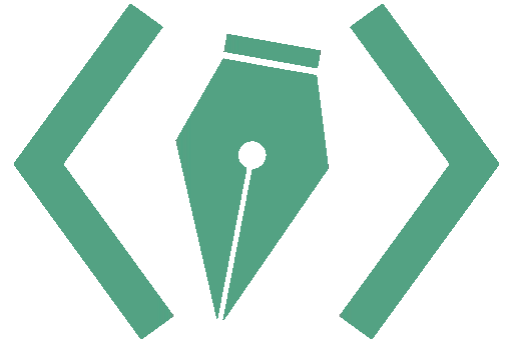


Week 2

Visual Hierarchy Through Spacing



Importance of Space

Macro- & Micro-Level Spacing

Importance of Space

Macro- & Micro-Level Spacing

What's wrong with these User Interfaces (UI)?



www.ARNGREN.net



Index

- Akvarium
- Alarm
- Alkotester
- ATV (el.)
- Bildeviser
- Bil (elektrisk) gas
- Bilbane
- Conrad-elektronikk
- Digital-Kikkert
- Disko-Lys
- Dummy-Kamera
- DVD-Spiller
- Elektronikk & DAB
- 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
- Motorsykelet-Mini
- Omformer (110V)
- Oversetter (44 språk)
- PC-mini (9")
- Rakett-Fly
- RC Produkter
- Robot-Hund
- Robot-Støvsuger
- Roboter
- Solcelle-Ryggesek
- Støv



RC-Drone med Kamera



Walkere QR X350PRO
Gimble og Monitor,
fra kr. **1.598,-** med GPS

Forbruker Elektronikk



44 Språk-Talende
Oversetter
m/Norsk
fra kr. **298,-**

Elektrisk-scooter



Uten skilte. **7998,-**

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

RC Produkter

120cm langt. Computer-styrt



RC 4ch Helikopter
fra kr. **798,-**

Roboter



4WD Truck 2.4 Ghz RC
fra **1998,-**

RC Produkter



- Fjernstyrte Produkter

- Forbruker Elektronikk
- Batterier & Ladere, etc.
- Elektriske-Kjøretøy
- El-ATV
- Disko-Lys
- Rakett-Fly
- Roboter

Roboter



Roboter



4WD Truck 2.4 Ghz RC
fra **1998,-**

RC Produkter



Kjøpsloven klikk her.

Angreskjema klikk her.



El-Kjøretøy ; T-Truck
fra kr. **119.998,-**

El-Kjøretøy ; T-Truck



El-ATV (60V/2100watt)
til Barn & Voksne.
Elektrisk fra kr. **3998,-**

El-ATV (60V/2100watt)

til Barn & Voksne.
Elektrisk fra kr. **3998,-**

Ta alltid ut 230Vac Adapteren

når du ikke er tilstede, eller sover



RC Fly-Båt
70 cm lang
fra kr. **1299,-**

10 20 30 40 50 60 70 80 90 100 110 120 130 140 150 160 170 180 190 200 210 220 230 240 250 260 270 280 290 300 310 320 330 340 350 360 370 380 390 400 410 420 430 440 450 460 470 480 490 500 510 520 530 540 550 560 570 580 590 600 610 620 630 640 650 660 670 680 690 700 710 720 730 740 750 760 770 780 790 800 810 820 830 840 850 860 870 880 890 900 910 920 930 940 950 960 970 980 990 1000

The UI is "cluttered"

What's wrong with cluttering?

Users **won't see** that much content
Loss of **visual hierarchy** is overwhelming
Quality > Quantity

User attention is a precious resource,
and should be allocated accordingly.

Using space intentionally establishes a Hierarchy of Information

Lil' terminology

Positive space

- Filled up by content

Negative (white) space

- Empty
- Space between positive space (UI elements)
- Defines content in a positive space
- Creates emphasis



Use of spacing in an Apple Store



Google



Google Search

I'm Feeling Lucky



Google



Google Search

I'm Feeling Lucky

|-----| Negative Space |-----|



Positive Space



Google



Google Search

I'm Feeling Lucky



Negative Space



More white space,
more emphasis.

[illegible]

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident.

Less Readable

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident.

More Readable

Importance of Spacing

Macro- & Micro-Level Spacing

Spacing Demo

Macro- & micro-level spacing

Macro-level spacing: Space between core elements of the page
Creates structure, "breathing room"

Micro-level spacing: Increases legibility and understanding of text and information
More on that in a few lectures

NEW [Introducing the Corporate Card >](#)

The new standard in online payments

Stripe is the best software platform for running an internet business. We handle billions of dollars every year for forward-thinking businesses around the world.

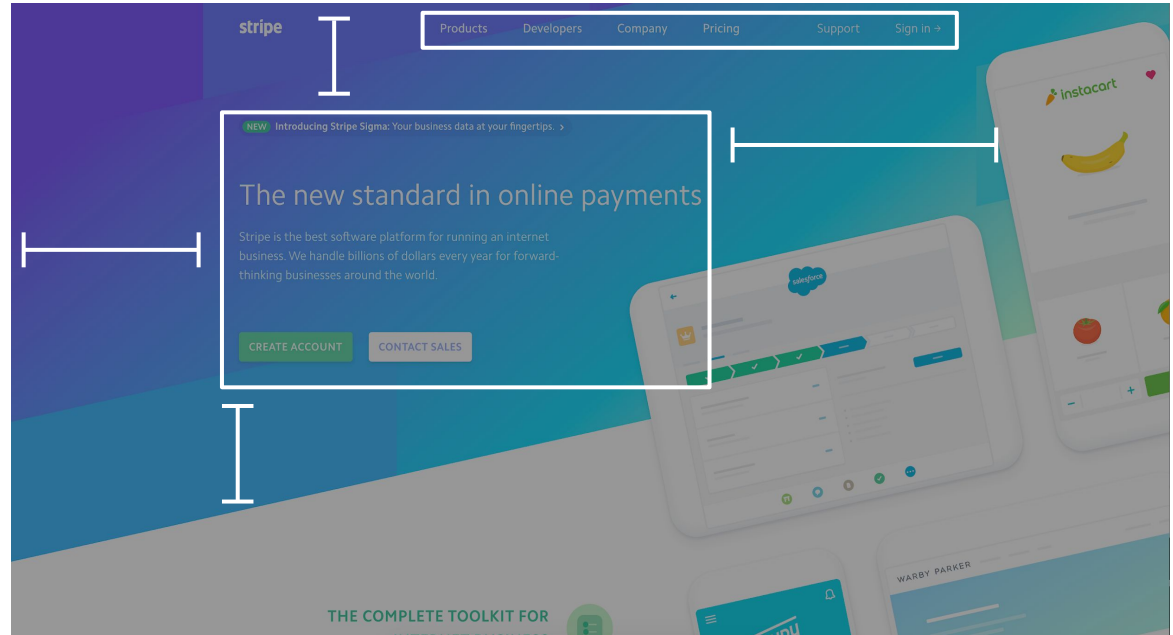
[START NOW](#)

[CONTACT SALES](#)



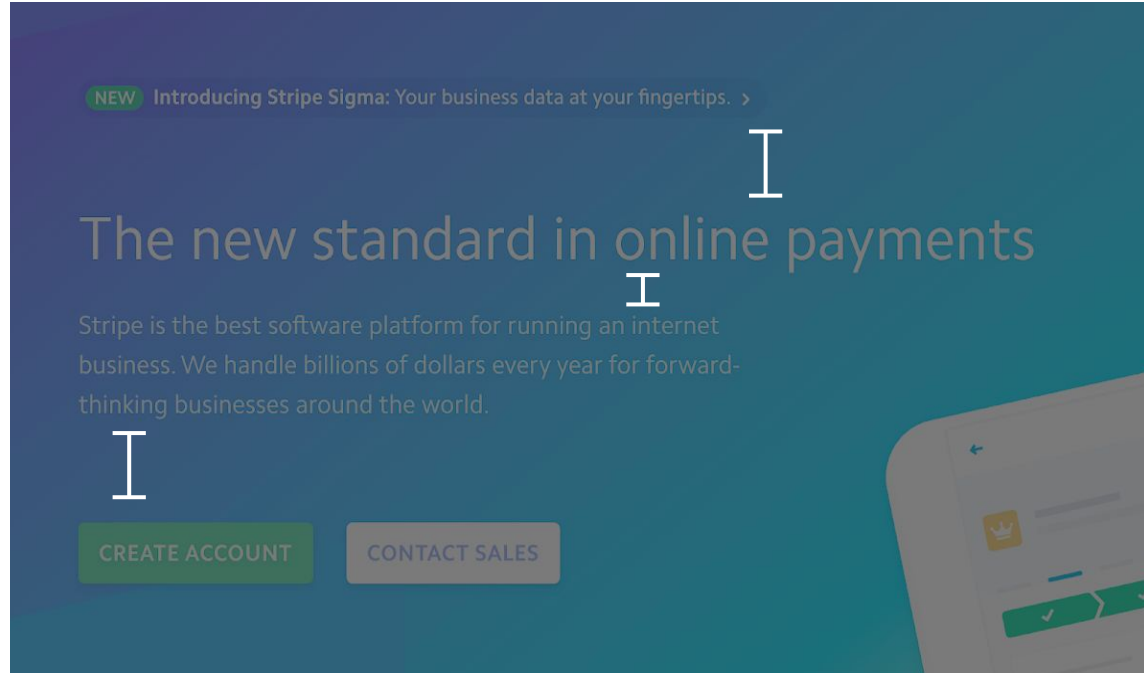
Macro-level spacing

Page sections use
background colors and
whitespace to
create separation



Micro-level spacing

Individual sections of page use compositional spacing on **micro** scale

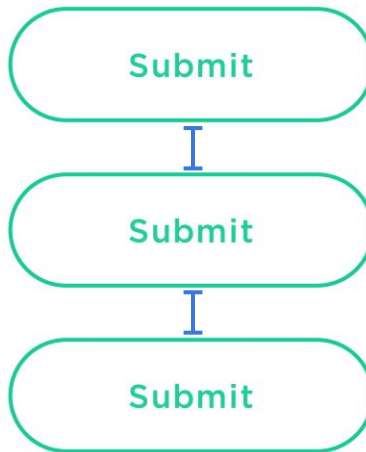


Padding & margin



Padding

Spacing within the border of an element



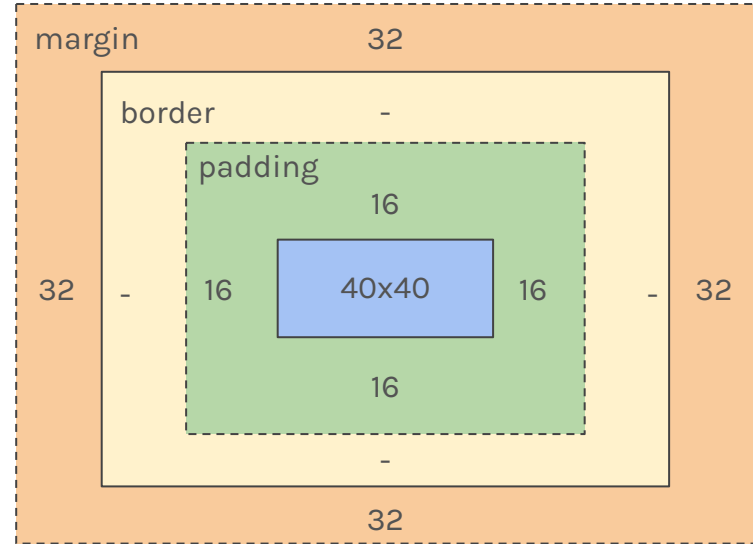
Margin

Spacing between elements

Spacing in CSS

CSS Box Model

For spacing in web design



Line width

Narrower paragraphs → easier to read

Less scanning for the eyes

Use a `<div>` to restrict width of text



"I realized that individual freedom, when it's not connected to some sort of community, or friends, or the world outside, ends up feeling pretty meaningless."
—Bruce Springsteen, 1988

I clutch my black tea, fingers wrapped around a mug that's almost the size of my face, yearning for the caffeine to surge through my veins. The outside air frizzes my curls, the March wind howls, the threat of rain teases the afternoon. I tell people that I'm not a fan of March. Right now, a relationship in my life is under duress, just like piles of snow that trap us inside, that keep us stuck.

My eyes scan the pages of a novel—chick lit with dark undertones—but I'm fixated on an overt typo in the text above me. "Life's to short to drink cheap coffee."

I'm comfortable here because I'm reminded of a lounge in Brooklyn. It's

Hello.

width: 100%

I am a 22-year old UI designer and entrepreneur passionate about design, education, and online journalism.

I am a recent graduate from UC Berkeley with a degree in BA Computer Science, and am currently working on a startup Iris (<http://www.irisbeta.com>) and teaching a web design class at UC Berkeley, Web Design DeCal (<http://www.wdd.io>). I love spending time fiddling with design and creating cool projects that can potentially change the way we live. My personal vision is to connect like-minded people. To this end, I am working on a startup Iris, a community for everyone's interests.

Lorem ipsum sit amet dolor

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut

Hello.

width: 960px

I am a 22-year old UI designer and entrepreneur passionate about design, education, and online journalism.

I am a recent graduate from UC Berkeley with a degree in BA Computer Science, and am currently working on a startup Iris (<http://www.irisbeta.com>) and teaching a web design class at UC Berkeley, Web Design DeCal (<http://www.wdd.io>). I love spending time fiddling with design and creating cool projects that can potentially change the way we live. My personal vision is to connect like-minded people. To this end, I am working on a startup Iris, a community for everyone's interests.

Lorem ipsum sit amet dolor

Compare different line widths

Web Design DeCal Spring 2021

Metrics

Margin and padding around an element should be consistent/equal

Use simple multiples for spacing (and other) metrics

- Ex: 20px padding, 10px margin
- Ex: 12px padding, 16px margin

Simple is not the same as barren

Barren = overuse of spacing

Too much can "break" the relationship
between elements

CS61B: Data Structures and Advanced Programming

Fall 2015

Instructor: [Paul Hilfinger](#)

155 Dwinelle MWF 1:00-2:00PM

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[Tool Documentation: Git, Emacs, etc.](#)

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[Some project style guidelines](#)

[Berkeley Programming Contests](#)

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[Discussion materials](#)

[Labs and Homework](#)

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CS 61B Data Structures, Spring 2021

Instructor: Josh Hug
 Live Q&A:
 1-2 MW: [Zoom Link](#)
 2-3 F: [Zoom Link](#)

Announcements [\[View All\]](#)

[calendar](#) // [sections](#) // [oh](#)


Week 4 Announcements



Posted February 7, 2021 @ 00:00:00

Midterm 1

As you all know, Midterm 1 is this Wednesday from 8-10 PM. Expect to receive an email containing your personalized zoom link from cs61b@berkeley.edu by Tuesday, 2/9 11:59 PM PST. Please make a private post on Ed with your Berkeley email if you don't receive this email, but make sure to check your spam and trash first.

Calendar

Week	Date	Reading	Lecture	Discussion	Lab	Assignments/Exams
1		No Classes		No discussion week 1.	Setting Up Your Computer	HW0: Basic Java Programs (optional)
	Wed 01/20	1.1	1. Intro, Hello World Java [video] [slides] [guide]			Project 0 (due 01/29)
	Fri 01/22	1.2	2. Defining and Using Classes [video] [slides] [guide] [live Q&A]		IntelliJ Setup (due 01/26)	
	Mon 01/25	3.1 , Optional: TDD is dead , Unit Tests Are Waste ,	3. Testing			

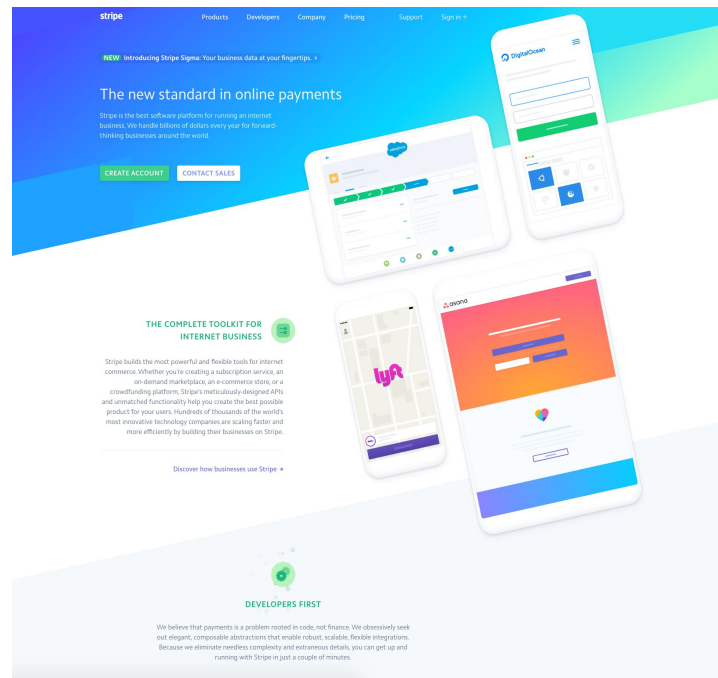
Avoid the barren!

Make your spacing **intentional** through rhythm,
(a)symmetry, and/or Gestalt principles

Creating rhythmic structure

Rhythm creates structure and reliable patterns for content

Space and content structure are used to define this rhythmic pattern

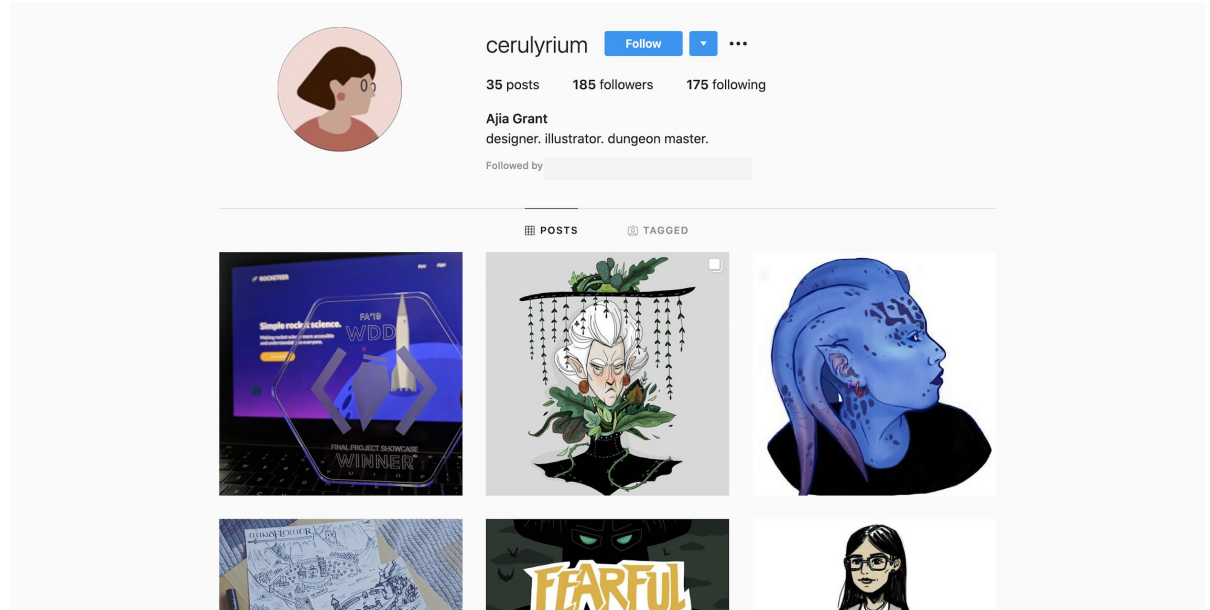


Symmetry and asymmetry

Symmetry

Creates balance with repeating patterns and rhythmic structure

Vast majority of macro layout of sites are symmetric



Symmetry and asymmetry

Asymmetry

Use asymmetric designs
to create emphasis

The larger thumbnail
creates emphasis through
size relational asymmetry



Some things to note...

- We'll post **cheat sheets** for general topics in this class, typically for coding! Check Piazza for when we release them.
- **Unleash the kraken**: If you are interested in this topic, and feel ready for a challenge/more advanced topics check out [this Medium article](#) about design software
- Have a **Figma** account or have it downloaded on your computer for our Figma demo **next Thursday, 2/18**! We will make a post with further details next week.
- Reminder to fill out our **anonymous feedback form**! Your feedback is much appreciated especially during (yet another) remote semester.

Questions?