

Welcome!
Find your table

Front

Heidi	Jessie
Brenda	Linus
Jessica	Steven
Nicole	Waitlisted/ Auditors

Announcements

- Homework 1 is technically due right now
- Post questions on Piazza for a quicker response, please (really hard to debug over email)

Email us if you have **logistical** questions

- **Common Bugs and Errors:**
 - Do **NOT** rename your zip file when submitting to **'hw-1.zip'**
 - Make sure your HTML file is properly named **'index.html'**
 - Ensure your image names are properly referenced (it's case-sensitive!)

Week 2

Visual Hierarchy thru Spacing

Designing pace to effectively convey information

Importance of Space

Macro- & Micro-Level Spacing

Spacing Demo

Importance of Space

Macro- & Micro-Level Spacing

Spacing Demo

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



www.ARNGREN.net

Teknologi & Gadgets

Index el-retur

(Fra 07.11.2004)

< Frithjof i sin Fly-Bil

Index

Search

Slik Betaler du



Mercedes AMG
m/ Gummi-Hjul
kr. 2998.-



Index

Akvarium
Alarm
Alkotester
ATV (el.)

Bildefilter
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
Motorsykkel-Mini

Omformer (110V)
Oversetter (44 språk)
PC-mini (9") 2.
Rakett-Fly

RC Produkter
Robot-Hund
Robot-Støvsuger
Roboter



RC-Drone med Kamera



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

Forbruker Elektronikk

Ingen alders-grense



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



Uten skilter. 7998.-

- Fjernstyrte Produkter

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



el-retur

Video

Kjøpsloven klikk her.
Angreskjema klikk her.



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

El-ATV til
Barn & Voksne.
fra kr. 3998.-



Mercedes AMG
m/ Gummi-Hjul
kr. 2998.-

El-ATV 6.998.-

Elektriske-Biler til Barn, Ungdom & Voksne



El-Bil ; Cross-Rider
fra kr. 89.998.-



Oppladbar-
Lykt (30mill.)
Verdens
Sterkeste.
fra kr. 598.-

Disko-Lys



Laser-Show
fra kr. 599.-



Zoom Kikkert
20 - 144 x
& Teleskop
fra kr. 1998.-



FreeGo Selv-
balanserende
el-Scooter
fra kr. 19.998.-

RC Produkter

120cm langt. Computer-styrt



RC 4ch Helikopter
fra kr. 798.-

Rakett-Fly



85km/t. 1:8

Tilbud !

4WD Truck 2.4 Ghz RC
fra kr. 1998.-

RC Produkter



Video



Video



Roboter



el-jeep 9998.-



100km/t



Elektrisk-ATV
6000 watt
fra kr. 59.998.-



EL-Scooter
5000 watt
fra kr. 29.998.-



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

Ta alltid ut 230Vac Adapteren
når du ikke er tilstede, eller sover



Styreenhet &
Fordelere til Bil
fra kr. 2998.-



RC Fly-Båt
70 cm lang
fra kr. 1299.-



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

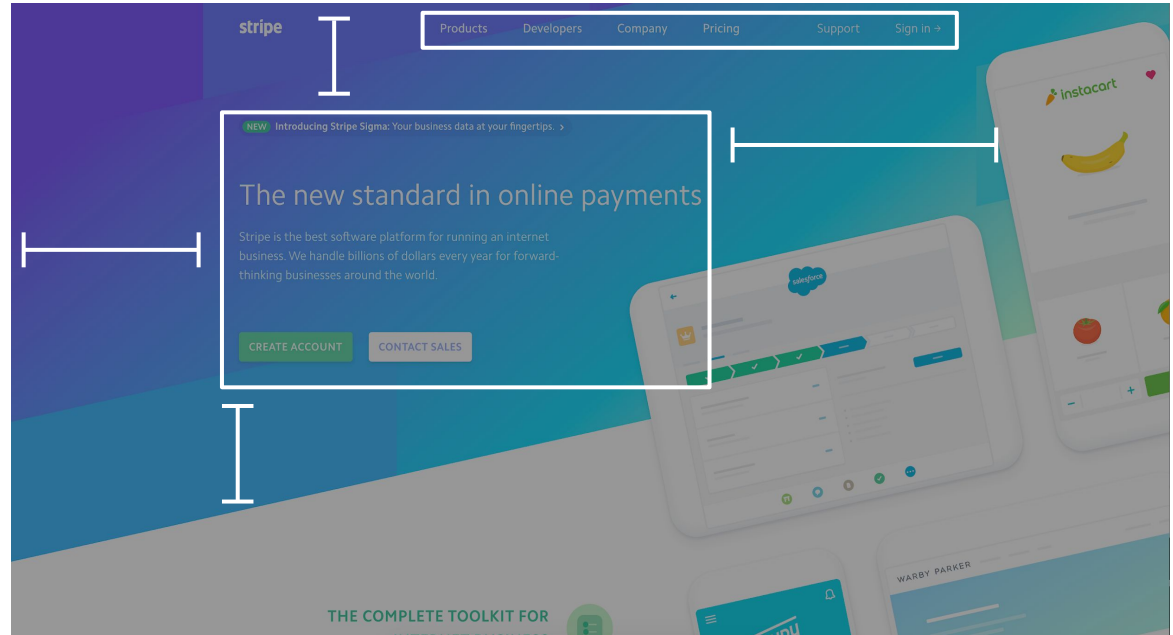
Macro- & micro-level spacing

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

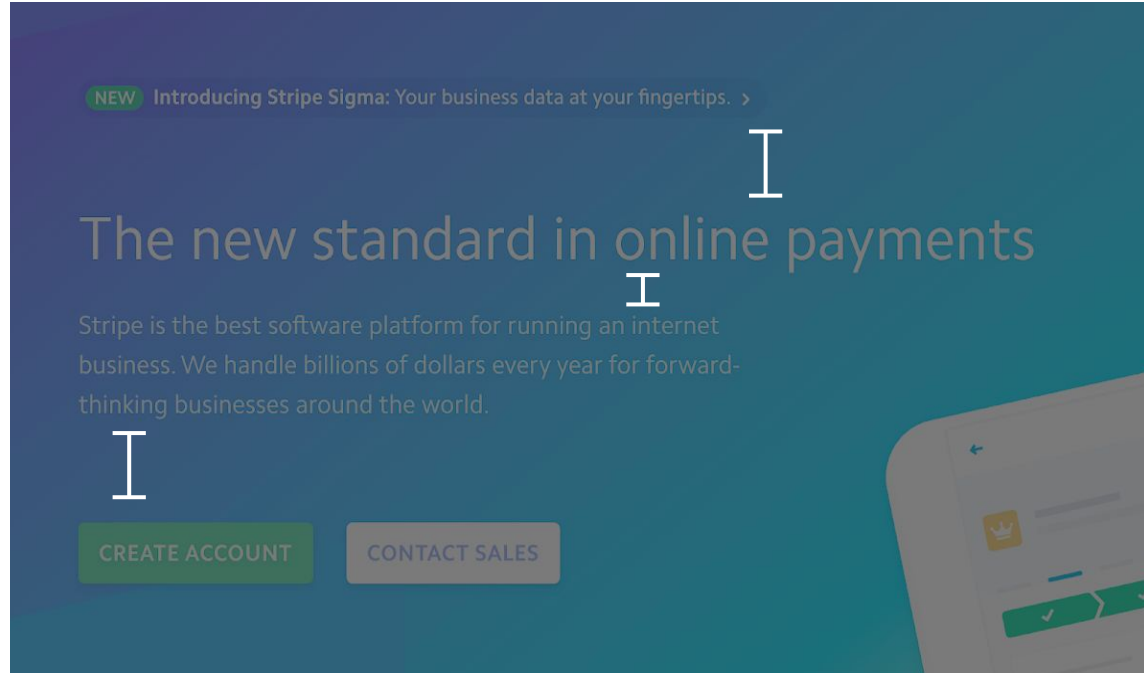
Macro-level spacing

Page sections use
background colors and
whitespace to
create separation



Micro-level spacing

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

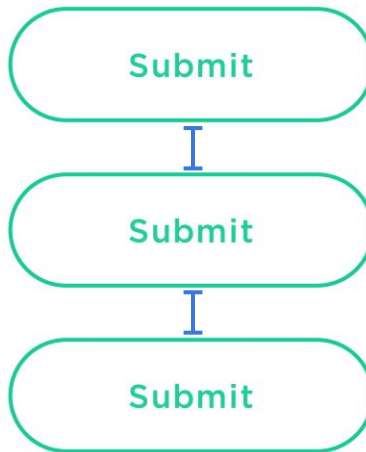


Padding & margin



Padding

Spacing within the border of an element



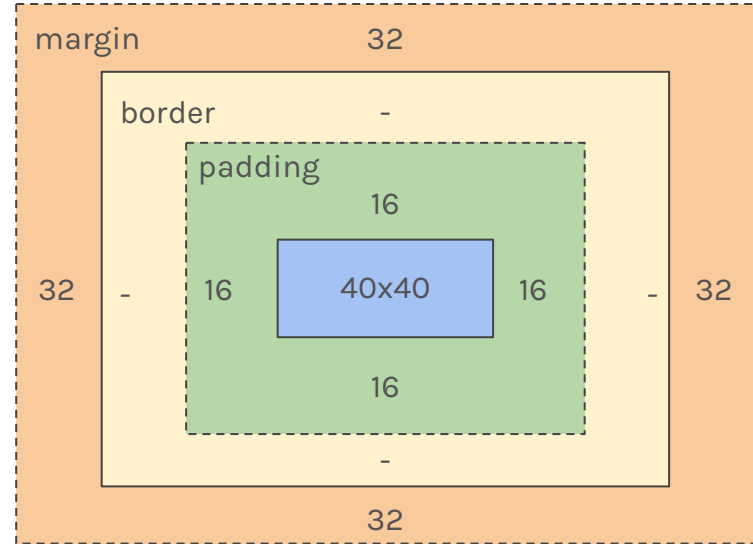
Margin

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

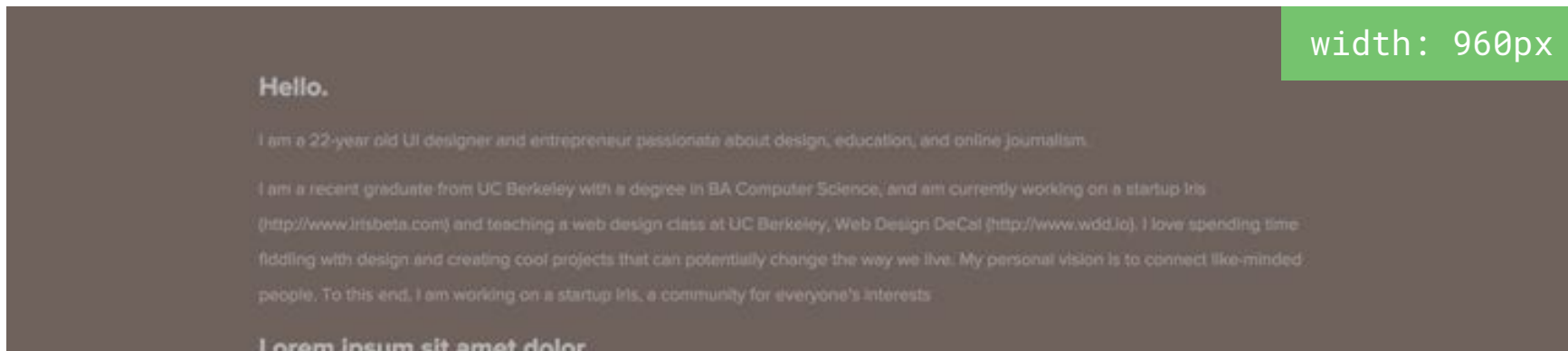
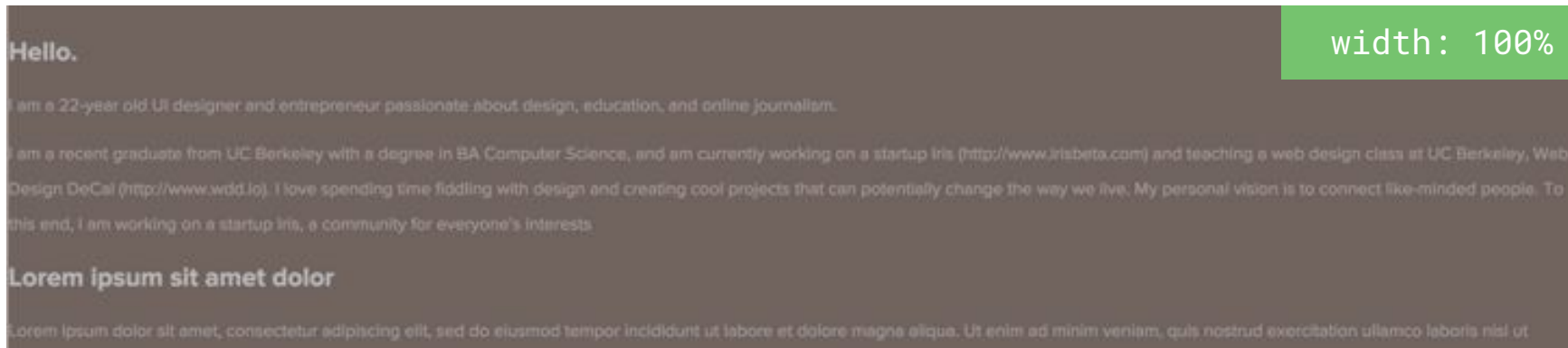


"I realized that individual freedom, when it's not connected to some sort of community, or friends, or the world outside, ends up feeling pretty meaningless."
—Bruce Springsteen, 1988

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



Compare different line widths

Web Design DeCal Spring 2019

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

Account Administration ([Calnet](#)) or ([Alternative Login](#))

[General Course Information \(Hilfinger\)](#)

[About the Staff](#)

[Lecture Notes](#)

[Piazza Newsgroup](#)

[Java Library Documentation](#) (also: [no frames](#))

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

[Data Structures \(Into Java\)](#)

[List of instructional login servers](#)

[Some project style guidelines](#)

[Berkeley Programming Contests](#)

[Verbose Collaboration Policy](#)

[Discussion materials](#)

[Labs and Homework](#)

[Frequently Asked Questions](#)

[Emacs Quick Guide](#)

[A Java Reference](#)

[UCB Package Documentation](#)

Some [data-structure visualizations](#) and a [Wikibook](#)

[A collection of bad Java practices](#)

[Downloading Java.](#)

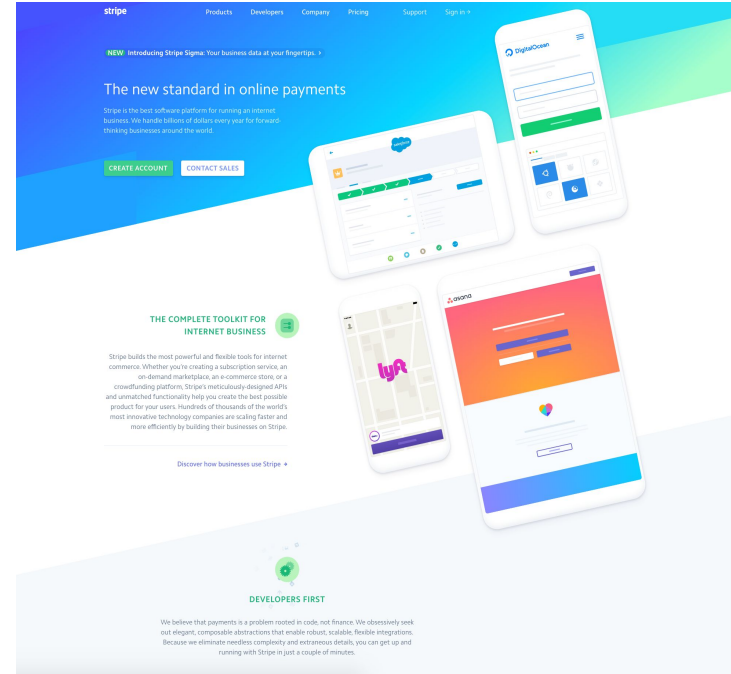
Avoid the barren!

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

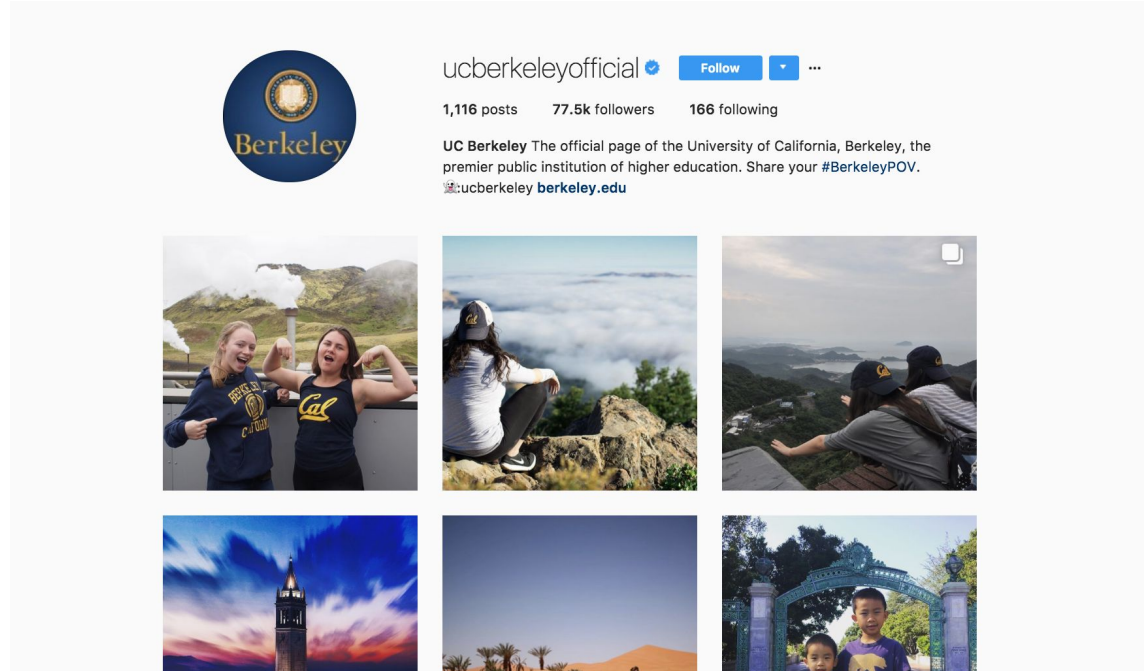


Symmetry and asymmetry

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



Importance of Spacing

Macro- & Micro-Level Spacing

Spacing Demo



Let's Practice!



Questions?