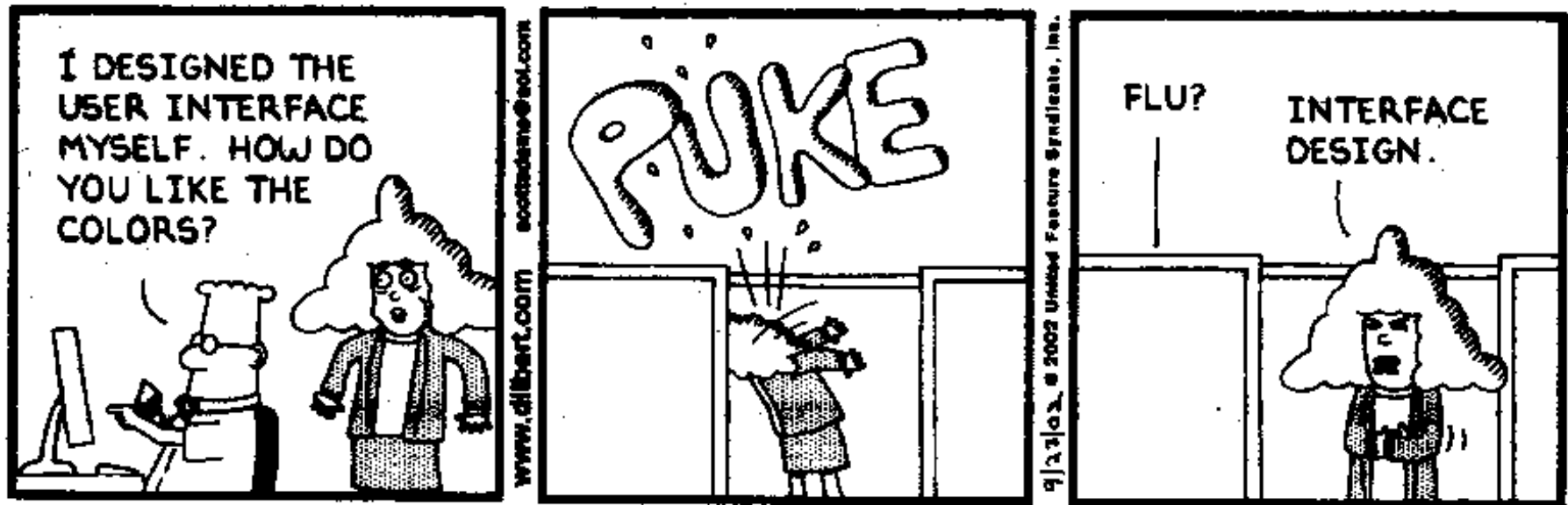# Graphic Design 2

More on the "look & feel"

Agenda

- Typography
- Color
- Icon

Your Screen?

Typography

- Characters and symbols should be easily noticeable and distinguishable
  - Avoid heavy use of all upper case
  - Studies have found that mixed case promotes faster reading

HOW MUCH FUN IS IT
TO READ ALL THIS TEXT
WHEN IT'S ALL IN
CAPITALS AND YOU
NEVER GET A REST

How much fun is it
to read all this text
when it's all in
capitals and you
never get a rest

Typography

- Readability
  - How easy is it to read a lot of text
- Legibility
  - How easy is it to recognize a short burst of text

- Typeface = font
(not really, but close enough)

Wow

Whenever your local SMS Administrator sends you an actual software Package, the SMS Package Command Manager will appear (usually at network logon time) displaying the available Package(s). The following screenshots display scenes similar to what you will see when you receive an actual SMS Package.

To start the demonstration, click the "CLICK HER*CLICK HERE* e button of the screen.

Yuk

Typography

- Serif font - readability
- Sans serif font - legibility
  - (both are variable spaced)

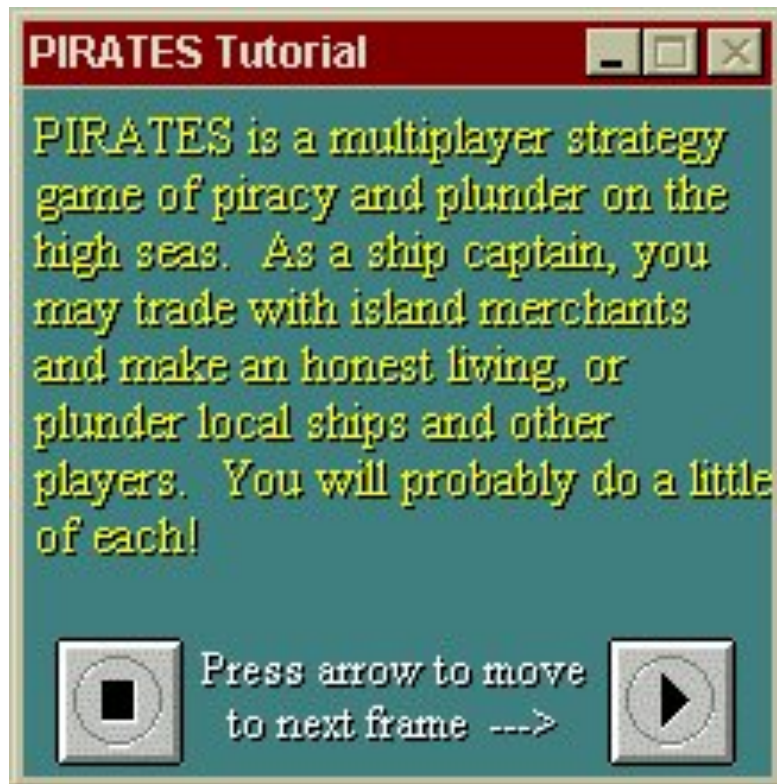- Monospace font

Fonts

- Serif
  - Times, Bookman

- Sans serif
  - Tahoma, Arial

- Decorative
  - Comic Sans

- Script
  - *Script*

- Monspaced
  - `Courier, Lucida`

Typography

- Guidelines
  - Use serif for long, extended text; sans serif for "headlines"
  - Use 1-2 fonts/typefaces (3 max)
  - Use of normal, italics, bold is OK
  - Never use bold, italics, capitals for large sections of text
  - Use 1-3 point sizes max
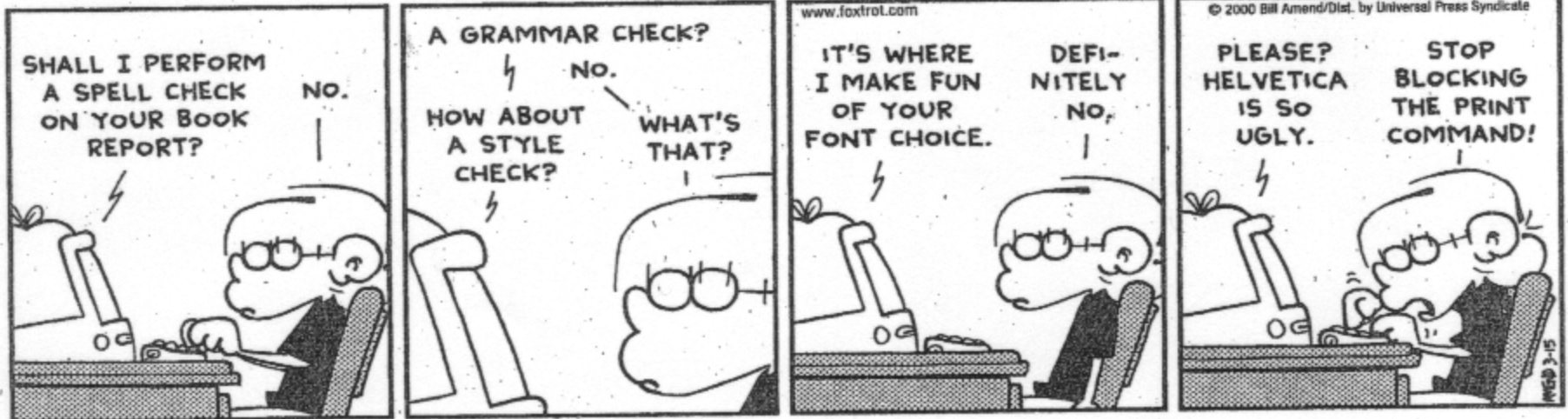 - Be careful of text to background color issues

More Wow

PIRATES Tutorial

PIRATES is a multiplayer strategy game of piracy and plunder on the high seas. As a ship captain, you may trade with island merchants and make an honest living, or plunder local ships and other players. You will probably do a little of each!

Press arrow to move to next frame --->

HTML/Browse

WebForms™ 2.5 — ©1995,96 Q&D Softw

Font Control

FOXTROT — By Bill Amend

Example

Which do you prefer?

CRAFTS AND GAMES
ARTS FESTIVAL
OF ATLANTA AND DECATUR

SEPTEMBER 19-24

COME AND ENJOY

Crafts and Games
Arts Festival
Of Atlanta and Decatur

September 19-24

Come and Enjoy!

Applies lots of these principles

Color

- We see the world via a *reflective* color model
  - Light strikes a surface and is reflected to our eyes--Properties of surface dictate color
  - Printers
- Colors on display follow the *emitted* model

Color

- On monitors, typically RGB scheme
  - 0-255 value each red, green, blue

  - R: 170 G:43 B: 211
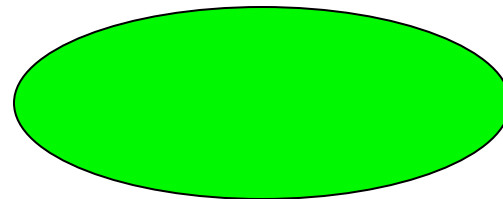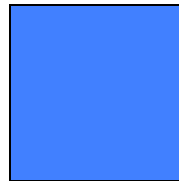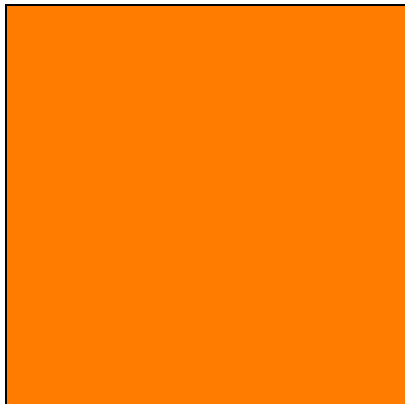
Color Attributes

- Hue
  - native color, pigment
- Saturation
  - relative purity, brightness, or intensity of a color
- Value
  - lightness or darkness of a color

Color

- Use it for a purpose, not to just add some color in

Color Guidelines

- Display color images on black background
- Choose bright foreground color (white, bold green,...)
- Avoid brown and green as background colors
- Be sure fg colors contrast in both brightness and hue with bg colors

Color Guidelines

- Use color sparingly--Design in b/w then add color where appropriate
- Use color to draw attention, communicate organization, to indicate status, to establish relationships
- Avoid using color in non-task related ways

- (experiment coming next)

Visual Exercise

- How many small objects?
- How many rectangles?
- How many orange objects?

How many...
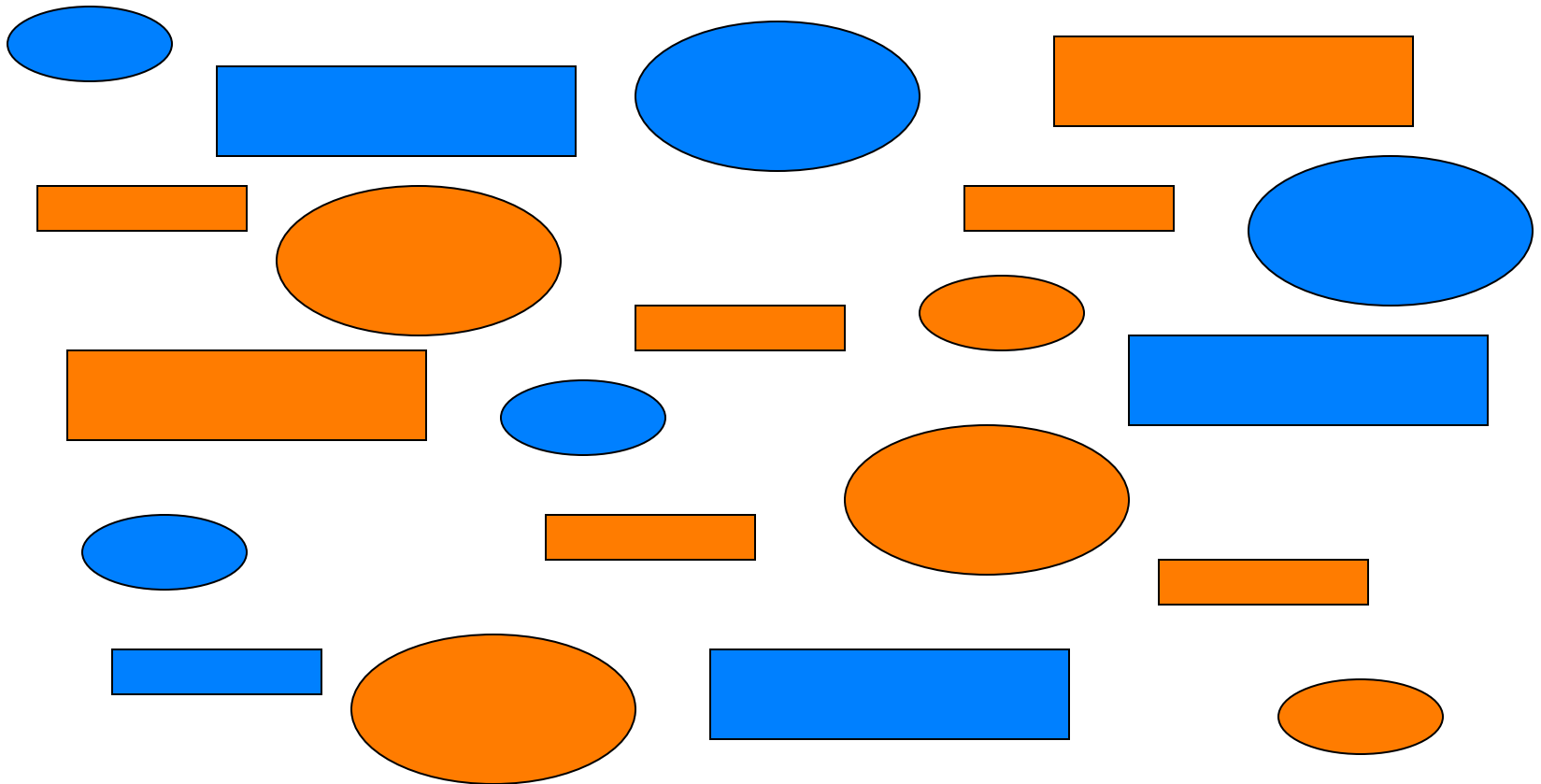
Visual Exercise

- Left: Find the red letter

- Right: Find the 'A'

Find the...

Color Guidelines

- Color is good for supporting search
- Do not use color without some other redundant cue
  - Color-blindness
  - Monochrome monitors
  - Redundant coding enhances performance
- Be consistent with color associations from jobs and cultures

Color Guidelines

- Limit coding to 8 distinct colors (4 better)
- Avoid using saturated blues for text or small, thin lines
- Use color on b/w or gray, or b/w on color
- To express difference, use high contrast colors (and vice versa)

Color Associations

- Red
  - hot, warning, aggression, love
- Pink
  - female, cute, cotton candy
- Orange
  - autumn, warm, Halloween

- Yellow
  - happy, caution, joy
- Brown
  - warm, fall, dirt, earth
- Green
  - lush, pastoral, envy
- Purple
  - royal, sophisticated, Barney

Color Suites

- Designers often pick a palette of 4 or 5 colors

Professional

Monochromatic

Southwestern

Icon Design

- Design task

- Represent object or action in a familiar and recognizable manner
- Limit number of different icons
- Make icon stand out from background

Icon Design

- Ensure that singly selected icon is clearly visible when surrounded by unselected ones

- Make each icon distinctive

- Make icons harmonious members of icon family

- Avoid excessive detail

Icon Design

What do each of these signify?

Almost always want to accompany your icons by a text label

It's All About Design...