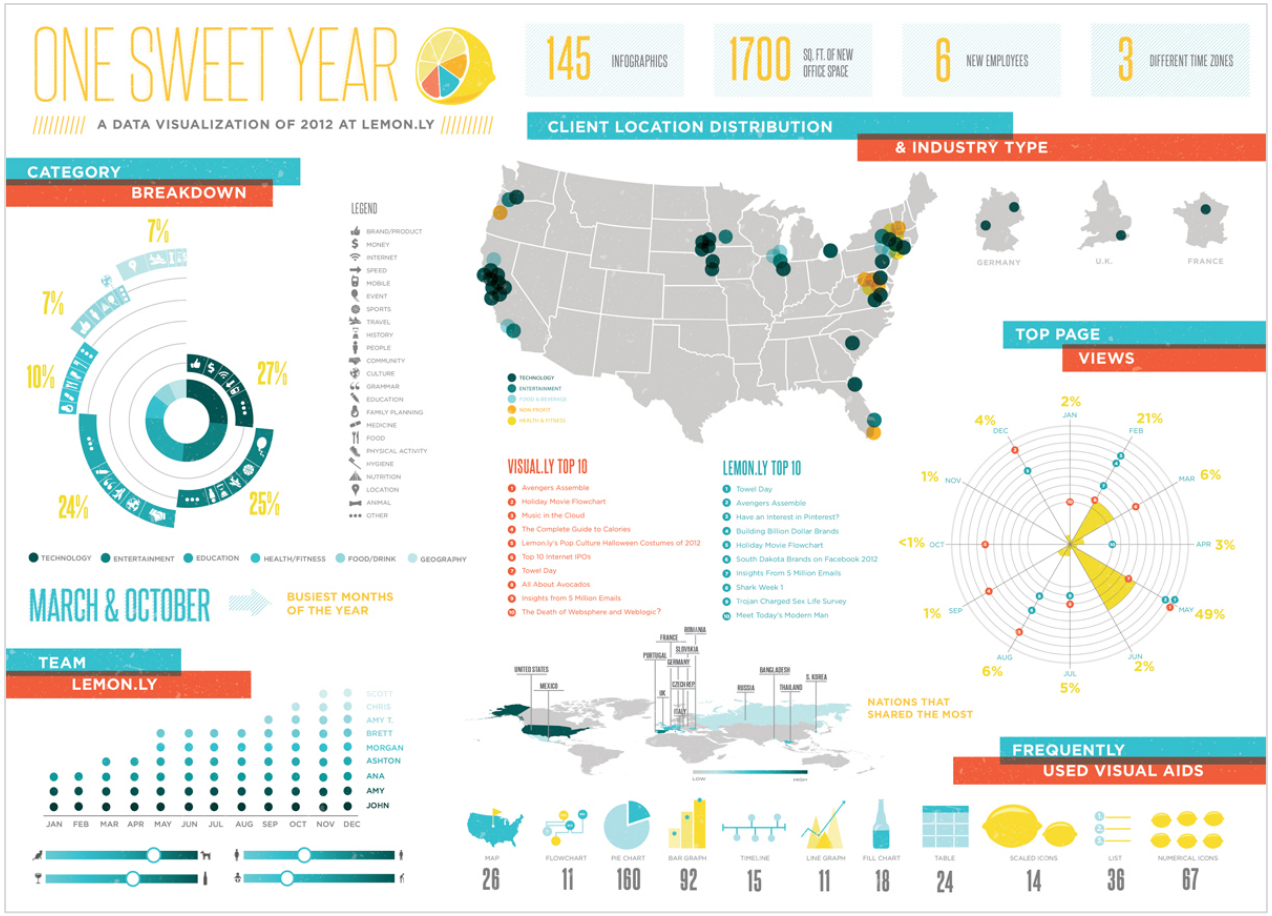
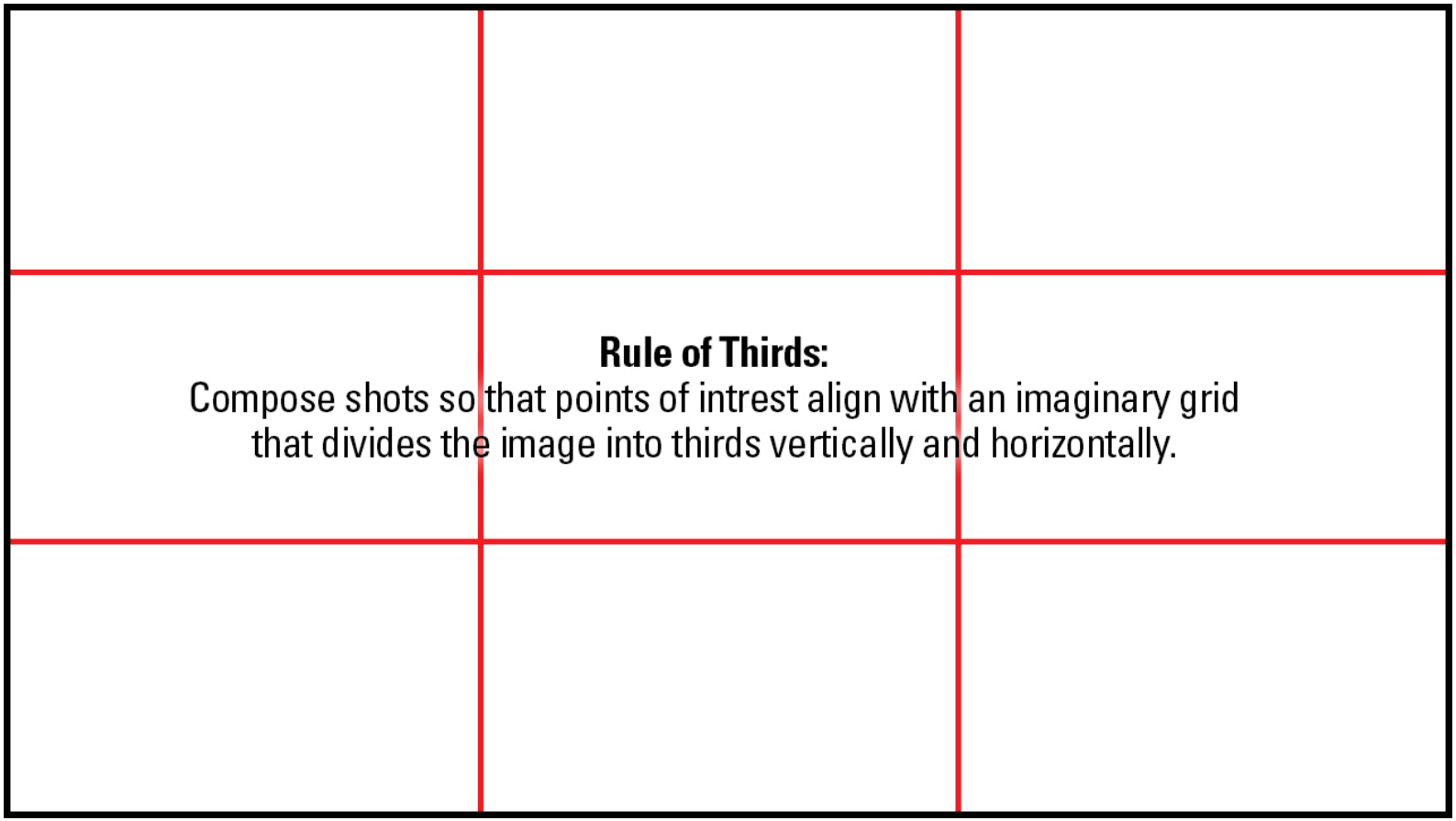
Oppladbar-Lykt (15mill.)
Verdens Sterkeste kr. 499,-
Disko-Lys
Laser-Show fra kr. 599,-
4 mp
Kikkert med Digital-Kamera & LCD skjerm kr. 1598,-
Tank
72 cm Lang
kr. 998,-
RC-Produkter
Nyhet !
Elektronikk
Flysimulator ! Gratis !
Elektronikk
Web-k

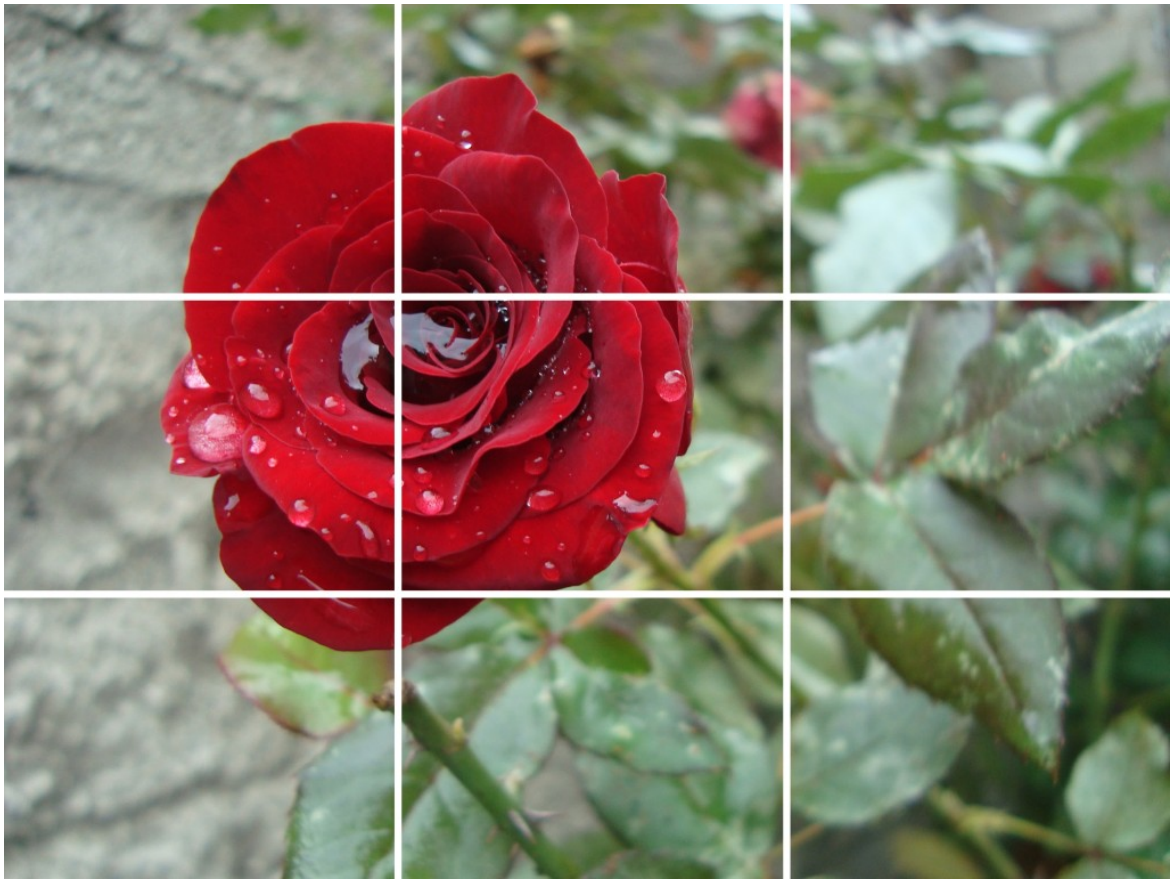
Good Design


ONE SWEET YEAR
A DATA VISUALIZATION OF 2012 AT LEMON.LY
145 INFOGRAPHICS
1700 SQ. FT. OF NEW OFFICE SPACE
6 NEW EMPLOYEES
3 DIFFERENT TIME ZONES
CLIENT LOCATION DISTRIBUTION
& INDUSTRY TYPE
CATEGORY
BREAKDOWN
LEGEND
7%
7%
10%
27%
24%
25%
TECHNOLOGY
ENTERTAINMENT
EDUCATION
HEALTH/FITNESS
FOOD/DRINK
GEOGRAPHY
MARCH & OCTOBER
BUSIEST MONTHS OF THE YEAR
GERMANY
U.K.
FRANCE
TOP PAGE
VIEWS
VISUAL.LY TOP 10
Avengers Assemble
Holiday Movie Flowchart
Music in the Cloud
The Complete Guide to Calories
Lemon.ly's Pop Culture Halloween Costumes of 2012
Top 10 Internet IPOs
Towel Day
All About Avocados
Insights from 5 Million Emails
The Death of Websphere and Weblogic?
LEMON.LY TOP 10
Towel Day
Avengers Assemble
Have an Interest in Pinterest?
Building Billion Dollar Brands
Holiday Movie Flowchart
South Dakota Brands on Facebook 2012
Insights From 5 Million Emails
Shark Week 1
Trojan Charged Sex Life Survey
Meet Today's Modern Man
2%
21%
6%
3%
49%
2%
5%
6%
1%
<1%
1%
4%
NATIONS THAT SHARED THE MOST
TEAM
LEMON.LY
SCOTT
CHRIS
AMY T.
BRETT
MORGAN
ASHTON
ANA
AMY
JOHN
JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC
FREQUENTLY
USED VISUAL AIDS
MAP 26
FLOWCHART 11
PIE CHART 160
BAR GRAPH 92
TIMELINE 15
LINE GRAPH 11
FILL CHART 18
TABLE 24
SCALED ICONS 14
LIST 36
NUMERICAL ICONS 67

Rule of Thirds



Rule of Thirds

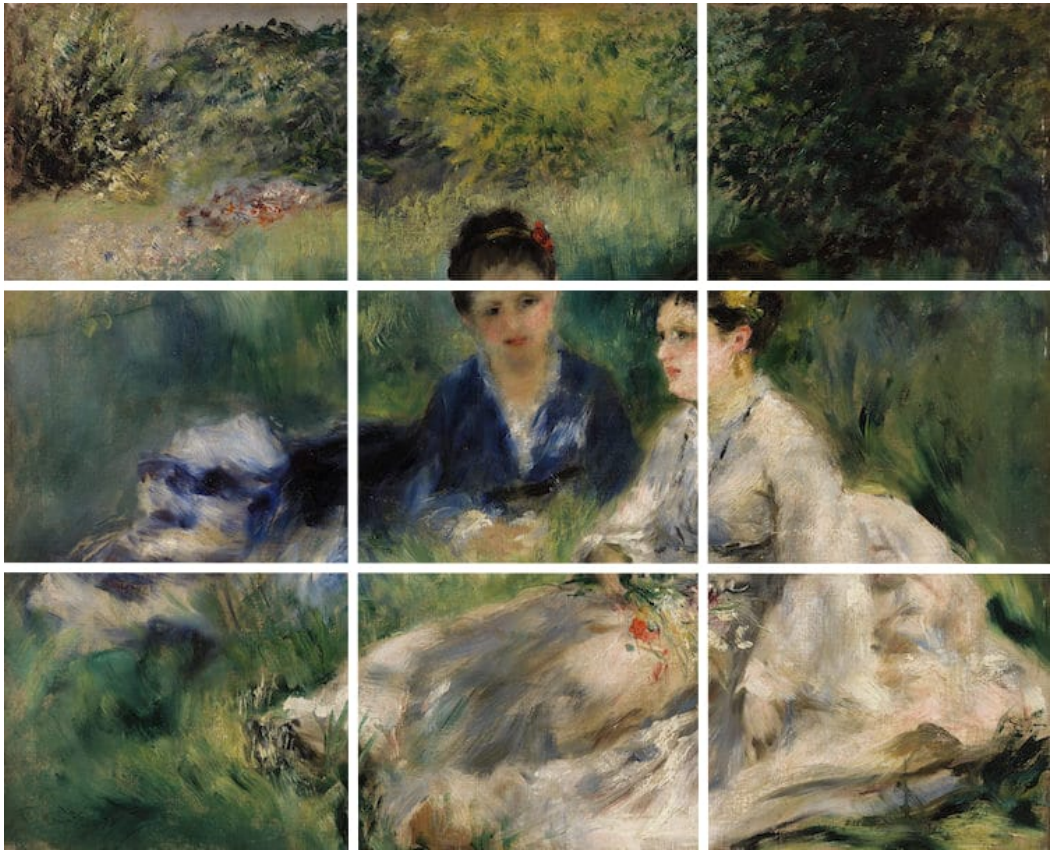


Rule of Thirds

Rule of Thirds

'A Maid Asleep' by Johannes Vermeer (ca. 1656-57)

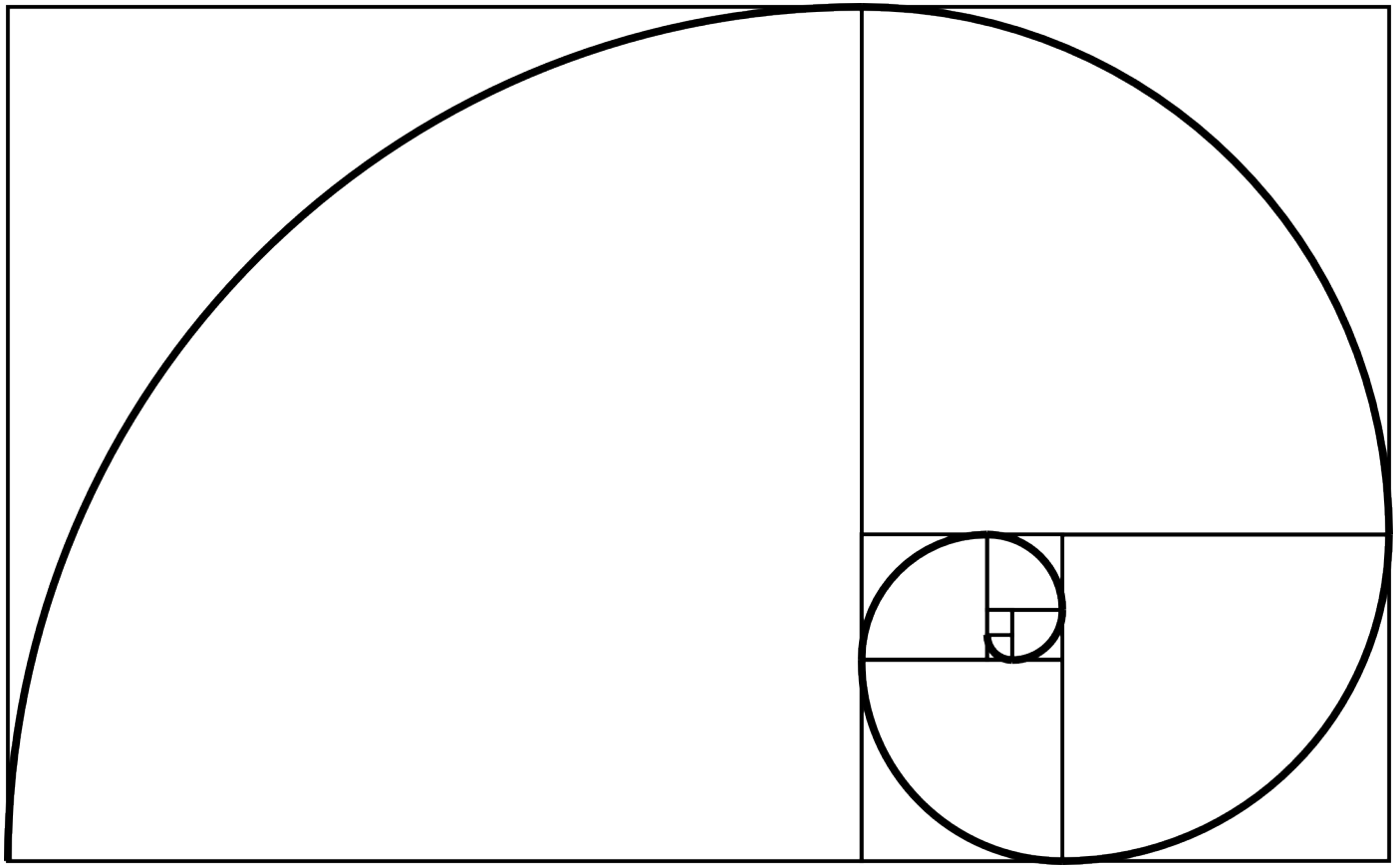
Rule of Thirds



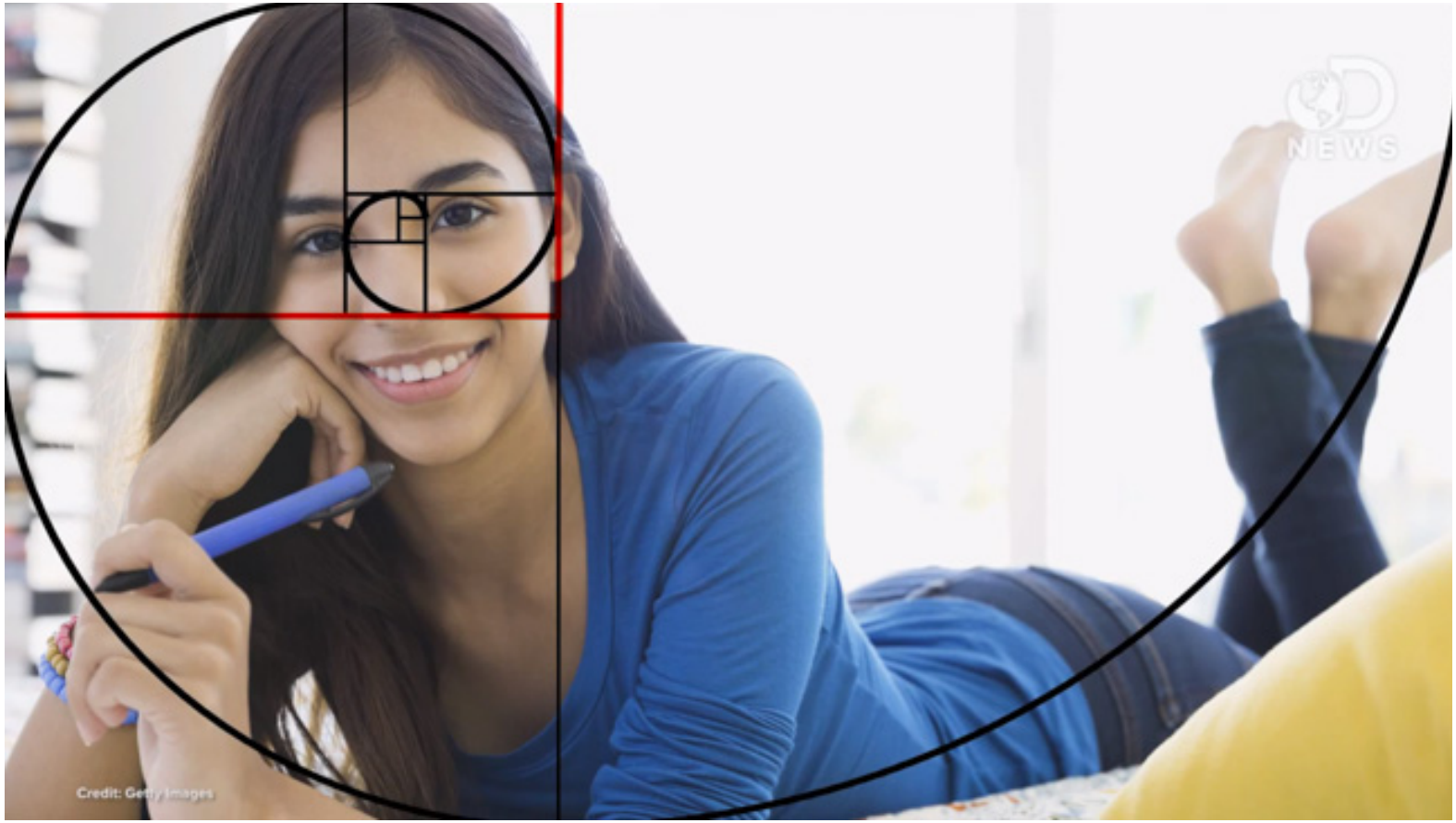
'On the Grass' by Pierre-Auguste Renoir (1873)

Rule of Thirds

Golden Ratio

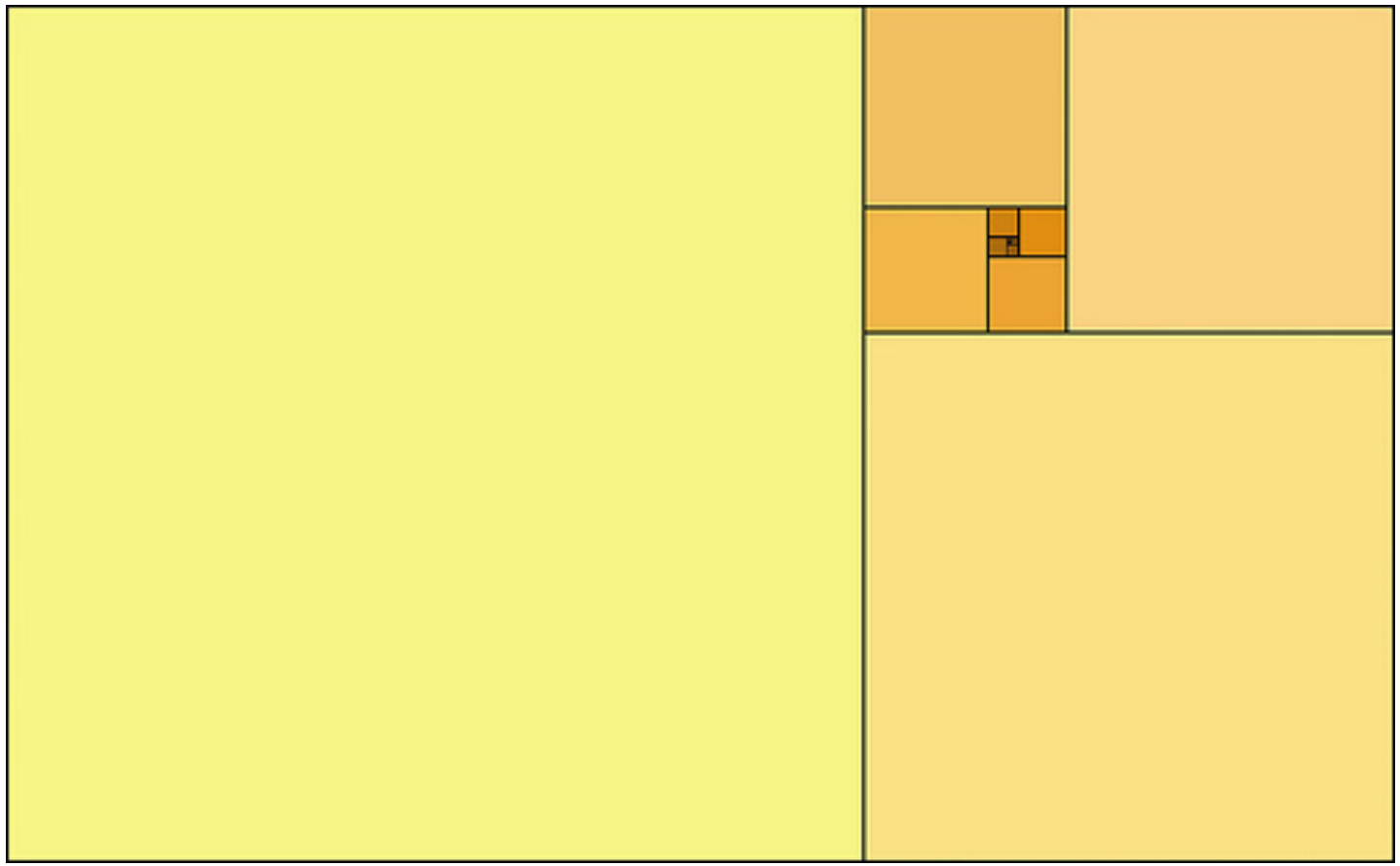


Golden Ratio



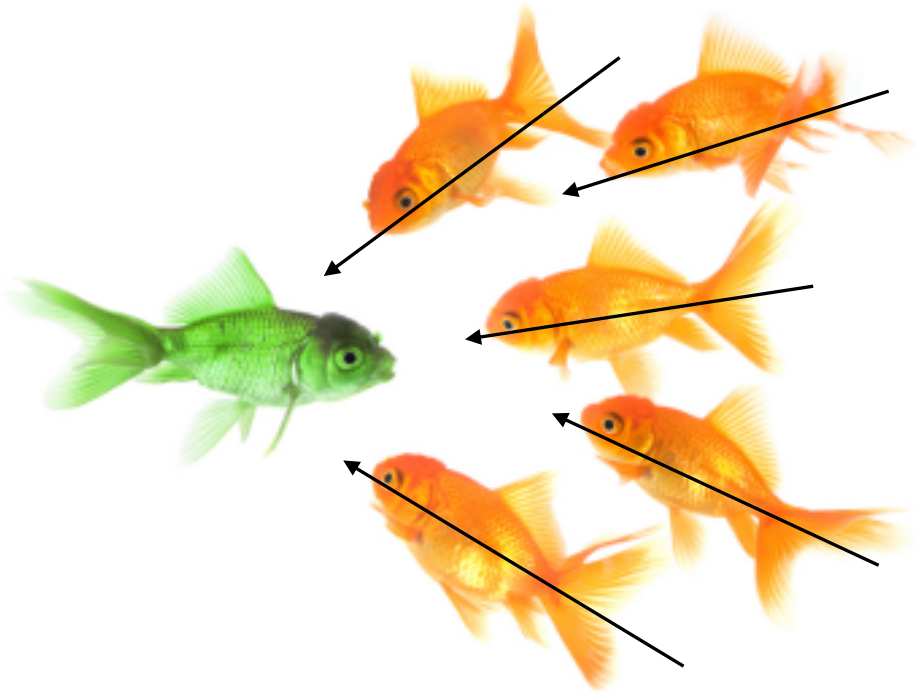
Golden Ratio

Golden Ratio



Supporting Elements

Lines guide your eyes



Supporting Elements

Lines guide your eyes

Supporting Elements

Lines guide your eyes

Good and Bad Typography

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Typography: Good

Good typography happens when the **meaning of the text** is captured by the way the text looks.

What works in one context probably won't work in another.

There is no single solution, only better and worse choices.

To make good typographic choices, you must understand your data and the story you are trying to tell.

Typography: Bad

Big Ted's

Harley Davidson

Biker Bar

Typography: Better

Big Ted's
Harley Davidson
Biker Bar

Typography: Best(?)

BIG TED'S
HARLEY DAVIDSON
BIKER BAR

Typography: Bad

Tina's Quilting Boutique

Typography: Better

Tina's Quilting Boutique

Typography: Best(?)

Tina's Quilting Boutique

Typography: Bad

Typography: Bad

Typography: Better

Give your text a more organized look by allowing plenty of space

If you want people to read your text, make it easy for them.

Poster Layout Example

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School of Information Studies

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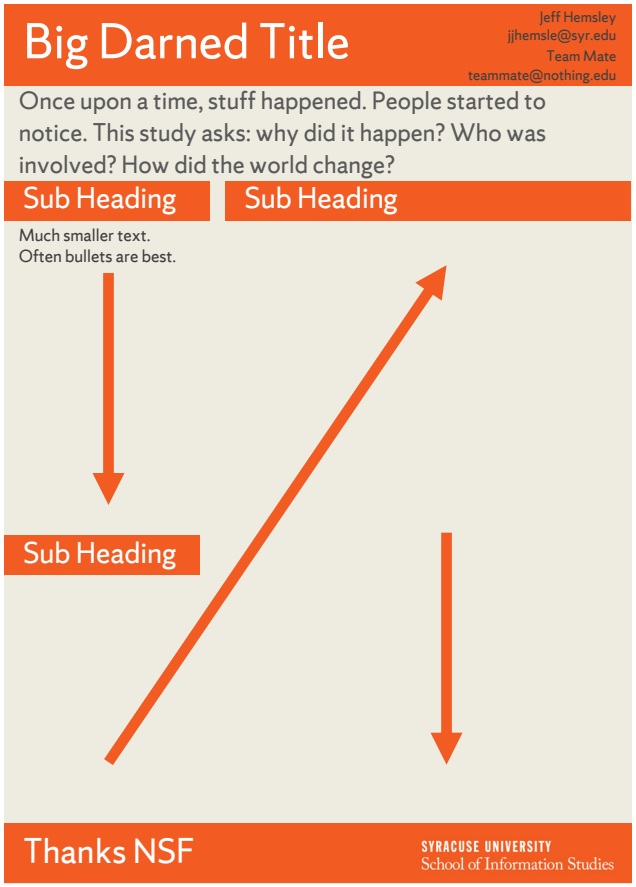
Design

Design: Visual Hierarchy

Importance

Navigation

- Flow
- Supports “story”



Design: Visual Hierarchy

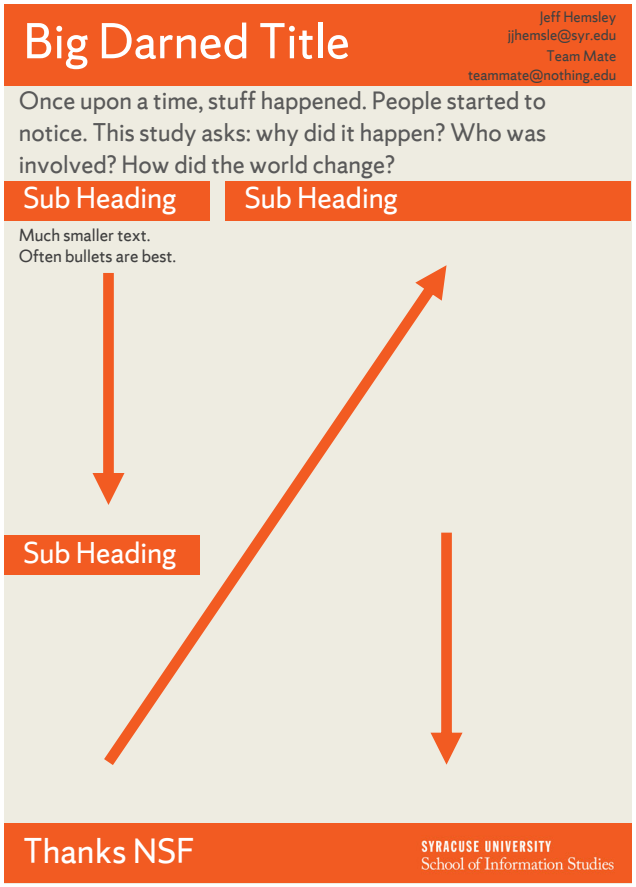
Headings

Font sizes

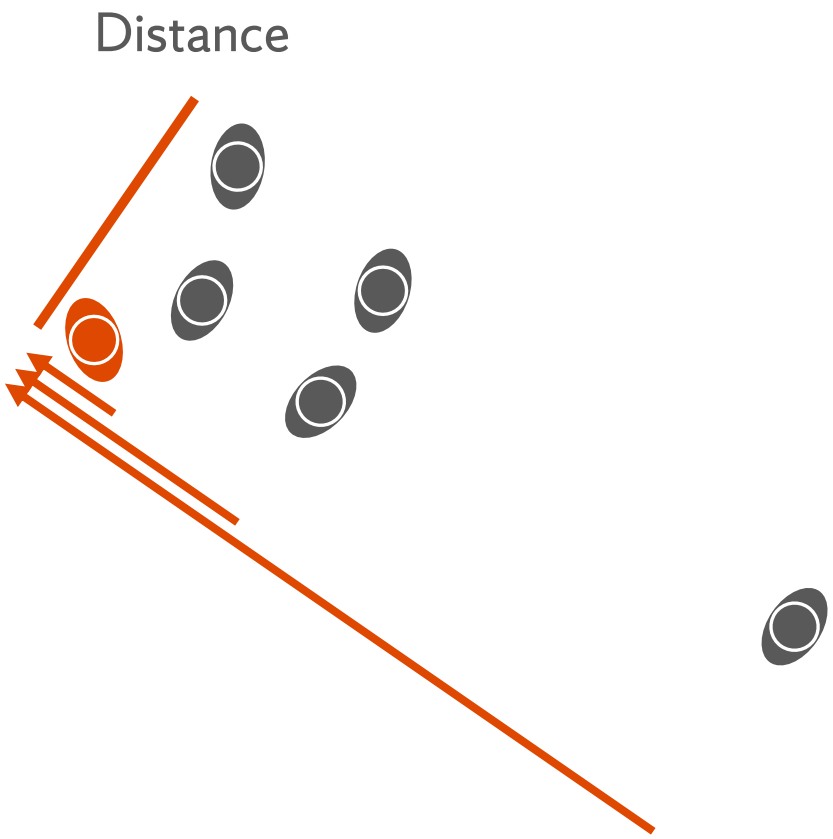
- Title: 90–200
- Story text: ~48
- Headings: ~60
- Text: 24–36 (18)
- Sources: ~18

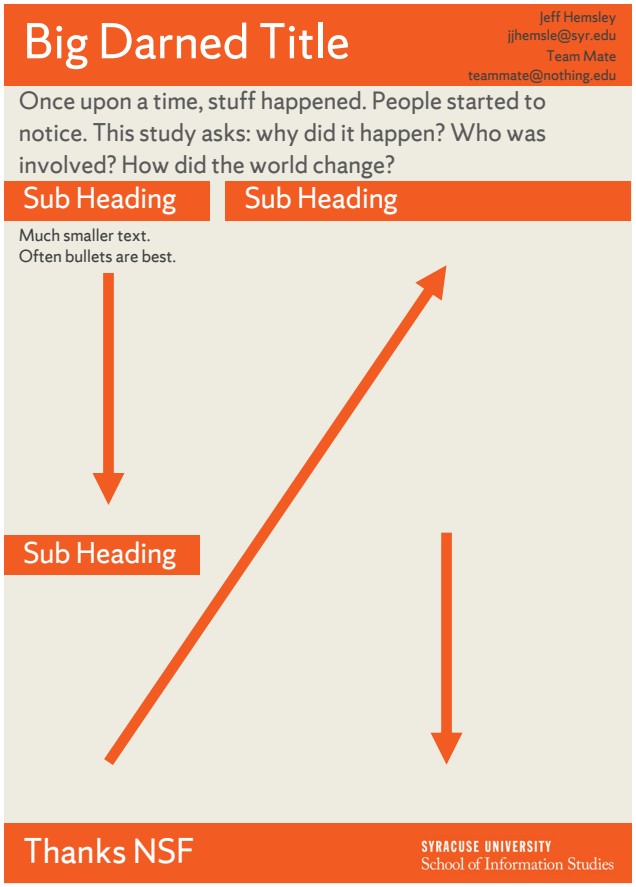
Visual elements

- Size of pics
- More/less colorful images



Design: Visual Hierarchy



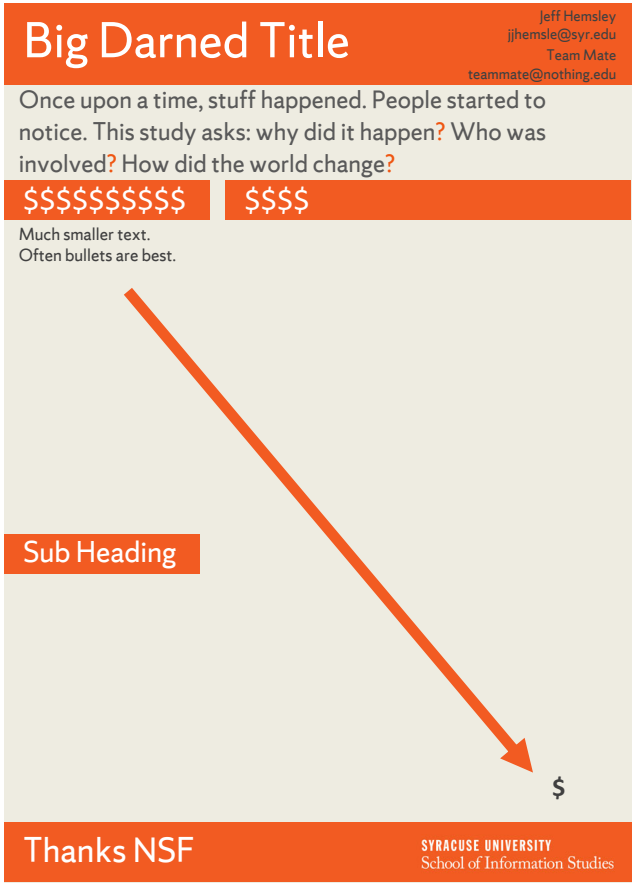


Design: Real Estate

Attention Diminishes

- Culturally dependent

The one big take-away????



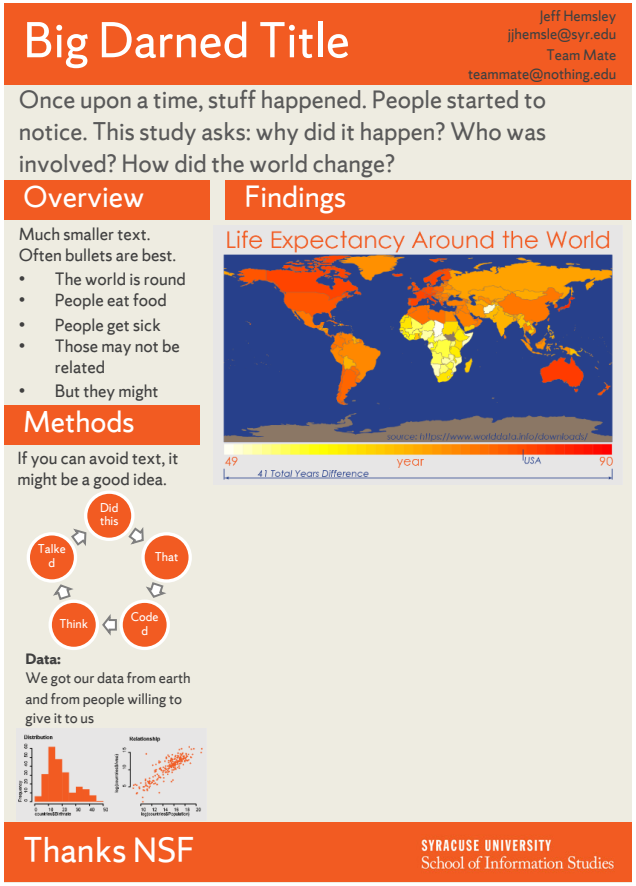
Design: Engage

Entry points

- Pics
- Plots
- ***Contrast***
- Circles

Barriers

- Text
- Tables
- Unnecessary clutter
- Low quality
  - Alignment
  - Raster vs. vector



Design: Text

Simple

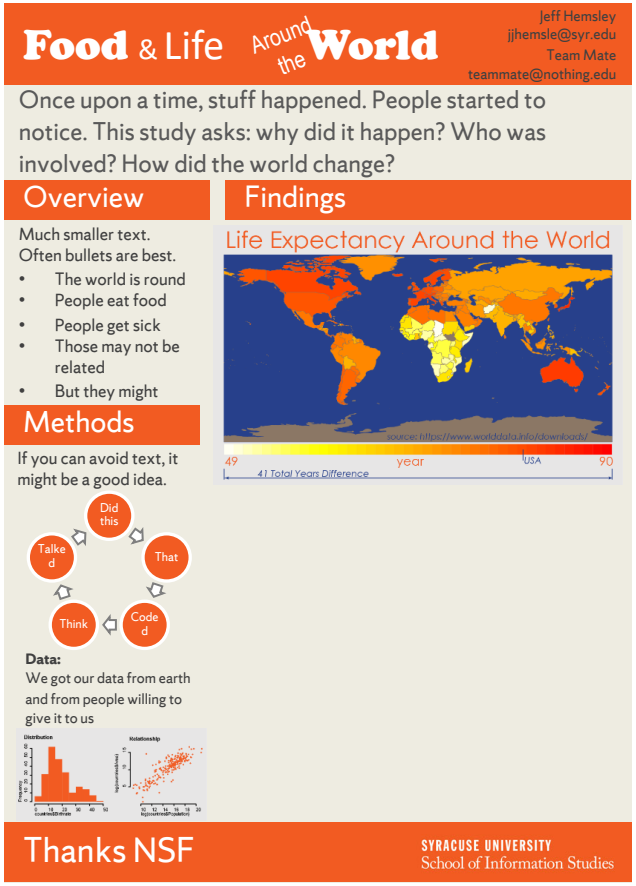
Less is more

Bullets

~~Full sentences~~

Effect

- Emphasis
- Contrast



Design: Final Words

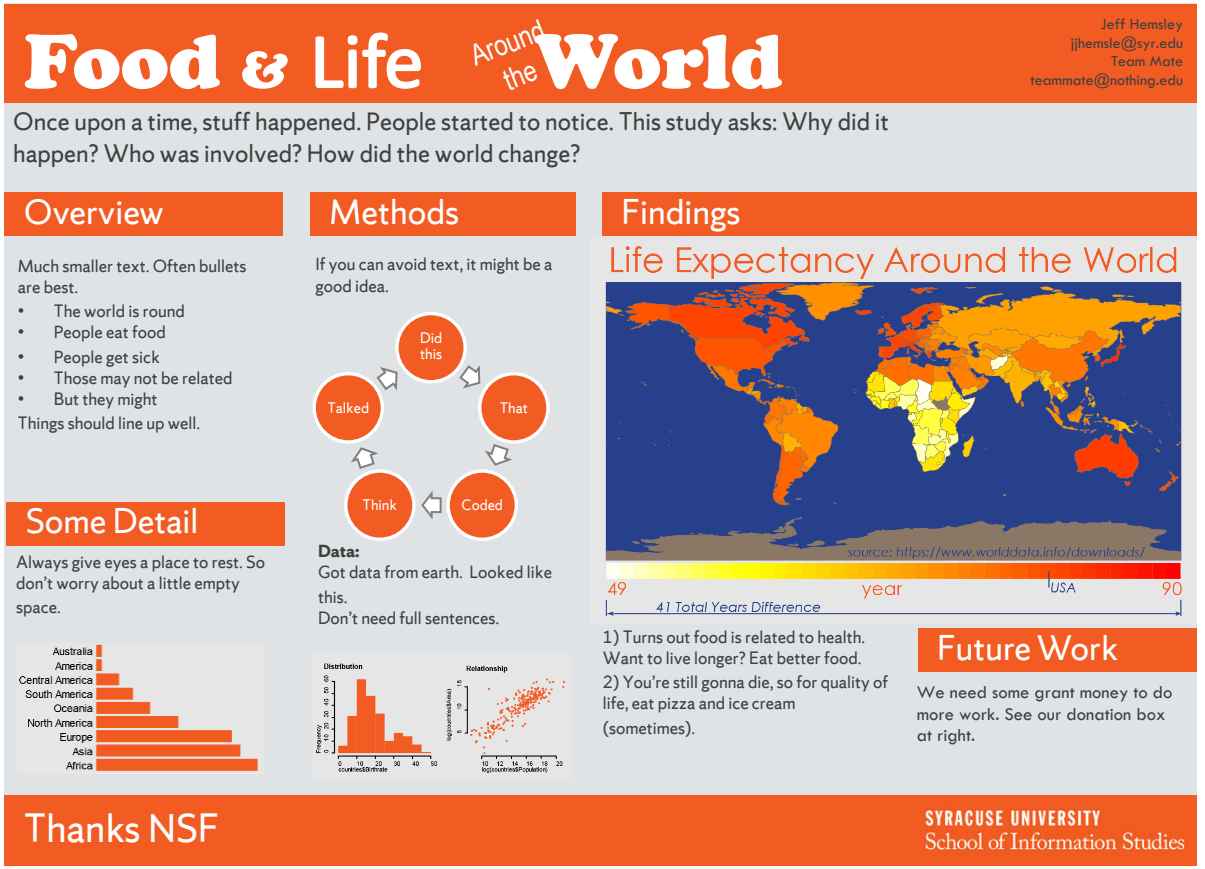
No right answer

Iteration

Landscape

Syr Logo?

Sure!



Design: Final Words

The poster is about you

Design is invisible


End