

# Graphic Design 1



The “look & feel”

# Agenda



- Principles
- Examples
- SHW discuss

# Who Needs Substance?



# Graphic Design



- The “look & feel” portion of an interface
- What someone initially encounters
  - Conveys an impression, mood

# Design Philosophies



- My personal preferences:
  - Economy of visual elements
  - Less is more
  - Clean, well organized

Sequencing

Layout

Imagery

Color

Organization

Typography

# Graphic Design Principles



- Metaphor
- Clarity
- Consistency
- Alignment
- Proximity
- Contrast

# Metaphor



- Tying presentation and visual elements to some familiar relevant items
  - e.g., Desktop metaphor
  - If you're building an interface for a grocery application, maybe mimic a person walking through a store with a cart

# Example



Overdone?

[www.worldwidestore.com/Mainlv1.htm](http://www.worldwidestore.com/Mainlv1.htm)



# Clarity



- Every element in an interface should have a reason for being there
  - Make that reason clear too!
- Less is more

# Clarity



- White space
  - Leads the eye
  - Provides symmetry and balance through its use
  - Strengthens impact of message
  - Allows eye to rest between elements of activity
  - Used to promote simplicity, elegance, class, refinement

# Example

Clear, clean  
appearance

Opinion?

www.schwab.com

Fall 2002

The screenshot shows the Charles Schwab website as it appeared in late 2002, viewed through a Netscape browser. The browser's address bar shows the URL <http://www.schwab.com/>. The website's header includes navigation links such as "Login", "Open an Account", "My Schwab", "Contact Us", and "Home". Below the header, a secondary navigation bar lists categories like "Getting Started", "Accounts & Services", "Investments", "Mutual Funds", "Quotes and Research", and "Smart Investor".

The main content area features a large "Welcome to the world of smarter investors" headline. Below this, there are several promotional banners and sections:

- A banner encouraging users to "Get started at SchwabWelcome" and "Select an account that's right for you."
- A section for a "Free trial! Stock Explorer™ & Schwab Select List®" with a link to get a "web phone".
- A "Learn" section about becoming a smarter investor with a "Learning Center".
- A "Research" section offering the latest news and analyst reports.
- A "Plan" section with a dropdown menu for "Retirement Planning" and a "Go >" link.
- A "Trade" section for active traders, offering special pricing and a wireless device.
- An "Invest" section for picking the best mutual funds and stocks.
- A "Connect" section for meeting other investors at Women Investing Now.

On the right side of the page, there is a "Free Quotes & Charts" section with a search bar for "Enter symbol" and a "Go >" button. Below this is a "Today's Markets" section featuring a line chart for the DJIA and NASDAQ. The chart shows the DJIA at 10,609.55 (+5.28) and the NASDAQ at 2,640.57 (+116.39). The S&P 500 is also listed at 1,326.82 (+13.55). The data is as of 4:30pm ET, 1/11/2001.

At the bottom of the page, there is a "Schwab Worldwide" section with a dropdown menu for "Select your country or region of residence" (currently set to "America Latina") and a "Go >" button. Below this are sections for "Specialized Services" (Charitable Giving, Investment Advisors, SchwabPlan 401(k), Multilingual Services) and "Company Information" (About Schwab, Job Opportunities, Company News, Privacy Policy, About Cookies, Account Protection, Market Volatility Message, Terms, Copyright Policy, Investor Protection Sites).

The footer of the website includes links for "Home", "My Schwab", "Contact Us", "Site Map", "Demo", and "Help". The browser's status bar at the bottom shows "Document: Done".

# Example

Clear, clean  
appearance

Opinion?



www.schwab.com

Fall 2002

CS/PSY 6750

12

# Consistency

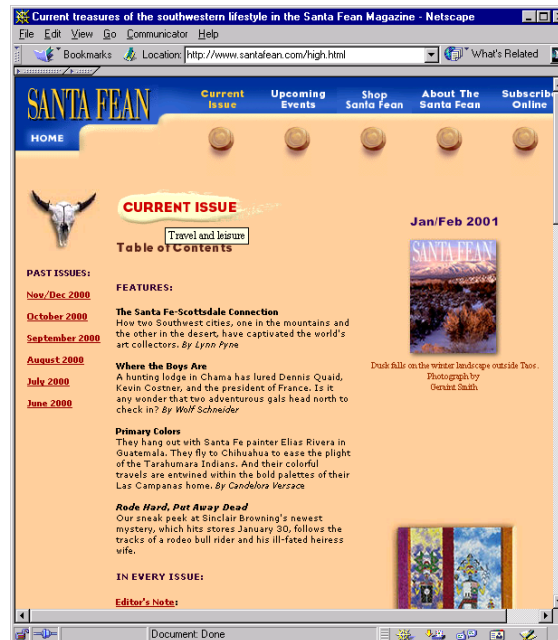


- In layout, color, images, icons, typography, text, ...
- Within screen, across screens
- Stay within metaphor everywhere
- Platform may have a style guide
  - Follow it!

# Example



Home page



Content page 1



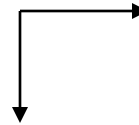
Content page 2

www.santafean.com

# Alignment



- Western world
  - Start from top left



- Allows eye to parse display more easily

# Alignment



- Grids
  - (Hidden) horizontal and vertical lines to help locate window components
  - Align related things
  - Group items logically
- Minimize number of controls, reduce clutter



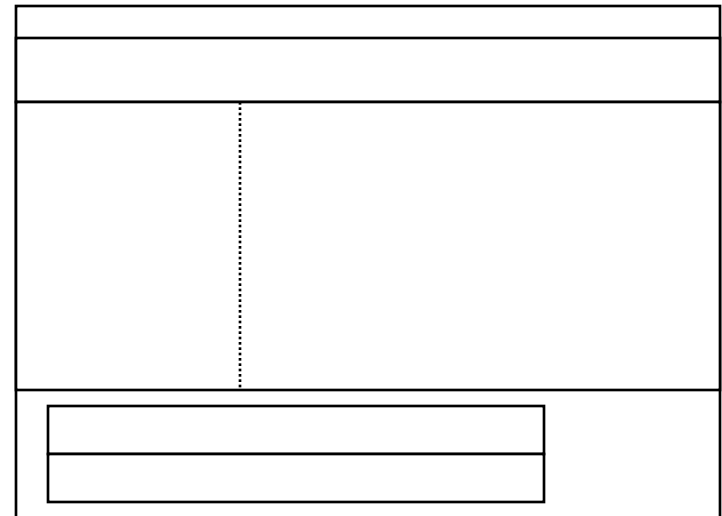
# Alignment



- Grids - use them



# Grid Example



# Alignment



- Left, center, or right

Here is  
some  
new text

Here is  
some  
new text

Here is  
some  
new text

- Choose one, use it everywhere
- Novices often center things
  - No definition, calm, very formal

# Proximity



- Items close together appear to have a relationship
- Distance implies no relationship

Time

Time:

# Example



Name

Addr1

Addr2

City

State

Phone

Fax

Name

Addr1

Addr2

City

State

Phone

Fax

Name

Addr1

Addr2

City

State

Phone

Fax

# Contrast



- Pulls you in
- Guides your eyes around the interface
- Supports skimming
- Take advantage of contrast to add focus or to energize an interface
- Can be used to distinguish active control

# Contrast



- Can be used to set off most important item
  - Allow it to dominate
- Ask yourself what is the most important item in the interface, highlight it
- Use geometry to help sequencing

# Example

Important  
element

The screenshot shows the Delta Air Lines website in a Netscape browser window. The browser's address bar displays the URL `http://www.delta.com/home/index.jsp`. The website's header includes the Delta logo and a navigation menu with links: HOME, TRAVEL, SKYMILES®, PROGRAMS & SERVICES, INSIDE DELTA, and CUSTOMER CARE. The main content area is divided into several sections. On the left, there is a 'SkyMiles log in' section with input fields for 'SkyMiles number and PIN', a 'Start in:' dropdown menu set to 'Home', and a 'Remember my SkyMiles number:' section with radio buttons for 'Yes' and 'No'. Below this is a 'GO' button and a link to 'SkyMiles Enrollment & PIN'. In the center, the 'Round-Trip Reservations' section is highlighted. It features a yellow background and contains the text 'Purchase online and earn up to 1,000 Bonus SkyMiles!'. Below this text are two columns of form fields. The first column has 'Leaving from' and 'Going to' input fields. The second column has 'Select departure date and time' and 'Select return date and time' sections, each with dropdown menus for month, day, and time. Below these columns is a 'Passengers and preferred cabin' section with a dropdown menu for the number of passengers (set to 1) and a dropdown menu for the cabin class (set to 'Coach (Restricted)'). A 'GO' button is located at the bottom right of this section. To the right of the 'Round-Trip Reservations' section is a 'Customer Advisory' section with a red header. It contains a date 'Thursday, January 11, 2001' and two paragraphs of text. The first paragraph states: 'Delta is experiencing delays and cancellations due to reduced pilot availability associated with an ongoing job action by some Delta pilots.' The second paragraph states: 'Delta's Reservations personnel are doing all possible to notify customers regarding schedule changes. You can also check your flight status from this homepage or you can call our automated Flight Information Line at 800-325-1999.' Below the 'Customer Advisory' section is a 'NEW from delta.com' banner for 'Online Hotel Reservations' with the text 'Book your ideal hotel, B&B, or resort worldwide'. At the bottom of the browser window, the status bar shows 'Document: Done'.

Delta Air Lines - Welcome to Delta - Netscape

File Edit View Go Communicator Help

Back Forward Reload Home Search Netscape Print Security Stop

Bookmarks Netsite: `http://www.delta.com/home/index.jsp` What's Related

Delta  
delta.com

HOME TRAVEL SKYMILES® PROGRAMS & SERVICES INSIDE DELTA CUSTOMER CARE

SkyMiles log in  
SkyMiles number and PIN

Start in:  
Home

Remember my SkyMiles number:  
☐ Yes ☒ No

GO

[SkyMiles Enrollment & PIN](#)

Links  
[Reservations](#)  
[View Itineraries](#)  
[Upgrades](#)  
[Flight Schedules](#)  
[Special Offers](#)  
[Investor Relations](#)

**Round-Trip Reservations**  
[One-way & multi-city reservations](#) | [Calendar](#) | [City codes](#)

Purchase online and earn up to 1,000 **Bonus SkyMiles!**

Leaving from  Select departure date and time  
Jan 11 10 AM

Going to  Select return date and time  
Jan 11 10 AM

Passengers and preferred cabin  
1 Coach (Restricted)

GO

**Customer Advisory**

Thursday, January 11, 2001

Delta is experiencing delays and cancellations due to reduced pilot availability associated with an ongoing job action by some Delta pilots.

Delta's Reservations personnel are doing all possible to notify customers regarding schedule changes. You can also check your flight status from this homepage or you can call our automated Flight Information Line at 800-325-1999.

We apologize for any inconvenience you may experience.

**NEW from delta.com**  
**Online Hotel Reservations**  
[Book your ideal hotel, B&B, or resort worldwide](#)

Document: Done

www.delta.com

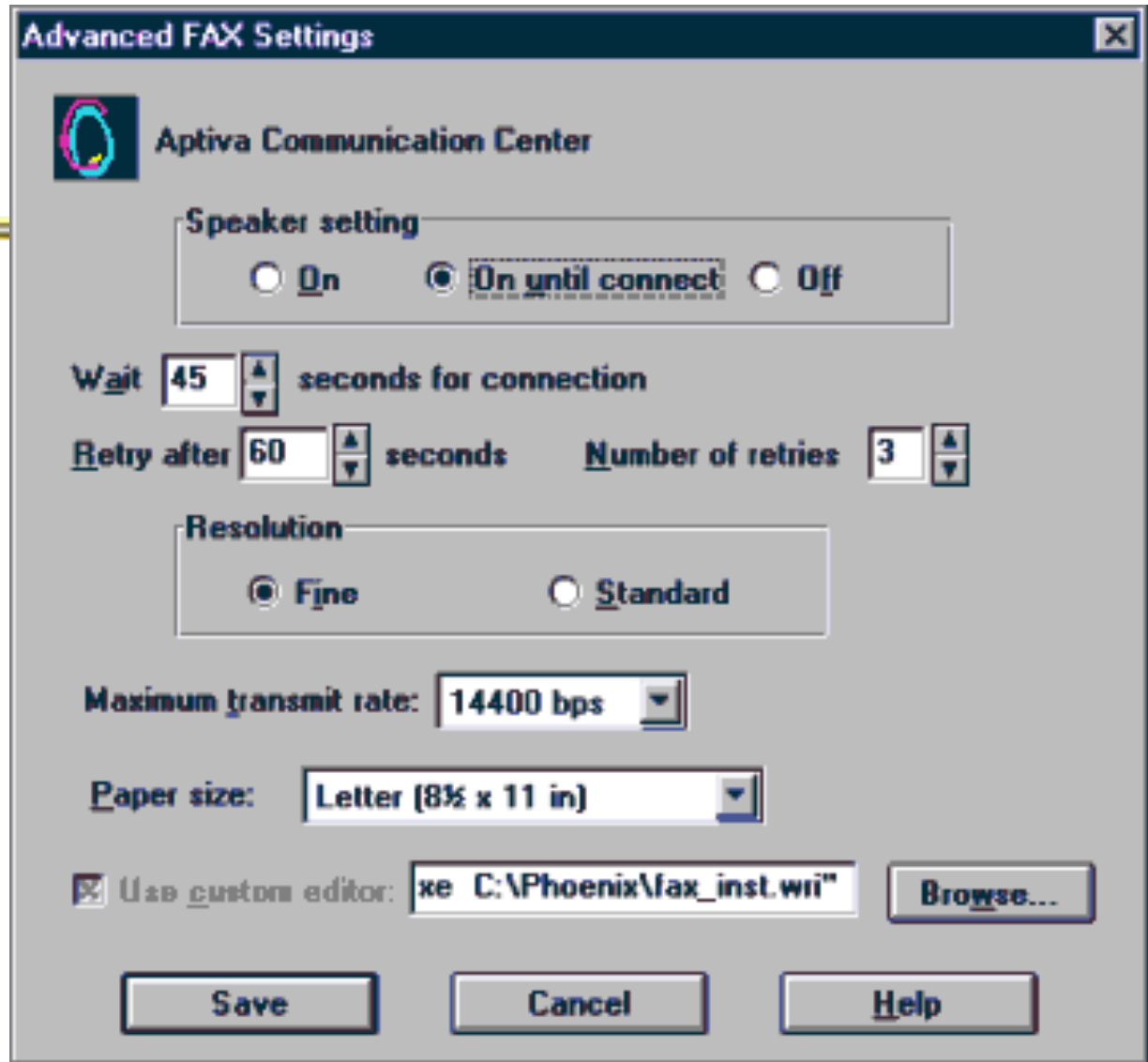


# UI Exercise



- Look at interface and see where your eye is initially drawn (what dominates?)
- Is that the most important thing in the interface?
- Sometimes this can (mistakenly) even be white space!

# Example



Disorganized

# Example



Form Title -- (appears above URL in most browsers and is used by 'w/w/w' search)		Background Color:
Q&D Software Development Order Desk		FFFBF0
Form Heading -- (appears at top of Web page in bold type)		Text Color:
Q&D Software Development Order Desk <input checked="" type="checkbox"/> Center		000080
E-Mail responses to (will not appear on)	Alternate (for mailto forms only)	Background Graphic
dversch@q-d.com		
Text to appear in Submit button	Text to appear in Reset button	<input type="radio"/> Mailto
Send Order	Clear Form	<input checked="" type="radio"/> CGI
Scrolling Status Bar Message (max length = 200 characters)		
***WebMania 1.5b with Image Map Wizard is here!***		
<< Prev Tab		Next Tab >>

Visual noise

# Example



Overuse of  
3D effects

# Economy of Visual Elements



- Less is more
- Minimize borders and heavy outlining, section boundaries (use whitespace)
- Reduce clutter
- Minimize the number of controls

# Coding Techniques



- Blinking
  - Good for grabbing attention, but use **very** sparingly
- Reverse video, bold
  - Good for making something stand out
  - Again, use sparingly

# SHW – Bad Designs



- Interesting ones?