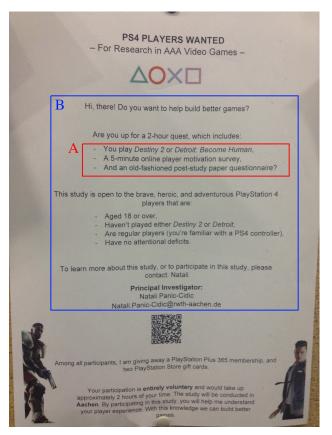Submitted by Group 36

Group Members:
CETIN, Ulfet (391819); GRUCZKA, FILIP (413279); LIPINSKI, Bartosz (413177)

DIS1 WS 19/20 Assignment 6
Visual Design

Task 1

(a) PS4 Player Ad

(b) Event Schedule

(a) Chimney Sweep Leaflet

Violations of Visual Design Principles

Violation #1: Contrast (PS4 Player Ad)
Picture: **PS4 Player Ad:B**

Describe Violation: Nearly no contrast, so many information with no distinction between nearly any text (titles have no contrast to the texts under them)

Why Bad?: Makes it hard to distinguish between parts, and makes it hard to digest all the text. Assuming it has bold or larger subheaders (such as "Are you up for a 2-hour quest, which includes :" and "This study is open to brave, heroic, adventurous PS4 players that are:"), it would have been easier to understand the bill at the first glance. Although whitespace usage is not bad, he current form leads to more mental work distinguishing parts.

Violation #2: Repetition (PS4 Player Ad)
Picture: **PS4 Player Ad:B**

Describe Violation: There is no consistent good repetition in the design. Aside from the same font size being used nearly everywhere, no part of the text and layout has been stepping forward to make a change in the view. This leads to dull-looking design. Note that there are tiny differences in the visual that steps forward like the main header "PS4 Players Wanted", and name of the investigator being bold, and two more; but those are few, thus, the style is repetitive in a negative sense, this repetitiveness does not help the user at all.

Why Bad?: User wants positive repetitiveness, and wants to know what to look at, how to continue reading text; in general, a good flow of style together with objects aligned well, like the CV example in the slides. In this, we have no such thing, the user is not 'guided' by the style that does not convey the idea of where to look. This is unstructured, or let's say repetitive in a bad manner that nothing gives out user any clue on what is important, where is the keypoints and so on.

Violation #3: Proximity (PS4 Player Ad)
Picture: **PS4 Player Ad:A**

Describe Violation: The list points(dashes) and the correspongding list items(texts) in the given bill have so much space in between them that them seem separate.

Why Bad?: The list points and the list items observed as being separate does not help user digest them as coupled together, it is the other way, them seem separate. This leads to reading and observing difficulty, as they are not in their proximity, that is, not close enough.

Violation #4: Proximity (Event Schedule)
Picture: **Event Schedule: C**
Describe Violation: The middle (bold) part (C) is a schedule with 4 seperate meetings during an event and there is no space between them.

Why Bad?: It is very hard to see that there are four seperate meetings there (C). That is because there are no gaps between lines so you have to read very carefully to distinguish one event from another. It is even more difficult, when in the last two meetings there are only informations about title and lecturer, which have bold font.

Violation #5: Alignment (Event Schedule)
Picture: **Event Schedule: C**

Describe Violation: The allignment in this schedule is centered that leads to difficulty with reading and makes schedule illogical.

Why Bad?: Not only the allignment on this leaflet makes reading difficult, it also has bad influance on aesthetic of it. It is especially bad in the middle part (C), where meeting schedule is included. Schedule should look like a list, which should be organized and logical, which is not a case with center allignment, that makes text messy and unpleasent for eye.

Violation #6: Allignment (Chimney Sweep Leaflet)
Picture: **Chimney Sweep Leaflet: D**

Describe Violation: Centered allignment makes the leaflet hard to read and would't encourage people to read it.

Why Bad?: This leaflet is a very important message from chimney sweeps to people, that includes some information about necessary equipment, that everybody should have in order to not have a fire in their chimneys (D). However, the centered allignment and would make people unwilling to read it since it is very unpleasent for eye. Furthermore, it also causes that the most import message in this leaflet (the necessary equipment) is completely lost in a text in the middle part.

Task 2

Walter Hartwell White

✆ +1-505-791-1753
✉ wwhite.chemist@gmail.com

C

A

D

Personal Information

B

Date of Birth	07.09.1958
Place of Birth	Albuquerque, New Mexico
Characteristics	independent, motivated chemist with over 5 years of experience in supervising students, teaching, and brewing chemicals looking looking for a new job as a kindergarten teacher
Mobile Phone	+1-505-791-1753
E-mail	wwhite.chemist@gmail.com
Address	308 Negra Arroyo Lane, Albuquerque, New Mexico, 87104

D

Education

B

1980–1986	**California Institute of Technology**, *College of Science Pasadena*.

D

Accomplishments

B

Co-founded Gray Matter Technologies
Teacher of the Year 2018, JP Wynne High School

D

Experience

B

Mar 2002 – Jan 2009	**Chemistry Instructor**, JP Wynne High School, Albuquerque, New Mexico. ○ Taught and mentored students on the scientific methods and formulas of basic level chemistry
Mar 2002 – Jan 2009	**Lab Technician**, Albuquerque Industrial Laundry. ○ Researched, led, and conducted chemical analyses on a wide range of elements, as well as initiating a geographic market strategy for distribution
2010 – now	**Co-owner and operator**, A1A Carwash in Albuquerque, NM. ○ Played an active role in drastically increasing sales that included day-to-day operations management and inventory tracking

D

Skills

B

Accounting, sales, and product distribution
Proficient in chemical brewing
Excellent improvisational skills, especially in high-stress environments
Dependable and industrious

D

References

B

Saul Goodman	Saul Goodman & Associates, New Mexico, 505-503-4455
Todd Alquist	Vamonos Pest Control, New Mexico, 505-772-3446

A -> alignment (all the left texts are right aligned, and all the right ones are left aligned, and they have an invisible alignment line in between)
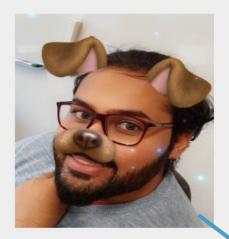B -> proximity (similar CV items are grouped together, they look together)
C -> contrast (the header is distinct and different size from all the remaining text, eye-catching)
D -> contrast (all the subsection headers stand out)

A, E, F   **Task 2: Party Flyer**

Invitation to my party
Let's rock...

When?
Saturday, November 7
from 1pm to 1am

Where?
My villa at Müller Straße 4

A, B, E

A, B, E

C   D

A – left alignement,
B – using proximity, for grouping items (When and Where group),
C – image is aligned to the left side of the card, in this approach we have no problem with too much white spaces on the right side, additionally image is aligned with the text above
D – background color of the postcard is similar to the background color of the image,
E – using contrast, using bold font to distinguish „headers" of each group, and it helps to read the card it`s natural order from top to bottom
F – mixing font sizes in the header, so we immediately see the title of the card that`s invitation to the party