

ARCH A4988

# Coding for Spatial Practices

Visual Information Design

# Learning Objectives

# Learning Objectives

1. Visual Information Design
2. Seven Tools for Visually Conveying Importance
3. Implementing Information Design
4. Information Foraging Theory

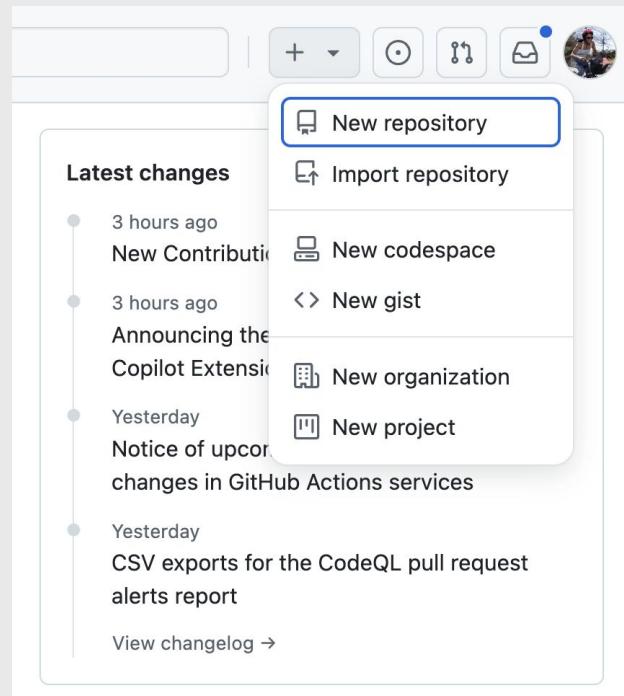
# Agenda

1. Review
2. Lecture: Visual Information Design

# Review – GitHub Basics

# GitHub – Create Repository

1. Open [github.com](https://github.com)
2. Create a new repository



# GitHub – Open with GitHub Desktop

celestelayne / didactic-eureka

Unwatch 1 Star 0 Fork 0

Code Issues Pull requests Actions Projects Wiki Security Insights Settings

main 1 branch 0 tags

celestelayne Initial commit

README.md Initial commit

README.md

didactic-eureka

testing the github desktop

Clone HTTPS SSH GitHub CLI  
git@github.com:celestelayne/didact:  
Use a password-protected SSH key.

Open with GitHub Desktop

About testing the github desktop

Readme

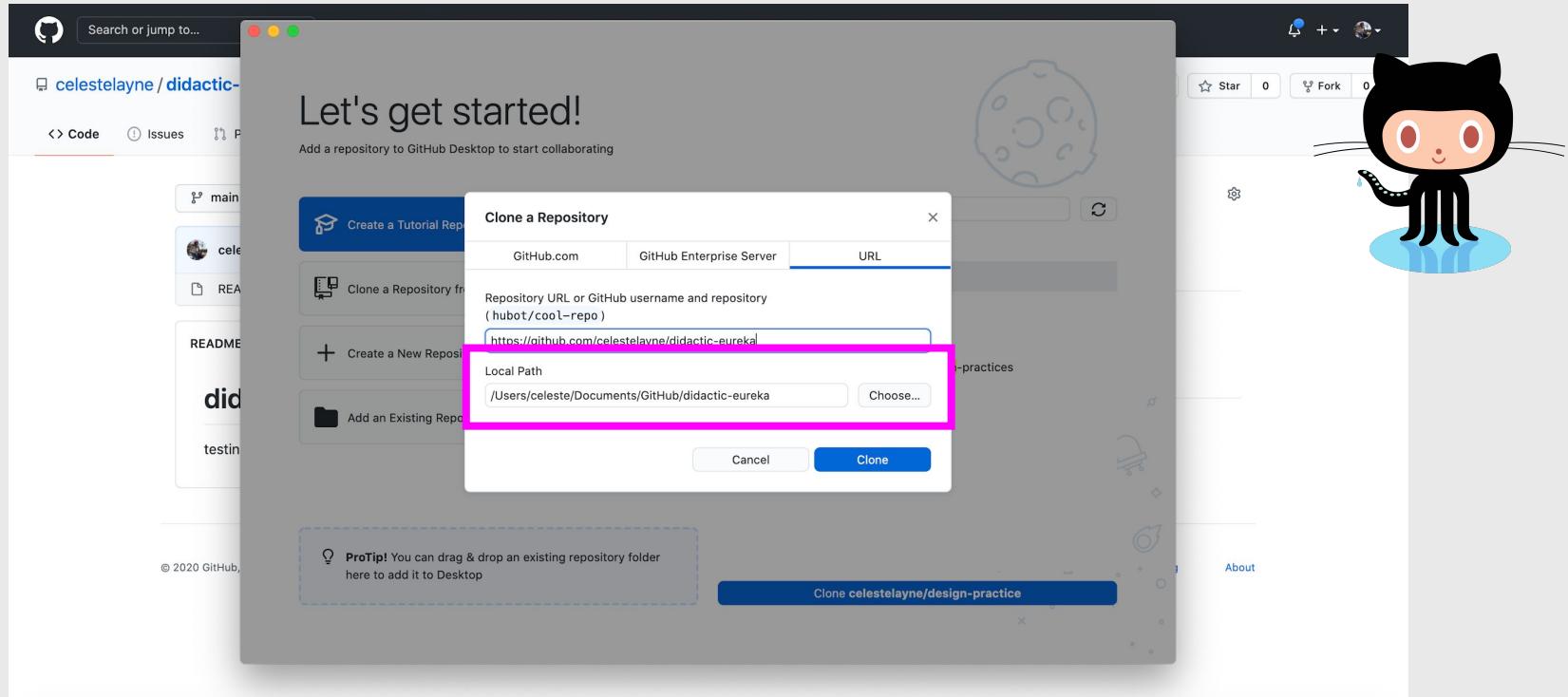
Releases No releases published Create a new release

Packages No packages published Publish your first package

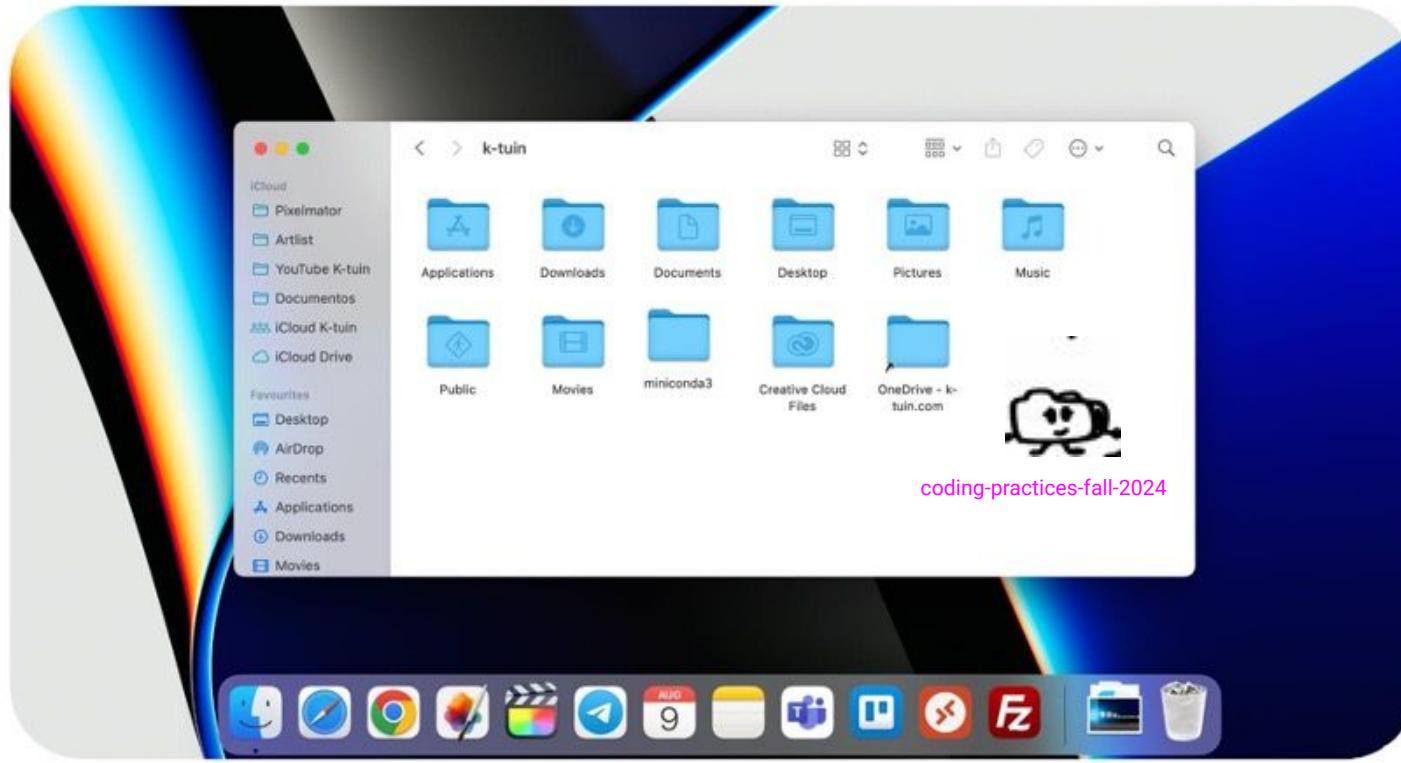


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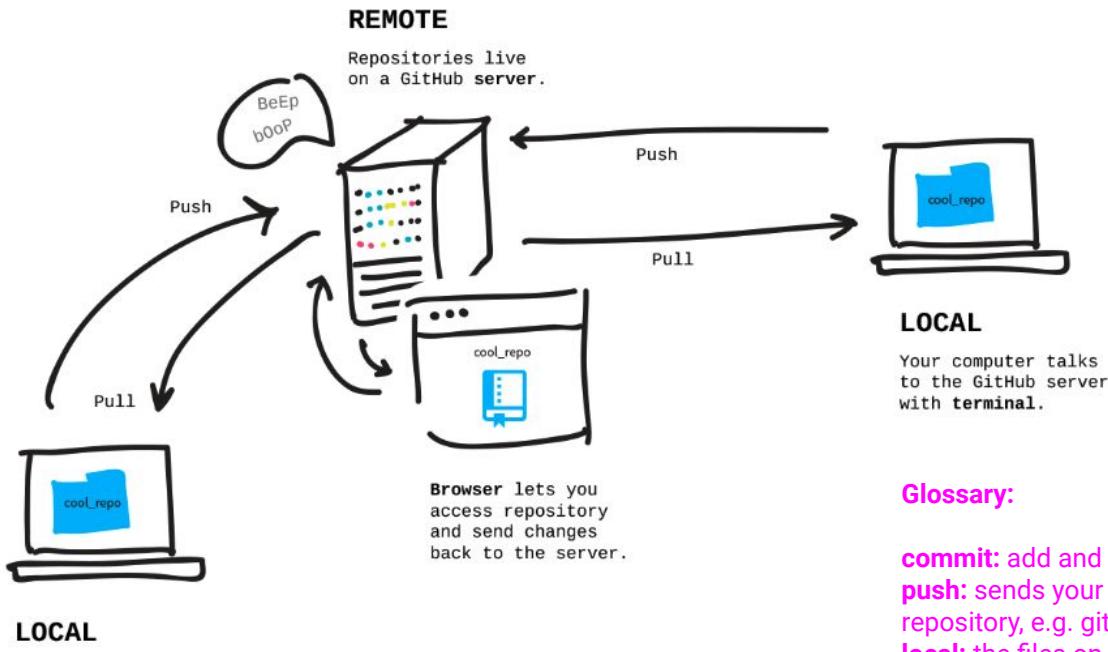
# GitHub – Choose where your repo will live



# GitHub – This is where your repository lives



# GitHub – Commit and Push



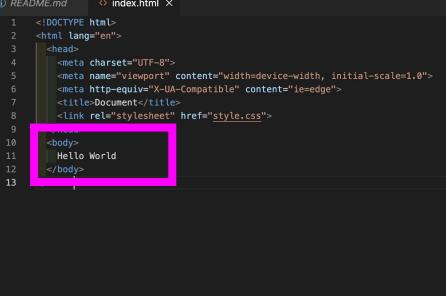
## Glossary:

**commit:** add and save changes to the local repository  
**push:** sends your committed changes to a remote repository, e.g. [github.com](https://github.com)  
**local:** the files on your laptop  
**remote:** a copy of your files hosted on GitHub's server

# GitHub – From Your Local Laptop to Remote Web



# VS Code



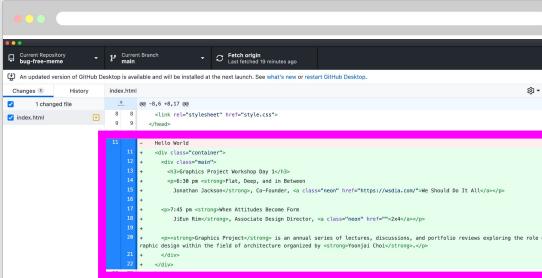
```
index.html -- bug-free-meme

① README.md  ◊ index.html ×

1  <!DOCTYPE html>
2  <html lang="en">
3  <head>
4      <meta charset="UTF-8">
5      <meta name="viewport" content="width=device-width, initial-scale=1.0">
6      <meta http-equiv="X-UA-Compatible" content="ie=edge">
7      <title>Document</title>
8      <link rel="stylesheet" href="style.css">
9
10 <body>
11     Hello World
12 </body>
13 }
```

## 1. Write your code in the code editor

# GitHub Desktop



```
Changes 1 changed file History index.html
  1 <html>
  2   <head>
  3     <title>Hello World</title>
  4     <link rel="stylesheet" href="style.css">
  5   </head>
  6   <body>
  7     <h1>Hello World</h1>
  8     <p>A simple web page containing:</p>
  9     <ul>
 10       <li>edit class="list-item"><a href="#">Edit</a></li>
 11       <li>edit class="list-item"><a href="#">View</a></li>
 12       <li>edit class="list-item"><a href="#">Delete</a></li>
 13     </ul>
 14     <p>cto graphics Project is a Deep, and In Depth<br/>series of lectures, discussions, and portfolio reviews exploring the role of<br/>graphic design within the field of architecture organized by <a href="https://wodla.com">Wodla</a>.</p>
 15     <p>Jonathan Jackson</a>, Co-Founder<br/>Jesse Klim</a>, Associate Design Director, <a href="#">View</a></p>
 16   </body>
 17 </html>
```

Update index.html

Description

Rerun

Commit to master

## 2. See your changes and send to the cloud

[Github.com](https://github.com)

The screenshot shows a GitHub repository page for the user 'celestelayne' with the repository name 'bug-free-meme'. The repository has 0 stars and 0 forks. The code tab is selected, showing a commit history:

- README.md: Initial commit, last week
- index.html: deleted additional text, last week

The README.md file contains the text "bug-free-meme". On the right side of the page, there are sections for 'About' (No description, website, or topics provided), 'Readme' (0 stars, 1 watching), and 'Releases' (No releases published, Create a new release). At the bottom, there are sections for 'Packages' (No packages published, Publish your first package) and 'Environments' (1 environment, Active).

## 3. Verify code changes. Check web link.

# Lecture: Visual Information Design

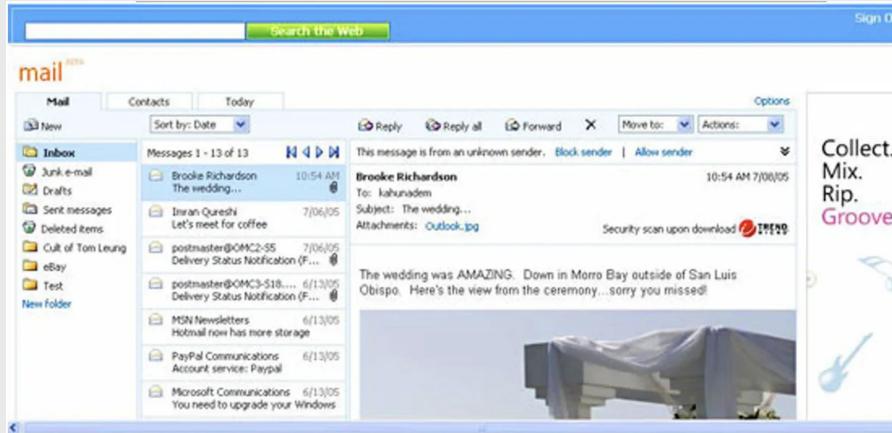
# Help Users Accomplish a Goal

The main feature of many websites is to display information in a way that helps users accomplish a goal.

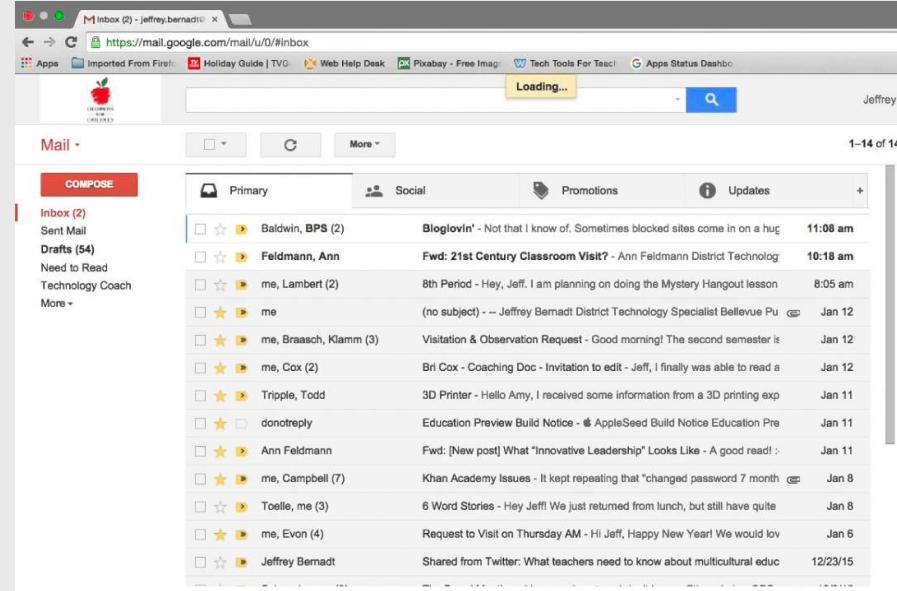
The first thing you need to ask yourself: **What things are the most important?**

Information should be prioritized based on its importance to the user.

# Help Users Accomplish a Goal



Hotmail, 2005

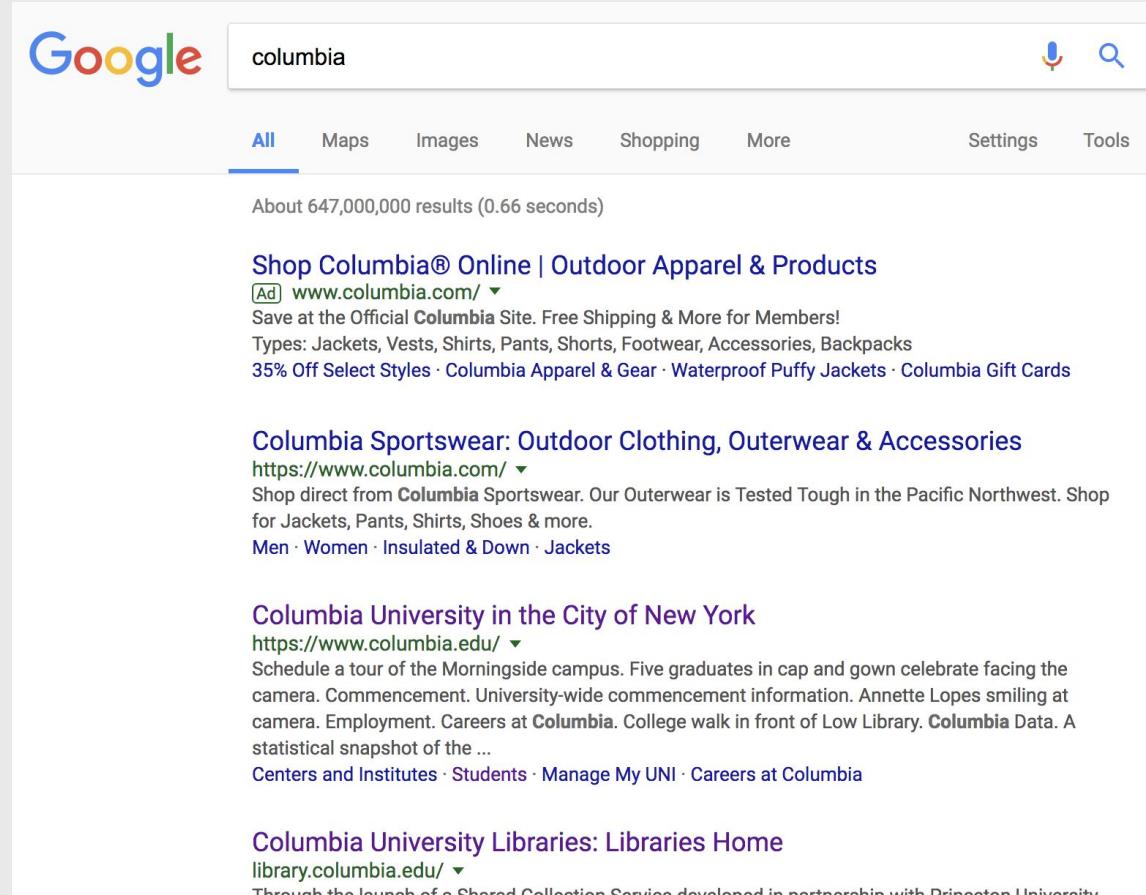


GMail, 2004

# What is the users' main goal?

What information is displayed to help them achieve it?

Ignore the interaction and focus on the information being displayed.



A screenshot of a Google search results page. The search query "columbia" is entered in the search bar. The results are filtered under the "All" tab, showing approximately 647,000,000 results found in 0.66 seconds. The first result is an advertisement for Columbia Sportswear, followed by links to Columbia's website, Columbia University, and Columbia University Libraries.

Google

columbia

All Maps Images News Shopping More Settings Tools

About 647,000,000 results (0.66 seconds)

**Shop Columbia® Online | Outdoor Apparel & Products**  
Ad [www.columbia.com/](https://www.columbia.com/)  
Save at the Official Columbia Site. Free Shipping & More for Members!  
Types: Jackets, Vests, Shirts, Pants, Shorts, Footwear, Accessories, Backpacks  
35% Off Select Styles · Columbia Apparel & Gear · Waterproof Puffy Jackets · Columbia Gift Cards

**Columbia Sportswear: Outdoor Clothing, Outerwear & Accessories**  
<https://www.columbia.com/>  
Shop direct from Columbia Sportswear. Our Outerwear is Tested Tough in the Pacific Northwest. Shop for Jackets, Pants, Shirts, Shoes & more.  
Men · Women · Insulated & Down · Jackets

**Columbia University in the City of New York**  
<https://www.columbia.edu/>  
Schedule a tour of the Morningside campus. Five graduates in cap and gown celebrate facing the camera. Commencement. University-wide commencement information. Annette Lopes smiling at camera. Employment. Careers at Columbia. College walk in front of Low Library. Columbia Data. A statistical snapshot of the ...  
Centers and Institutes · Students · Manage My UNI · Careers at Columbia

**Columbia University Libraries: Libraries Home**  
[library.columbia.edu/](http://library.columbia.edu/)  
Through the launch of a Shared Collection Service developed in partnership with Princeton University

# What is the users' main goal?

What information is displayed to help them achieve it?

Ignore the interaction and focus on the information being displayed.

The screenshot shows a search results page for the query "columbia". The results are displayed in a dark-themed interface. The first result is an ad from rei.com for Columbia - Top-Quality Gear & Apparel, which links to https://www.columbia.com. The second result is a link to https://www.britannica.com/place/Colombia, titled "Colombia | History, Map, Flag, Capital, Population, Currency, & Facts". The Britannica result includes a snippet about Colombia's geography and history, mentioning its coastlines and border with Panama.

columbia

All regions ▾ Safe search: moderate ▾ Any time ▾

rei.com Report Ad

Columbia - Top-Quality Gear & Apparel AD

Quality Gear & Top Brands. Sharing Our Passion For The Outdoors Since 1938. Shop Now! Get Outside & Play with Quality Outdoor Gear. 100% Satisfaction Guaranteed at REI!

https://www.columbia.com

Outdoor Clothing, Outerwear & Accessories | Columbia Sportswear

Columbia makes innovative clothing & footwear for hiking, fishing, camping, trail running, and all your outdoor adventures. Free shipping for members.

My Account

My Account - Outdoor Clothing, Outerwear & Accessories | Columbia...

Men

Shop Columbia online for rugged & durable men's outdoor clothing. Made...

Women

Women - Outdoor Clothing, Outerwear & Accessories | Columbia Sportswear

Kids

Kids - Outdoor Clothing, Outerwear & Accessories | Columbia Sportswear

Footwear

Columbia reserves the right to change or cancel this offer at any time. Void if...

Activity

Activity - Outdoor Clothing, Outerwear & Accessories | Columbia Sportswear

https://www.britannica.com/place/Colombia

Colombia | History, Map, Flag, Capital, Population, Currency, & Facts

6 days ago · coffee plantation. Colombia, officially Republic of Colombia, Spanish República de Colombia, country of northwestern South America. Its 1,000 miles (1,600 km) of coast to the north are bathed by the waters of the Caribbean Sea, and its 800 miles (1,300 km) of coast to the west are washed by the Pacific Ocean. The country is bordered by Panama ...

**Columbia Sportswear Company**  
columbia.com

The Columbia Sportswear Company is a global manufacturer of outdoor apparel, footwear, and accessories. Founded in 1938, the company is based in Columbia, South Carolina. It is known for its iconic orange logo and its commitment to outdoor exploration. The company's products are sold in over 100 countries and are used by athletes and outdoor enthusiasts around the world.

Type Public  
Traded as NASDAQ  
1000 Industry Apparel

Scranton

Apple Maps

1. Columbia Sportswear Company

1 American Dream Way, East Rutherford, NJ 07073

Open · Closes at 9 PM

# What is the users' main goal?

What information is displayed to help them achieve it?

Ignore the interaction and focus on the information being displayed.

The screenshot shows the Amazon homepage with a search bar at the top. Below the search bar, there are navigation links for Departments, Books, Advanced Search, New Releases, Amazon Charts, Best Sellers & More, The New York Times® Best Sellers, Children's Books, Textbooks, and more. On the left side, there are sidebar links for Popular in Books (Award Winners, Bargain Books, Best Books of the Month, Best Books of 2017, Books in Spanish, Children's Books, Deals in Books, Top 20 Lists in Books), More in Books (100 Books to Read in a Lifetime, Amazon Book Review Blog, Amazon Books on Facebook, Amazon Books on Twitter, Amazon First Reads), Amazon Kindle (Kindle eBooks, Kindle Deals, Kindle Unlimited, Prime Reading, Spanish Kindle eBooks), and Textbooks (Textbooks Store, Textbook Rentals, Sell Us Your Books, Kindle eTextbooks). The main content area displays three book covers: "The Craft of Research" by Wayne C. Booth, Gregory G. Colomb, and Joseph M. Williams (3rd edition); "A Manual for Writers of Research Papers, Theses, and Dissertations" by Kate L. Turabian (7th edition); and "Academic Writing for Graduate Students" by John M. Swales and Christine B. Fpeak (3rd edition). Each book entry includes the title, author(s), edition, price (\$25.65), and a "prime" badge.

## More from the Amazon Book Editors



# What is the users' main goal?

What information is displayed to help them achieve it?

Ignore the interaction and focus on the information being displayed.

The screenshot shows the Craigslist homepage with several sections:

- post to classifieds**: my account, search craigslist, search input field.
- event calendar**: a grid of dates from 15 to 28 of an unspecified month.
- community**: activities, artists, childcare, classes, events, general, groups; local news, lost+found, musicians, pets, politics, rideshare, volunteers.
- housing**: apts / housing, housing swap, housing wanted, office / commercial, parking / storage, real estate for sale, rooms / shared, rooms wanted, sublets / temporary, vacation rentals.
- jobs**: accounting+finance, admin / office, arch / engineering, art / media / design, biotech / science, business / mgmt, customer service, education, food / bev / hosp, general labor, government, human resources, internet engineers, legal / paralegal, manufacturing, marketing / pr / ad, medical / health, nonprofit sector, real estate, retail / wholesale, sales / biz dev, salon / spa / fitness, security, skilled trade / craft, software / qa / dba, systems / network, technical support, transport, tv / film / video, web / info design, writing / editing, IETCI.
- personals**: strictly platonic, women seek women, women seeking men, men seeking women, men seeking men, misc romance, casual encounters, missed connections, rants and raves.
- for sale**: antiques, free, appliances, furniture, arts+crafts, garage sale, atv/utv/sno, general, auto parts, heavy equip, baby+kid, household, barter, jewelry, beauty+hlth, materials, bikes, motorcycles, boats, music instr, books, photo+video, business, rvs+camp, cars+trucks, cds/dvd/vhs, cell phones, sporting, comp, linux, romance, crafts, m4m, science, diet, manners, spirit, divorce, marriage, sports, dying, media, tax.
- discussion forums**: apple, help, photo, arts, history, p.o.c., atheist, housing, politics, autos, jobs, psych, beauty, jokes, queer, bikes, kink, recover, celebs, legal, religion, comp, linux, romance, crafts, m4m, science, diet, manners, spirit, divorce, marriage, sports, dying, media, tax.

# What is the users' main goal?

What information is displayed to help them achieve it?

Ignore the interaction and focus on the information being displayed.

OfferUp eames chair For Sale New York: 30 miles + Shipping

Find a Job Electronics & Media Home & Garden Clothing, Shoes, & Accessories Baby & Kids Vehicles Toys, Games, & Hobbies

Home

All Categories Electronics & Media Home & Garden Clothing, Shoes, & Accessories Baby & Kids Vehicles Toys, Games, & Hobbies + Show more

Filters Price range Min to Max Go

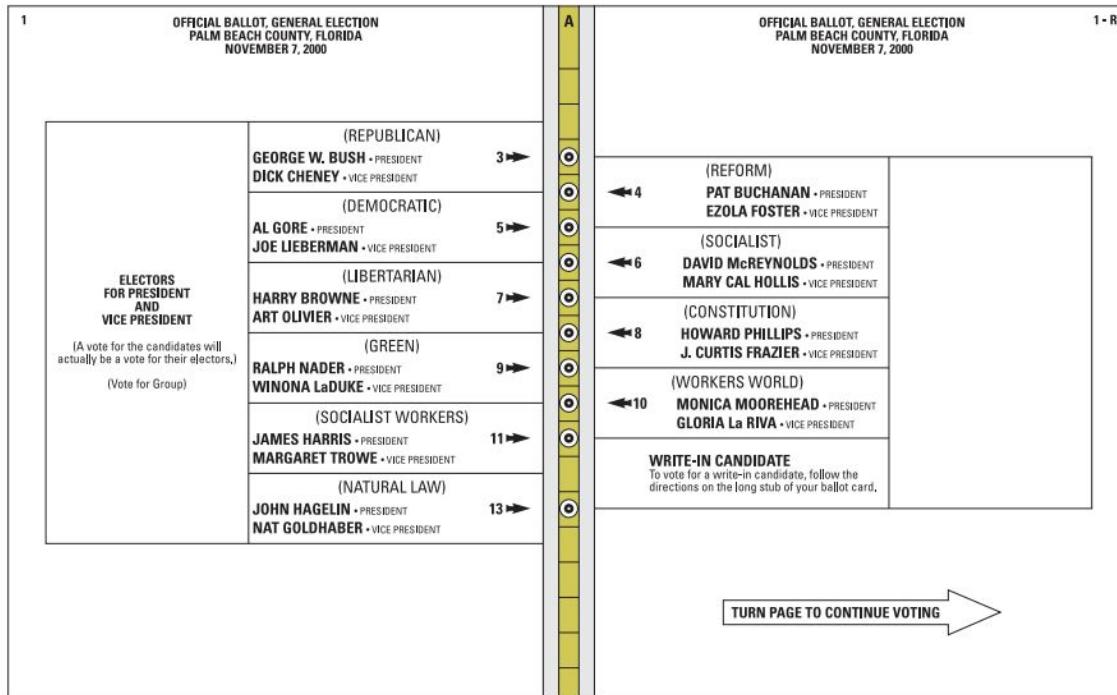
Condition New Unused, sealed box, undamaged Open box Unused, undamaged Reconditioned Restored by seller or a third party Used Works perfectly, may show signs of wear For parts Other See item details

## eames chair

Image	Title	Price	Location
	2 Herman Miller Eame...	\$600	New York, NY
	Eames Style Chairs 2 ...	\$50	New York, NY
	SALE! 🔥 40 TO 50% ...	\$999	Alhambra, CA
	Replica Eames Chair +...	\$250	Brooklyn, NY
	2 Herman Miller Eame...	\$1,250	Belleview, NJ
	Original Herman Mille...	\$950	Newark, NJ
	LIKE NEW! 🔥 100% ...	\$1,350	Alhambra, CA
	SET OF 4 WIRE CHAI...	\$900	New York, NY

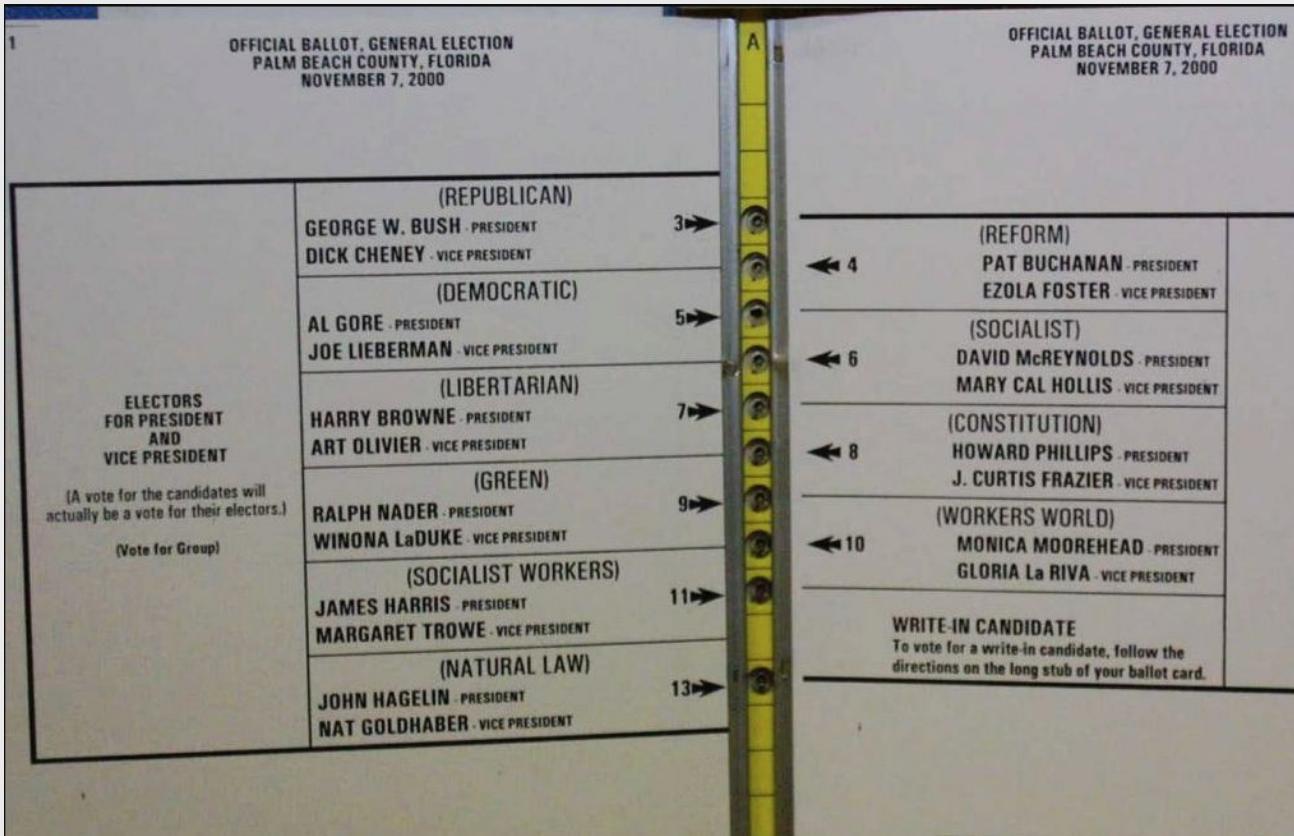
# Case Studies

# Palm Beach County “Butterfly Ballot” (2020)



“...they thought they voted for Al Gore, but may have ended up voting for Pat Buchanan instead.”

# Palm Beach County “Butterfly Ballot” (2020)



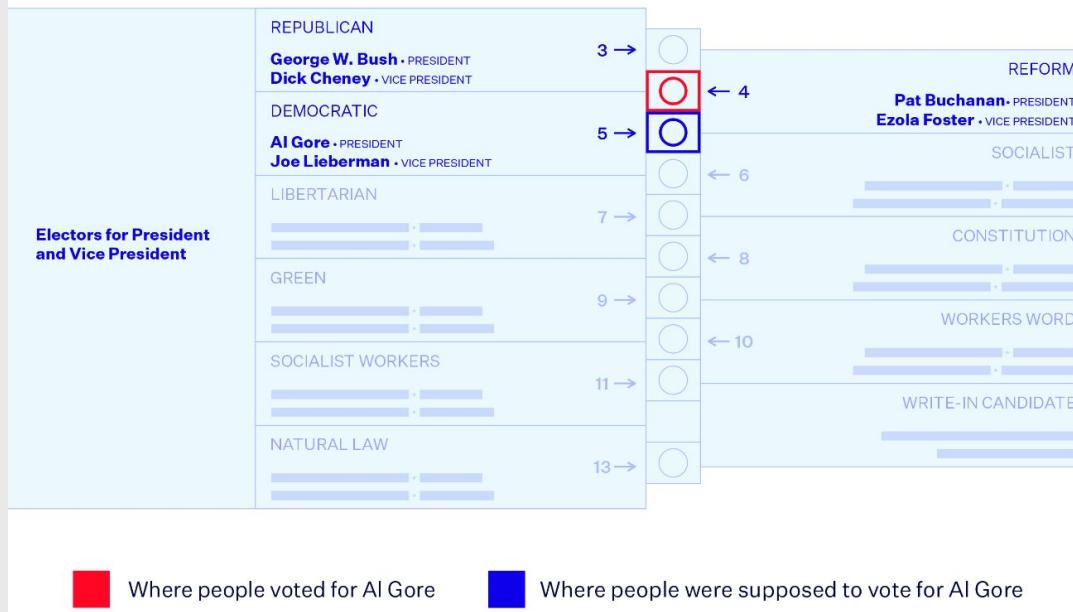
If people don't understand it, they'll tell us?

The arrows are obvious.  
All you have to do is follow  
the arrows. How could  
that possibly be hard?

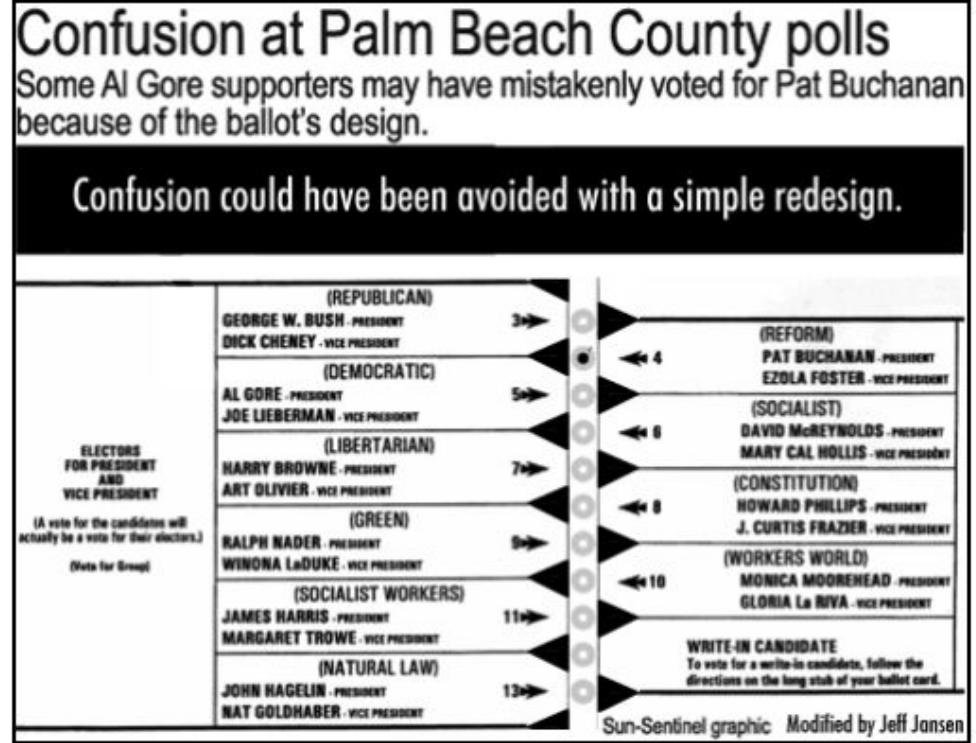
If people don't read  
directions, it's their own  
fault?

# Palm Beach County “Butterfly Ballot” (2020)

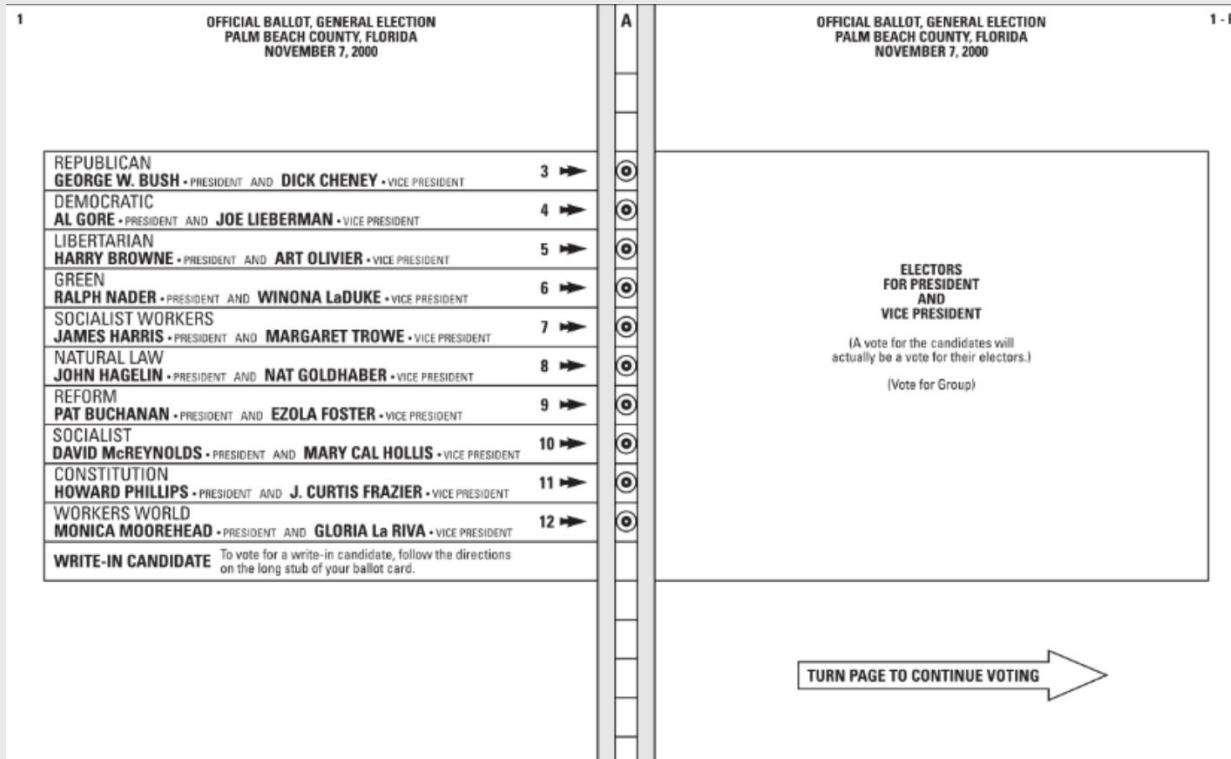
## Palm Beach County “Butterfly Ballot” in 2000 Election



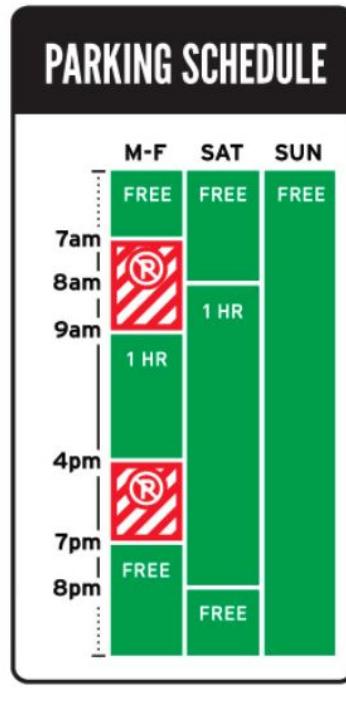
# Palm Beach County “Butterfly Ballot” (2020)



# Palm Beach County “Butterfly Ballot” (2020)



# To Park or Not to Park? Nikki Sylianteng (2014)



# To Park or Not to Park? Nikki Sylianteng (2014)

## Parking Sign Generator

Fix a parking sign in your neighborhood

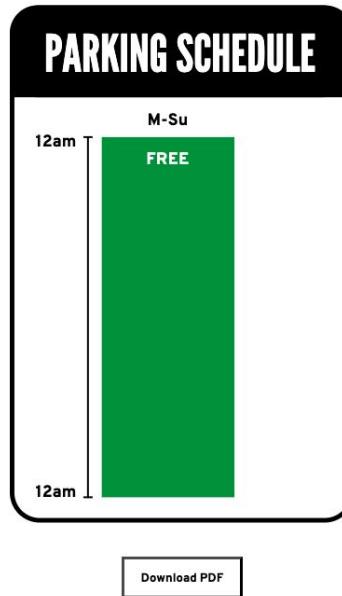
Step 1: Pick color

- 1 HOURS
- FREE PARKING
- NO PARKING

Step 2: Click and drag

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
0:00							
1:00							
2:00							
3:00							
4:00							
5:00							
6:00							
7:00							
8:00							
9:00							
10:00							
11:00							
12:00							
1:00							
2:00							
3:00							
4:00							
5:00							
6:00							
7:00							
8:00							

Step 3: Review and download sign



## Parking Sign Hotline

Can you park there?

Text us at (718) 913-8874

**How should we design  
information to suit the needs  
and abilities of users?**

## Undifferentiated Text

You are cordially invited to Robert and Alexandra's delectable after dinner party. Wine and nibbles will be served. When: February 20<sup>th</sup>, 2019 at 9:30PM. Where: The pad. Holla if you need directions. Kindly let us know if you will be attending by February 1<sup>st</sup>.

## Step 01. Group related information into chunks

You are cordially invited to Robert and Alexandra's delectable after dinner party. Wine and nibbles will be served. When: February 20<sup>th</sup>, 2018 at 9:30PM. Where: The pad. Holla if you need directions. Kindly let us know if you will be attending by February 1<sup>st</sup>.

You are cordially invited to Robert and Alexandra's delectable after dinner party.

Wine and nibbles will be served.

When: February 20<sup>th</sup>, 2019 at 9:30pm.  
Where: The pad. Holla if you directions.

Kindly let us know if you will be attending by February 1<sup>st</sup>.

## Step 02. Decide what is important to emphasize

You are cordially invited to  
Robert and Alexandra's delectable after  
dinner party.

Wine and nibbles will be served.

When: February 20<sup>th</sup>, 2019 at 9:30pm.

Where: The pad. Holla if you directions.

Kindly let us know if you will be  
attending by February 1<sup>st</sup>.

You are cordially invited to  
**Robert and Alexandra's**  
**delectable after dinner party.**

## Step 03. Consolidate into three groups

You are cordially invited to  
Robert and Alexandra's delectable after  
dinner party.

Wine and nibbles will be served.

When: February 20<sup>th</sup>, 2019 at 9:30pm.

Where: The pad. Holla if you directions.

Kindly let us know if you will be  
attending by February 1<sup>st</sup>.

You are cordially invited to  
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Wine and nibbles will be served.

When: **February 20<sup>th</sup>, 2019 at 9:30PM.**  
Where: **The pad.** Holla if you need directions.

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Where: **The pad.** Holla if you need directions.

Kindly let us know if you will be attending  
by **February 1<sup>st</sup>**.

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When: **February 20<sup>th</sup>, 2019 at 9:30pm.**

Where: **The pad.** Holla if you need directions.

Kindly let us know if you will be attending  
by **February 1<sup>st</sup>.**

## Step 03. Consolidate into three groups

You are cordially invited to

### **Robert and Alexandra's delectable after dinner party.**

Wine and nibbles will be served.

When: **February 20<sup>th</sup>, 2019 at 9:30pm.**

Where: **The pad.** Holla if you need directions.

Kindly let us know if you will be attending  
by **February 1<sup>st</sup>.**

# Use the “Blur Test” to verify Hierarchy of Information

Robert and Alexandra's  
delectable after dinner party.

1

Wine and nibbles will be served.

2

When: February 20<sup>th</sup>, 2018 at 9:30pm.

Where: the pad. If you need directions, ping us.

3

Kindly let us know if you will be attending  
by Friday, February 16<sup>th</sup>.

# Users cannot focus on everything at once

You are cordially invited to Robert and Alexandra's delectable after dinner party. Wine and nibbles will be served. When: February 20<sup>th</sup>, 2018 at 9:30pm. Where: the pad. If you need directions, ping us. Kindly let us know if you will be attending by February 1<sup>st</sup>.

You are cordially invited to

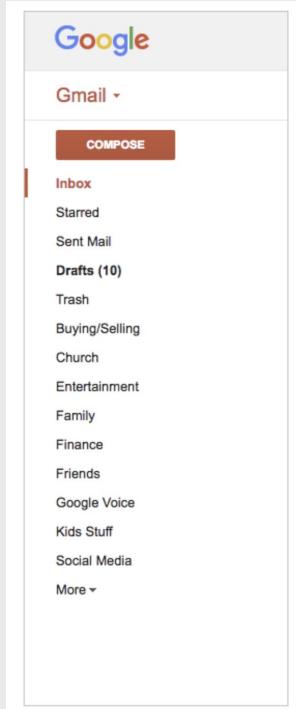
**1**  
Robert and Alexandra's  
delectable after dinner party.

Wine and nibbles will be served.

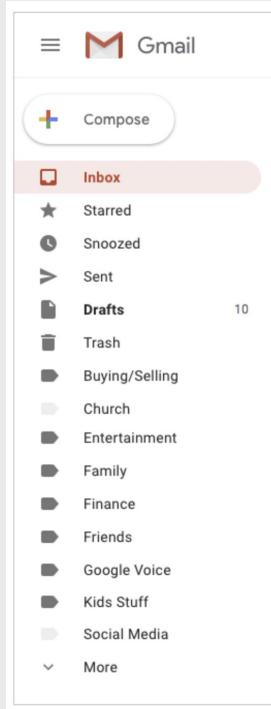
When: February 20<sup>th</sup>, 2018 at 9:30pm.  
Where: the pad. If you need directions, ping us.

**2**  
Kindly let us know if you will be attending  
by February 1<sup>st</sup>.

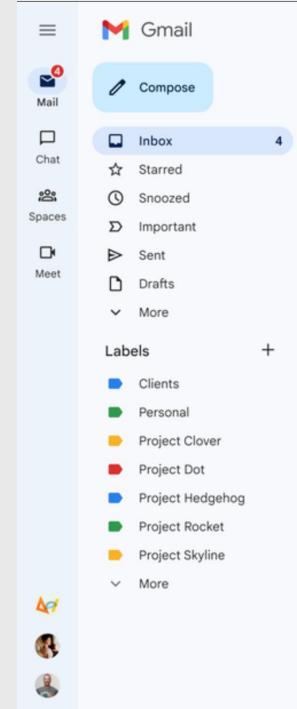
# Teardown – Google Mail



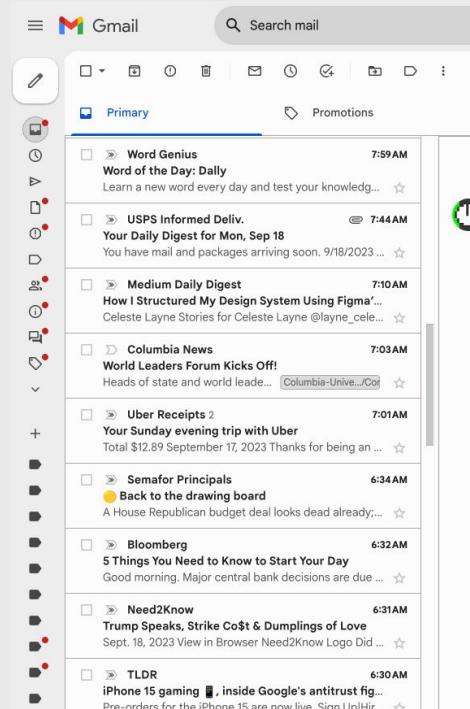
2005



2018



2022

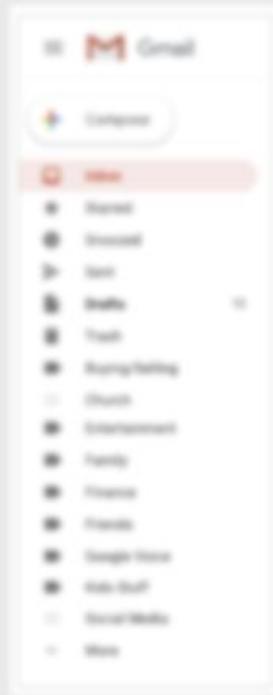


Current

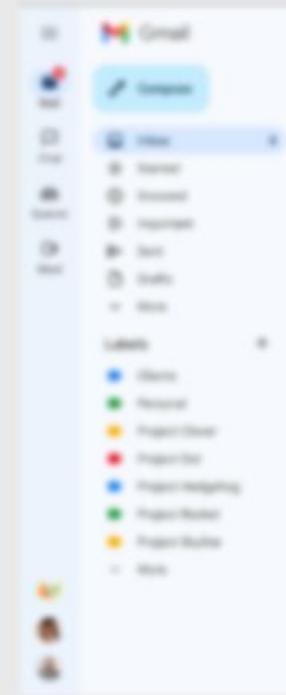
# Teardown – Google Mail – Blur Test



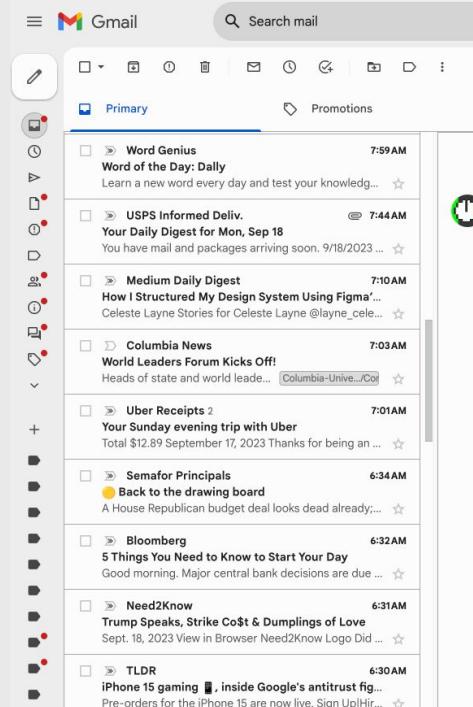
2005



2018

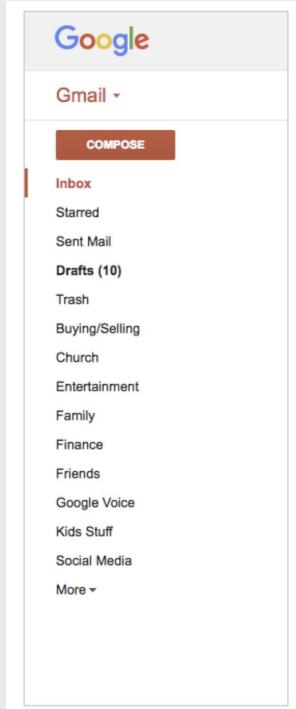


2022

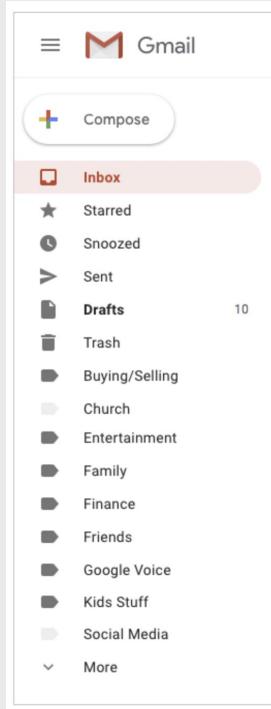


Current

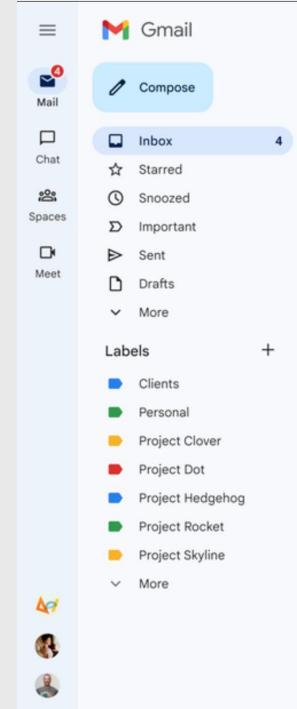
# Teardown – Google Mail – Poor Color Use



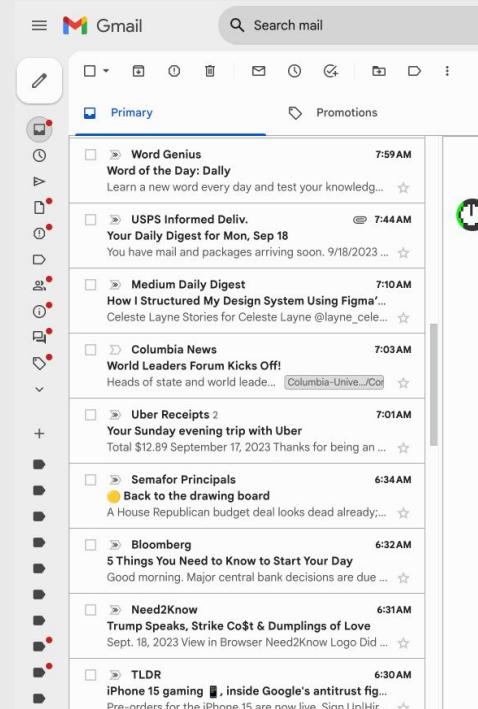
2005



2018

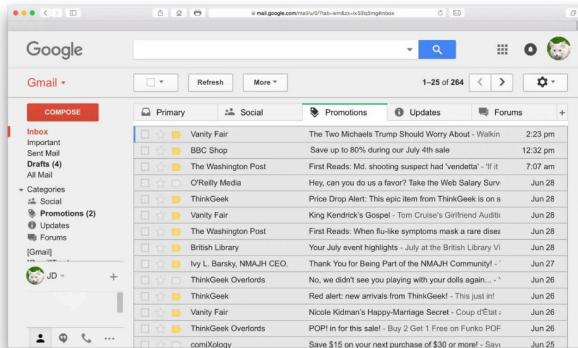
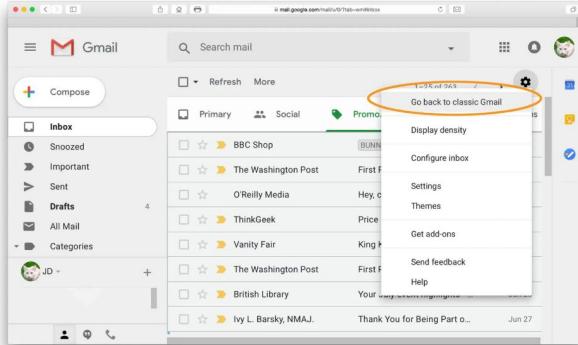


2022



Current

# Teardown – Google Mail



The New York Times

**TECH TIP**

## How to Go Back to the Old Gmail

Google's overhaul for the web may not be everyone's cup of tea, but you can return to the previous version for a while longer.

Share full article ▾

By J.D. Biersdorfer

July 13, 2018

In the new version of Gmail, top, click the gear icon to get to the option to return to the old version, bottom.  
The New York Times

TECH / GOOGLE

## How to quickly get the old Gmail look back /

Revert while you still can

By Sheena Vasani, a writer covering commerce, e-readers, and tech news. She previously wrote about everything from web development to AI at Inside.

Aug 22, 2022, 12:31 PM EDT | 0 Comments / 0 New



# **Seven Tools for Visually Conveying Importance**

# Conceptual Grouping

You are cordially invited to Robert and Alexandra's delectable after dinner party. Wine and nibbles will be served. When: February 20<sup>th</sup>, 2018 at 9:30pm. Where: the pad. If you need directions, ping us. Kindly let us know if you will be attending by February 3<sup>rd</sup>.

You are cordially invited to Robert and Alexandra's delectable after dinner party.

Wine and nibbles will be served.

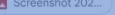
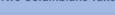
When: February 20<sup>th</sup>, 2018 at 9:30pm.

Where: the pad. If you need directions, ping us.

Kindly let us know if you will be attending by February 3<sup>rd</sup>.

# Conceptual Grouping

The screenshot shows a Gmail inbox with 4,365 messages. The left sidebar includes links for Mail, Chat, Spaces, and Meet. The inbox lists messages from GSAPP Communications, Danielle S. Smoller, Columbia News, CU Email Digest, Biying, me 2, REGRADE, Alexandria Farinas, Columbia News, Junior Benjamin, Danielle S. Smoller, CU Email Digest, Rena, me 2, Biying, me, Biying 3, CU Well-Being [Work], Gerald Lewis, Columbia News, CU Email Digest, Adam Vosburgh, EVP Facilities & Op., and Darwin Eng. The messages are grouped by subject and sender, demonstrating how AI can categorize emails based on their content.

Sender	Subject	Date
GSAPP Communications	GSAPP News & Events: September 18 - 22 - Tonight at 6:30, [**AFFIRMATIONS**](https://www.arch.columbia.edu/events/3098-affirmation-2...)	12:46 PM
Danielle S. Smoller	AI Usage @ GSAPP - Dear GSAPP Fall Faculty, GSAPP has always championed the constructive use of emerging technologies and tools to pu...	11:10 AM
Columbia News	World Leaders Forum Kicks Off! - Heads of state and world leaders are coming to Low Library to discuss security in Eastern Europe, climate ...	7:03 AM
CU Email Digest - D.	Spam and Low Priority Email Digest: 1 New Message - Spam and Low Priority Email Digest: 1 New Message For Celeste Layne cl2754@colu...	2:24 AM
Biying, me 2	about course coding for spatial pract. - On Sat, Sep 16, 2023 at 9:11 PM Biying Li <bl3004@columbia.edu> wrote: Dear professor Just want to k...	Sep 16
		
CU Email Digest - D.	Spam and Low Priority Email Digest: 1 New Message - Spam and Low Priority Email Digest: 1 New Message For Celeste Layne cl2754@colu...	Sep 16
Alexandria Farinas	New York / Paris student interest in Coding for Spatial Practices - Hi Professor Layne, I hope the first two weeks of the semester are treating yo...	Sep 15
Columbia News	 Two Columbians Take Home Breakthrough Prizes - Plus – using drones and AI to detect landmines, and sign up for the Great Broadway ...	Sep 15
Junior Benjamin	Volunteer to become a Reading Mentor - "Books break the shackles of time – proof that humans can work magic." – Carl Sagan Dear Colleagu...	Sep 15
Danielle S. Smoller	Fwd: Health + Wellness for GSAPP Students - Dear Faculty, FYI - The email below was shared with GSAPP students yesterday. Please let us kno...	Sep 15
CU Email Digest - D.	Spam and Low Priority Email Digest: 2 New Messages - Spam and Low Priority Email Digest: 2 New Messages For Celeste Layne cl2754@c...	Sep 15
Rena, me 2	Coding for Spatial Practices - Rena. Apologies, this course is full. Celeste On Thu, Sep 14, 2023 at 6:47 PM Rena Okamoto <r02401@columbia.e...	Sep 14
Biying, me, Biying 3	About course recordings - I heard that there is a drive for all the students, I still don't have that. Could you please invite me into that? Thanks ...	Sep 14
CU Well-Being [Work]	 Friendly Competition with NYU, Fresh Produce, and More Well-Being! - View this email in your browser Columbia vs. NYU: Monday, O...	Sep 14
Gerald Lewis	Safety Resources for the Year Ahead - Dear Columbia Community Members, Welcome to the start of a new academic year! As you begin to ...	Sep 14
Columbia News	A Harlem-Based Photographer Captures New Yorkers in Their Element - Ruben Natal-San Miguel, a 9/11 survivor, amplifies the power of h...	Sep 14
CU Email Digest - D.	Spam and Low Priority Email Digest: 2 New Messages - Spam and Low Priority Email Digest: 2 New Messages For Celeste Layne cl2754@c...	Sep 14
Adam Vosburgh	Re: Important-Due 9/14: Review and request for preferred date/time - Hi all, Just heads up that this is a mistake on the architecture program si...	Sep 13
EVP Facilities & Op.	Welcome to Campus from University Facilities and Operations - Dear Members of the Columbia Community, On behalf of all of us at Unive...	Sep 13
Darwin Eng	M. Arch Curriculum Development - Dear Faculty, Please see below message from Mario Gooden: Thank you for a productive faculty meeting...	Sep 13

Menu

# Location Indicates Importance



# Location Indicates Importance



# Whitespace Indicates Importance

The screenshot shows the homepage of "The James Harden Store" on the Amazon website. The top navigation bar includes links for "Buy Again", "Browsing History", "Lydia's Amazon.com", "Today's Deals", "Gift Cards", "Whole Foods", "Registry", "Sell", and "Help". The user profile shows "Hello, Lydia" and "Account & Lists". The main banner features a large image of James Harden sitting on a bench, holding a basketball. Below the banner are four promotional sections: "New Year, New You", "Adriana Lima Store", "Zac Efron Store", and "The Celebrity Store". Each section has a corresponding image: headphones for "New Year, New You", pants for "Adriana Lima Store", an elliptical trainer for "Zac Efron Store", and a sports beverage bottle for "The Celebrity Store". At the bottom, there are six product cards: "Wireless Headphones", "Performance Logo Pants", "Exercise Bands", "Elliptical Trainers", "Sports Beverage", and "Men's Deodorant".

The James Harden Store

New Year, New You

Adriana Lima Store

Zac Efron Store

The Celebrity Store

Wireless Headphones

Performance Logo Pants

Exercise Bands

Elliptical Trainers

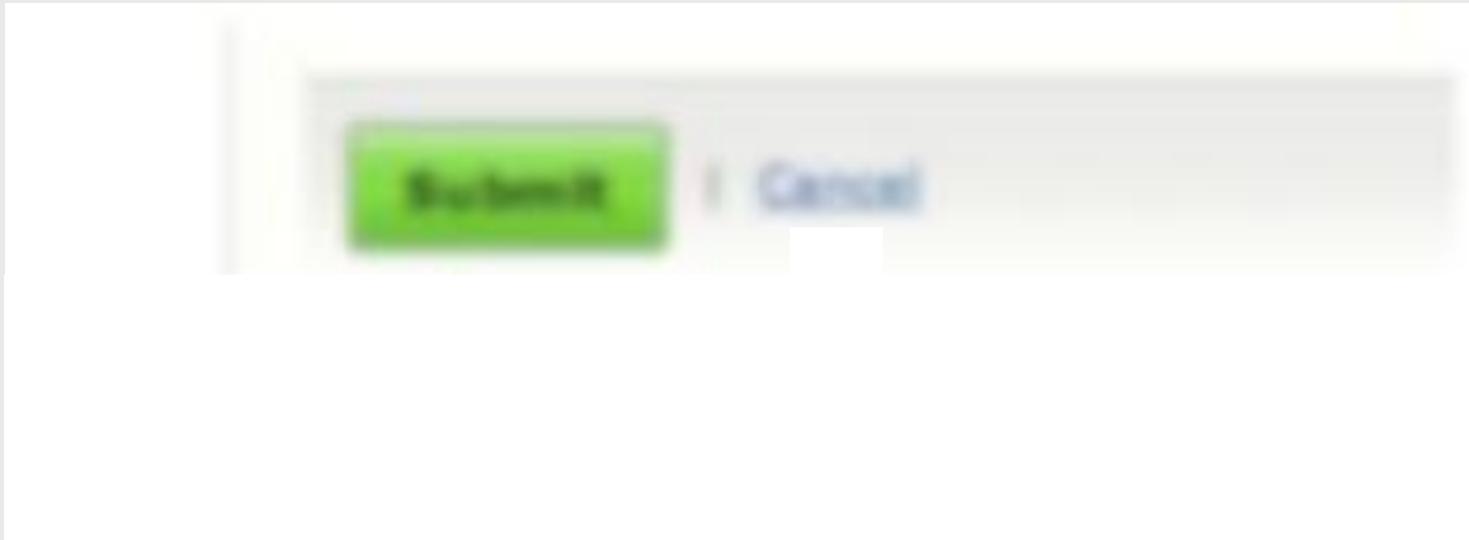
Sports Beverage

Men's Deodorant

# Whitespace Indicates Importance



# Size Indicates Importance



# Size Indicates Importance



# Images Indicate Importance

The image shows a Facebook news feed for a user named Lydia Chilton. The main content is a message from Facebook's Help Team about account safety, featuring a blue shield icon. To the left is a sidebar with navigation links like News Feed, Messenger, Watch, Marketplace, Explore, and Create. On the right, there are sections for Stories, notifications (1 request from Nataki M, 4 event invites), and Trending news items (Supreme Court of Pennsylvania Congress, Niels Högel, USA Gymnastics). At the bottom, there's a recent activity post from Lana Jo HILL.

Lydia Chilton

Make Post Photo/Video Album Live Video

News Feed Messenger Watch Marketplace

Explore Events Pages Groups Fundraisers Friend Lists On This Day Pages Feed Photos Games Suggest Edits See More...

What's on your mind, Lydia?

Photo/Video Feeling/Activity

We're here to help keep your account safe

Lydia, keeping your information safe is important to us. We'd like you to know that you can choose to get alerts about unrecognized logins, so that only you have access to your account. We can show you how.

— The Facebook Help Team

Learn more

Lana Jo HILL added 2 new photos — with Tanner Spaulding. January 16 at 7:25am · Baltimore, MD · 35

Stories Brian Nghi D

1 request from Nataki M  
4 event invites  
Jessica Hullman and 1 c

Trending

- Supreme Court of Pennsylvania Congress is Ruled Unconstitutional
- Niels Högel A Nurse Already Serving Was Charged With Killin
- USA Gymnastics USA Gymnastics top lea amid sexual abuse sca

See More

English (US) · Español · Português (Brazil) · Français · Deutsch

# Images Indicate Importance

≡ Q

Monday, September 18, 2023  
Today's Paper

U.S. INTERNATIONAL CANADA ESPAÑOL 中文

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**Crisis and Bailout: The Tortuous Cycle Stalking Nations in Debt**

The government of Ghana is essentially bankrupt, and has turned to the International Monetary Fund for its 17th financial rescue since 1957.

8 MIN READ

**The United Nations General Assembly convenes on Tuesday, but most major world leaders are skipping it.**

4 MIN READ

**Iran Lets 5 Americans Leave as U.S. Unfreezes Billions in Oil Revenue for Tehran**

Republicans have criticized the terms of the deal. The White House says Iran will be prevented from using the money on anything except humanitarian goods.

6 MIN READ

**Who are the American and Iranian detainees released in the swap?**

5 MIN READ



Francis Kokoroko for The New York Times

---



The New York Times

**How TikTok Is Reshaping the American Cookbook**

A growing number of video stars are using their online clout to break into the publishing world. And they're changing the shape of the American cookbook.

6 MIN READ



Our daughter makes money acting. Should we save the same amount for her twin?

5 MIN READ

A start-up raised its median donations by 80%. Here's how.

3 MIN READ

---

**Opinion**

YOEL ROTH

# Contrast Indicates Importance

The screenshot shows an Outlook inbox with 148 messages. The messages are listed in chronological order from top to bottom:

- Jeffrey Sennett (1) - Shared from Twitter: What teachers need to know about multilingual education (12/23/19)
- Mr. Lambert (1) - Mr. Lambert - Hey, Jeff! I am planning on doing the Mystery Hangout lesson (12/23/19)
- Jeffrey Sennett (1) - Hey! Not that I know of. Sometimes discount sites come in on a lag (12/23/19)
- Ann Fidmann (1) - Feed 21st Century Classrooms WebPPT - Ann Fidmann District Technology (12/23/19)
- Jeffrey Sennett (1) - Mrs. Doss - Hello Amy, I received some information from a 3D printing exp (12/23/19)
- Jeffrey Sennett (1) - Mr. Triplett - Invitation & Observation Request - Good morning! The second semester is (12/23/19)
- Jeffrey Sennett (1) - Mr. Triplett - Mr. Doss - Invitation to eat w/ Jeff. I truly was able to meet a (12/23/19)
- Jeffrey Sennett (1) - Mr. Triplett - Mr. Triplett - Hello Amy, I received some information from a 3D printing exp (12/23/19)
- Jeffrey Sennett (1) - Mr. Triplett - Education Preview Build Notice - A Hybridized Build Notice Education Pre (12/23/19)
- Jeffrey Sennett (1) - Ann Fidmann - Feed [New post] What 'Innovative Leadership' Looks Like - A good read! - (12/23/19)
- Jeffrey Sennett (1) - Mrs. Campbell (1) - When Academy Meets - I just received that "changed password 7 month(s) ago" (12/23/19)
- Jeffrey Sennett (1) - Mr. Triplett, Mr. (1) - I Want Stories - Hey, Jeff! We just returned from lunch, but still have quite (12/23/19)
- Jeffrey Sennett (1) - Mrs. Doss (1) - Request to Visit on Thursday 12/26 - Hi Jeff, Happy New Year! We would be (12/23/19)
- Jeffrey Sennett (1) - Jeffrey Sennett (1) - Shared from Twitter: What teachers need to know about multilingual education (12/23/19)

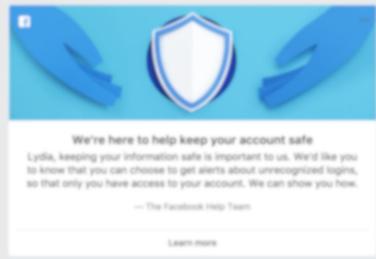
# Color Indicates Importance



# Seven Tools for Visually Indicating Importance



Conceptual grouping



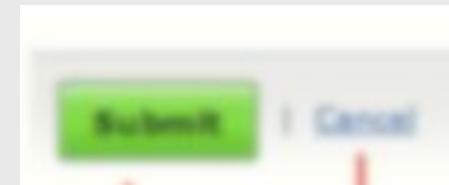
Images



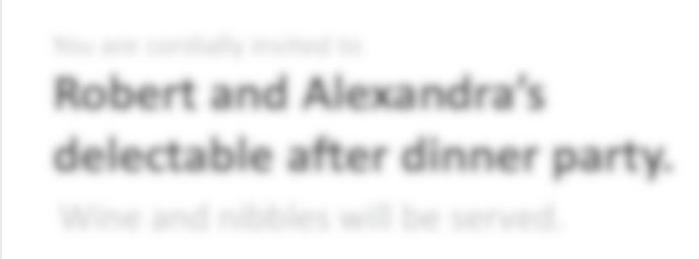
Location



Whitespace



Size



Contrast

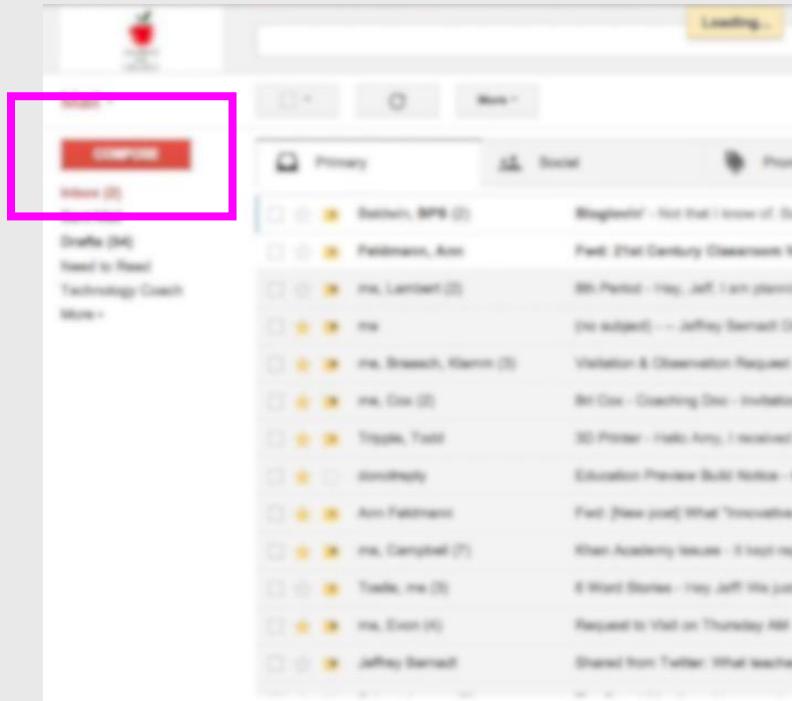


Color

# Using the Tools Together

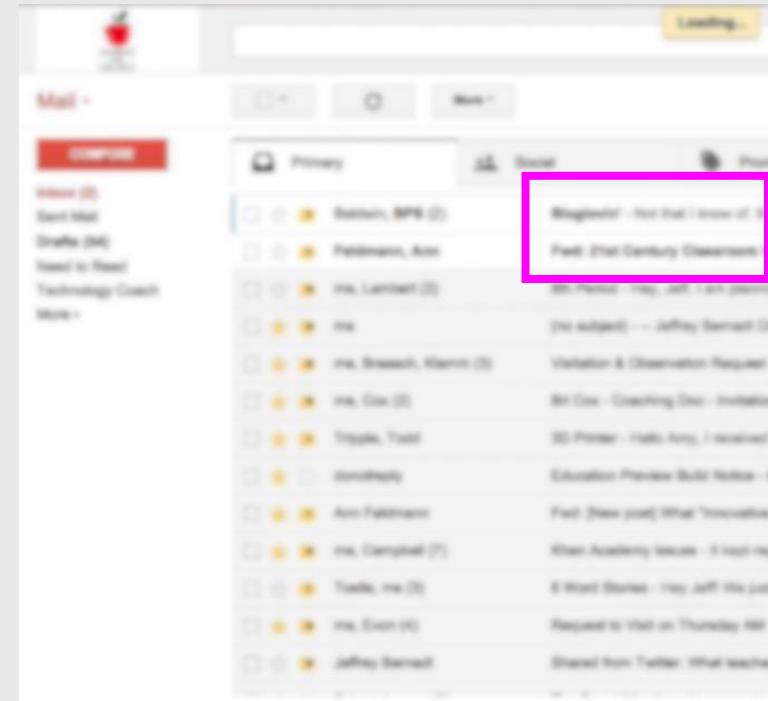
# What Tools does the Compose Button Use?

1. Conceptual Groupings ..... Grouped with “menu”
2. Location ..... Top and Left
3. Whitespace ..... Top and Right
4. Size ..... Big
5. Images ..... No
6. Contrast ..... Dark box
7. Color ..... Red

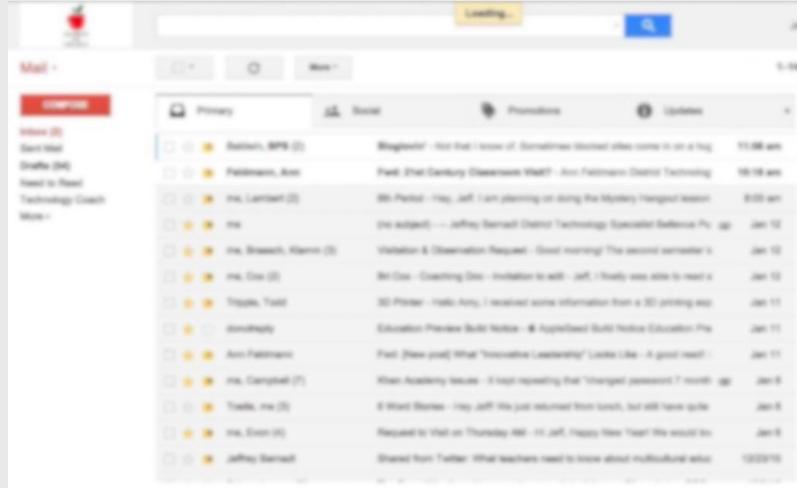


# What Tools does the Unread Messages Use?

- |                         |       |              |
|-------------------------|-------|--------------|
| 1. Conceptual Groupings | ..... | All messages |
| 2. Location             | ..... | Top          |
| 3. Whitespace           | ..... | Left         |
| 4. Size                 | ..... | No           |
| 5. Images               | ..... | No           |
| 6. Contrast             | ..... | Bold         |
| 7. Color                | ..... | No           |



# What Tool Do Designers Use Least?



Designers Use Color Sparingly.

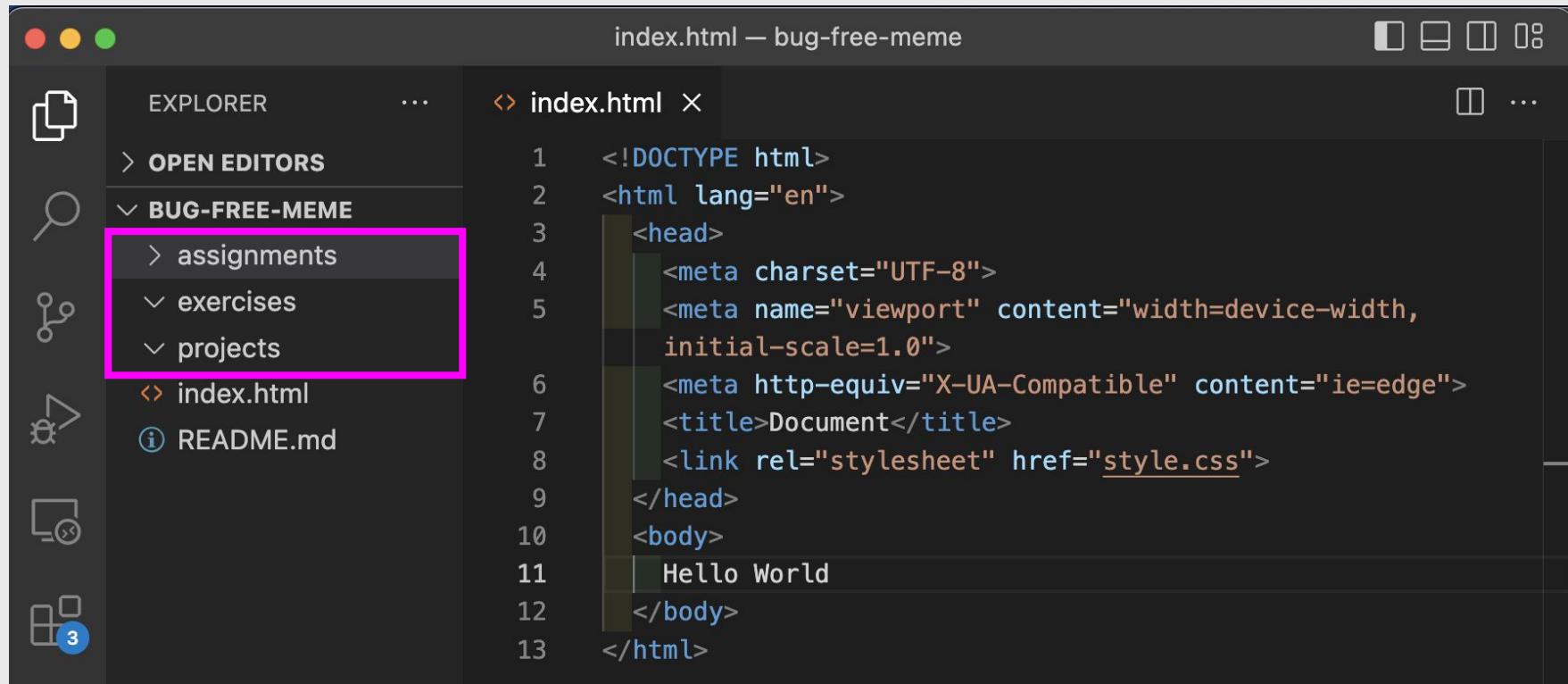
# Use size, whitespace and contrast before color

You are cordially invited to  
Robert and Alexandra's  
delectable after dinner party.  
Wine and nibbles will be served.  
When: February 20<sup>th</sup>, 2019 at  
9:30pm. Where: the pad. If you  
need directions, ping us. Kindly  
let us know if you will be  
attending by February 1<sup>st</sup>.

You are cordially invited to  
**Robert and Alexandra's**  
**delectable after dinner party.**  
Wine and nibbles will be served.  
  
When: **February 20<sup>th</sup>, 2019 at 9:30pm.**  
Where: **the pad.** If you need directions, ping us.  
  
Kindly let us know if you will be attending  
by **February 1<sup>st</sup>.**

# Implementing Information Design

# Directory Structure



The screenshot shows a code editor interface with the following details:

- Top Bar:** Shows window controls (red, yellow, green) and a title bar reading "index.html — bug-free-meme".
- Left Sidebar (EXPLORER):** Displays the project structure:
  - An icon for "OPEN EDITORS".
  - A folder icon for "BUG-FREE-MEME" which is expanded, showing:
    - "assignments" (highlighted with a pink box)
    - "exercises"
    - "projects" (highlighted with a pink box)
  - A file icon for "index.html" (highlighted with a pink box).
  - A file icon for "README.md".
- Right Panel:** Shows the content of "index.html". The code is numbered from 1 to 13.

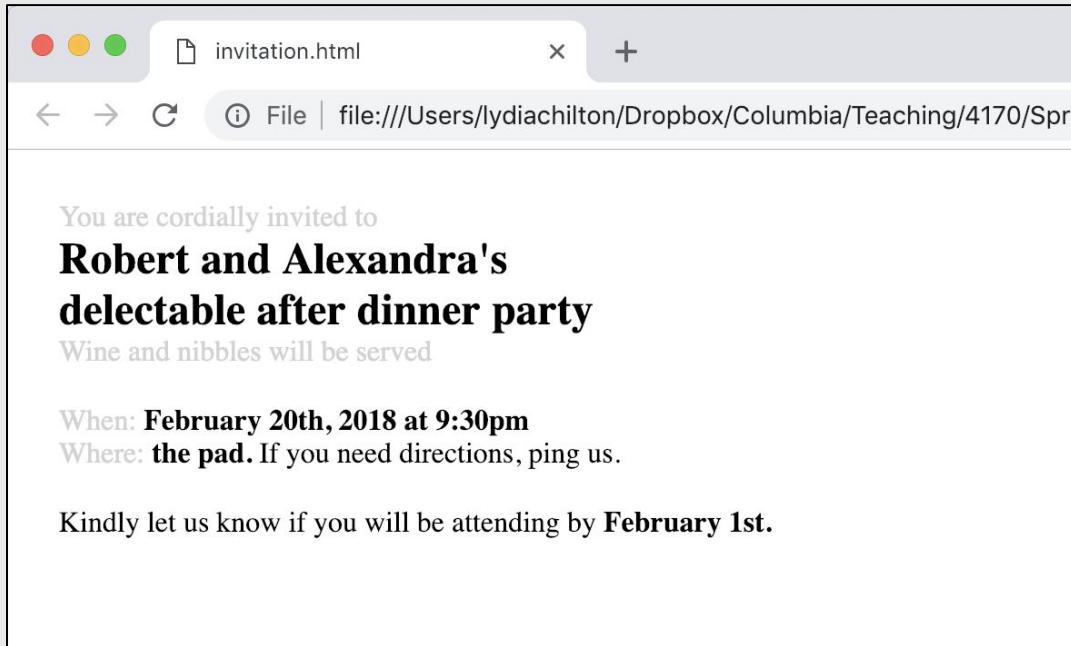
```
1  <!DOCTYPE html>
2  <html lang="en">
3  <head>
4  <meta charset="UTF-8">
5  <meta name="viewport" content="width=device-width,
6  initial-scale=1.0">
7  <meta http-equiv="X-UA-Compatible" content="ie=edge">
8  <title>Document</title>
9  <link rel="stylesheet" href="style.css">
10 </head>
11 <body>
12 | Hello World
13 </body>
</html>
```

# Directory Structure

Ultimately, your file structure should look like the following:

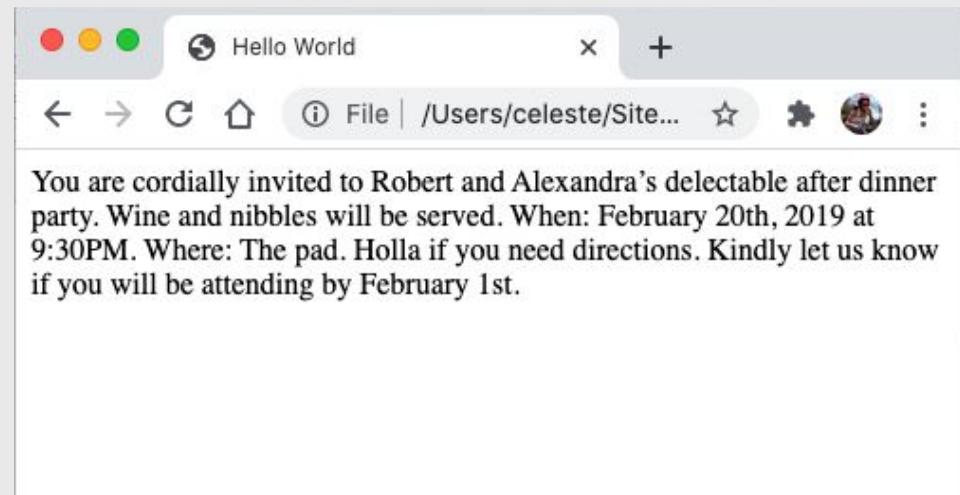
```
└── bug-free-meme
    ├── assignments
    │   ├── assignment-01
    │   └── assignment-02
    ├── exercises
    │   ├── exercise-01
    │   └── exercise-02
    ├── projects
    ├── index.html
    └── README.md
```

# Remake the dinner party invitation



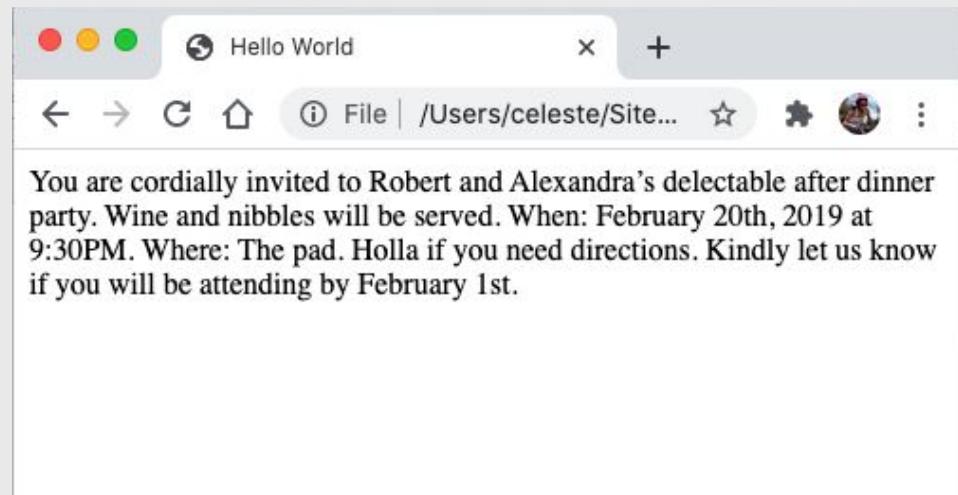
# Step 01. Just run it

```
invitation0.html
1 <html>
2   <body>
3     You are cordially invited to
4       Robert and Alexandra's Dinner Party
5       Wine and nibbles will be served
6
7     When: February 20th, 2019 at 9:30pm
8     Where: the pad. If you need directions, ping us.
9
10    Kindly let us know if you will be attending by February 1st.
11
12
13
14   </body>
15 </html>
```



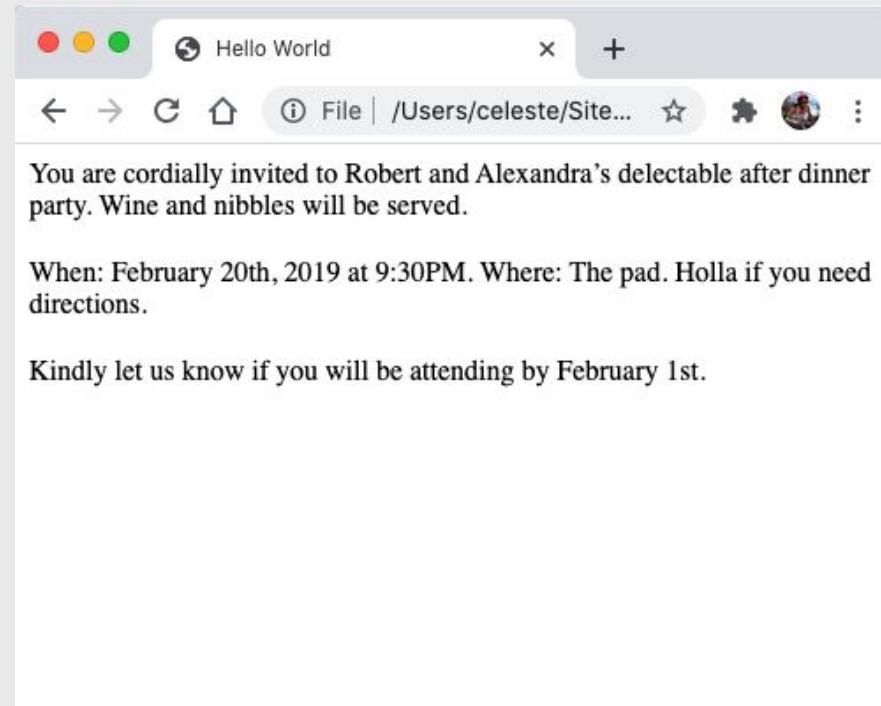
## Step 02. Add <div> elements to create groups

```
invitation0.html
1 <html>
2   <body>
3     You are cordially invited to
4       Robert and Alexandra's Dinner Party
5       Wine and nibbles will be served
6
7     When: February 20th, 2019 at 9:30pm
8     Where: the pad. If you need directions, ping us.
9
10    Kindly let us know if you will be attending by February 1st.
11
12
13
14   </body>
15 </html>
```



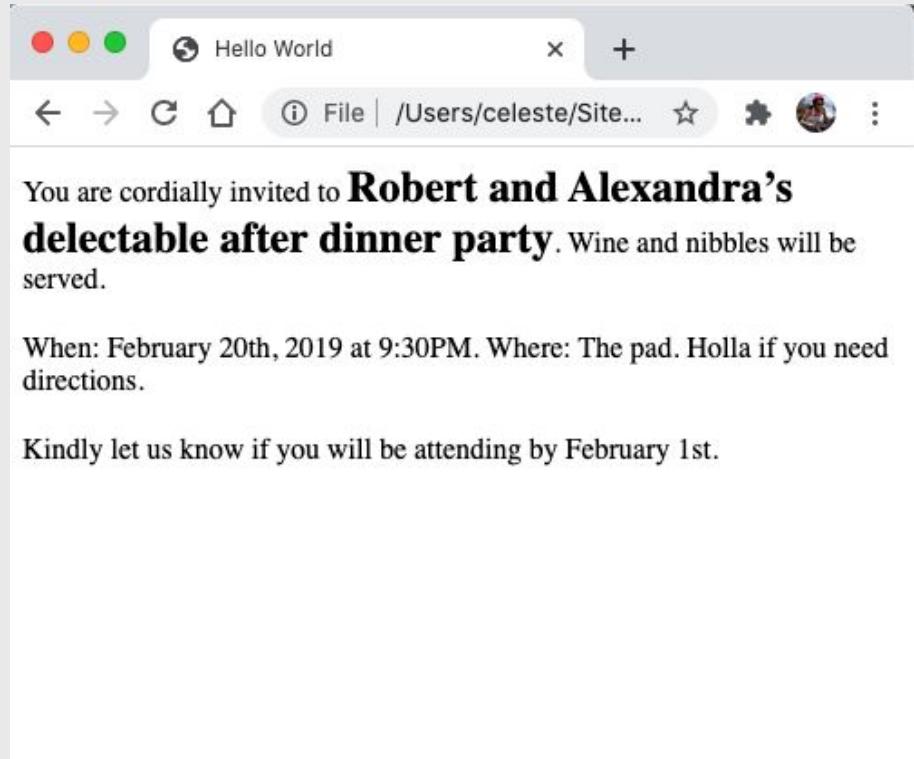
## Step 03. Add <style> in the <head>, and add padding

```
invitation0.html
<html>
  <head>
    <style>
      div{
        padding-bottom: 20px;
      }
    </style>
  </head>
  <body>
    <div>
      You are cordially invited to
      Robert and Alexandra's Dinner Party
      Wine and nibbles will be served
    </div>
    <div>
      When: February 20th, 2019 at 9:30pm
      Where: the pad. If you need directions, ping us.
    </div>
    <div>
      Kindly let us know if you will be attending by February 1st.
    </div>
  </body>
</html>
```



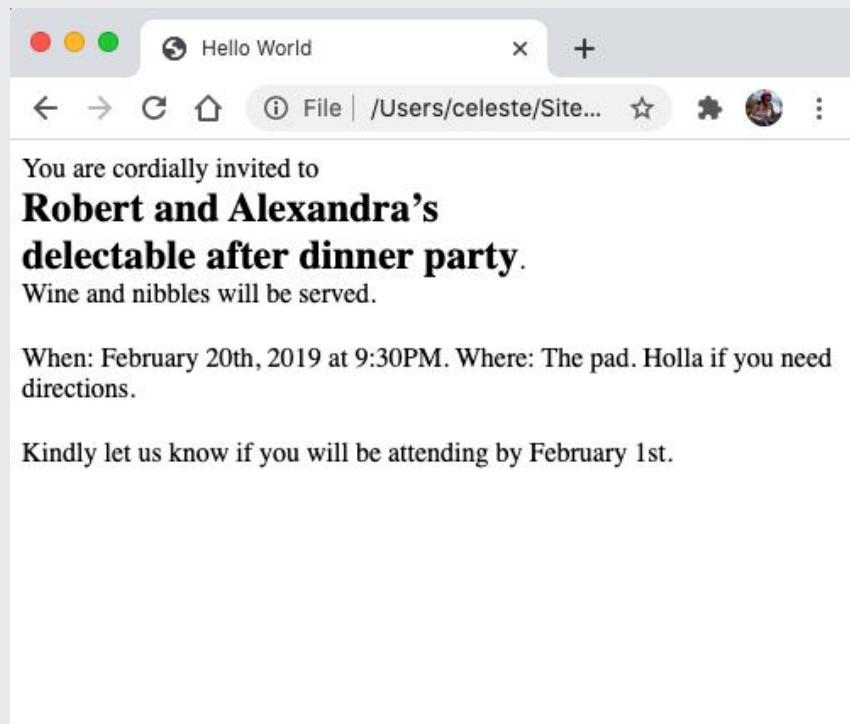
## Step 04. Add <span> tags and some styles by class

```
invitation0.html x
1 <html>
2   <head>
3     <style>
4       div{
5         padding-bottom: 20px;
6       }
7
8       .dark{
9         font-weight: bold;
10      }
11
12       .big{
13         font-size: 24px;
14      }
15
16     </style>
17   </head>
18   <body>
19     <div>
20       You are cordially invited to
21       <span class="dark big">
22         Robert and Alexandra's
23         delectable after dinner party
24       </span>
25       Wine and nibbles will be served
26     </div>
```



## Step 05. Add <br> element to break lines

```
18  <body>
19    <div>
20      You are cordially invited to<br>
21      <span class="dark big">
22          Robert and Alexandra's <br>
23              delectable after dinner party
24      </span><br>
25      Wine and nibbles will be served
26    </div>
```



# Demo

The screenshot shows a web browser window titled "Hello World" displaying an invitation email. The email content is:

You are cordially invited to  
**Robert and Alexandra's**  
**delectable after dinner party.**  
Wine and nibbles will be served.

When: February 20th, 2019 at 9:30PM. Where: The pad. Holla if you need directions.

Kindly let us know if you will be attending by February 1st.

Below the browser is the Chrome DevTools interface. The Elements tab is selected, showing the HTML structure and the CSS styles applied to the elements. The Styles panel highlights the ".big" class, which has a font-size of 24px defined in index.html:12. The right-hand panel displays a visual representation of the element's bounding box, showing nested boxes for margin, border, padding, and content with auto values for width and height.

```
<!DOCTYPE html>
<html lang="en">
  <head></head>
  <body>
    <p>You are cordially invited to<br>
      <span class="dark big"> == $0
      "Robert and Alexandra's"
      <br>
      " delectable after dinner party"
      </span>
      "
      <br>
      " Wine and nibbles will be served.
      "
    </p>
  </body>
</html>
```

Styles Computed Layout Event Listeners >

Filter :hover .cls + [4]

```
element.style { }
.big {
  font-size: 24px;
}
.dark {
  font-weight: bold;
}
```

margin - border - padding - content - auto auto

html body div span.dark.big

# Information Foraging Theory

# Information Foraging Theory

The screenshot shows the Craigslist SF Bay Area homepage. At the top, there's a search bar with the placeholder "search craigslist". Below it, there are links for "post to classifieds", "my account", and a "search craigslist" button. A pink box highlights the "event calendar" section, which displays the days of the week from Monday to Sunday with specific dates listed for each day. To the right of the calendar is a "community" section with links like "local news", "lost+found", "musicians", "pets", "politics", "real estate", "rooms / shared", and "sublets / temporary". Below these are sections for "personal ads" (strictly platonic, women seek women, men seeking women, men seeking men, misc romance, casual encounters, missed connections, rants and raves) and "discussion forums" (apple, help, photo, arts, history, p.o.c., atheist, housing, politics, autos, jobs, psych, beauty, jokes, queer, bikes, kink, recover, celebs, legal, religion, comp, linux, romance, cars+trucks, cds/dvd/vhs, tickets, cell phones, clothes+acc, collectibles, computers, electronics, farm+garden). A pink box highlights the "for sale" section, which includes categories like antiques, free, furniture, garage sale, general, heavy equip, household, jewelry, materials, motor vehicles, music instr, boats, books, business, rvs+camp, sporting, cds/dvd/vhs, tickets, tools, toys+games, trailers, video gaming, wanted, and farm+garden. Another pink box highlights the "services" section, which includes automotive, legal, lessons, marine, pet, real estate, computer, creative, beauty, cell/mobile, computer, creative, and event. On the far right, there are dropdown menus for "english", "nearby cl", "us cities", "us states", "canada", and "cl worldwide".

You want to buy a used guitar. Where do you look?

Good conceptual groups

Simple labels

# Information Foraging Theory

Information Foraging Theory says users follow visual or textual clues to sense if they are on the right track.



craigslist

post to classifieds  
my account  
search craigslist

event calendar

M	T	W	T	F	S	S
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4
5	6	7	8	9	10	11

help, faq, abuse, legal  
avoid scams & fraud  
personal safety tips  
terms of use new  
privacy policy  
system status

about craigslist  
craigslist is hiring in sf  
craigslist open source  
craigslist blog  
best-of-craigslist  
craigslist TV  
"craigslist joe"  
craig connects  
progressive directory

weather quake tide

SF bay area sfc sby eby pen nby scz

community

activities	local news
artists	lost+found
childcare	musicians
classes	pets
events	politics
general	rideshare
groups	volunteers

housing

apts / housing
housing swap
housing wanted
office / commercial
parking / storage
real estate for sale
rooms / shared
rooms wanted
sublets / temporary
vacation rentals

jobs

accounting + finance
admin / office
arch / engineering
art / media / design
biotech / science
business / mgmt
customer service
education
food / bev / hosp
general labor
government
human resources
internet engineers
legal / paralegal
manufacturing
marketing / pr / ad
medical / health
nonprofit sector
real estate
retail / wholesale
sales / biz dev
salon / spa / fitness
security
skilled trade / craft
software / qa / cba
systems / network
technical support
transport
tv / film / video
web / info design
writing / editing
[ETC]
[part-time]

for sale

antiques	free
appliances	furniture
arts+crafts	garage sale
atv/utv/sno	general
auto parts	heavy equip
baby+kid	household
barter	jewelry
beauty+hilth	materials
bikes	motorcycles
boats	music instr
books	photo+video
business	rvs+camp
cars+trucks	sporting
cds/dvds/vhs	tickets
cell phones	tools
clothes+acc	toys/games
collectibles	trailers
computers	video gaming
electronics	wanted
farm+garden	

discussion forums

apple	help	photo
arts	history	p.o.c.
atheist	housing	politics
autos	jobs	psych
beauty	jokes	queer
bikes	kink	recover
celebs	legal	religion
comp	linux	romance
crafts	m4m	science
diet	manners	spirit
divorce	marriage	sports
dying	media	tax
eco	money	travel
educ	motocyc	tv
feedback	music	vegan
film	nonprofit	w4w
fitness	open	wed
fixit	outdoor	wine
food	over 50	women
frugal	parent	words

services

automotive	legal
beauty	lessons
cell/mobile	marine
computer	pet
creative	real estate

gigs

computer	event
creative	labor
crew	talent
domestic	writing

english

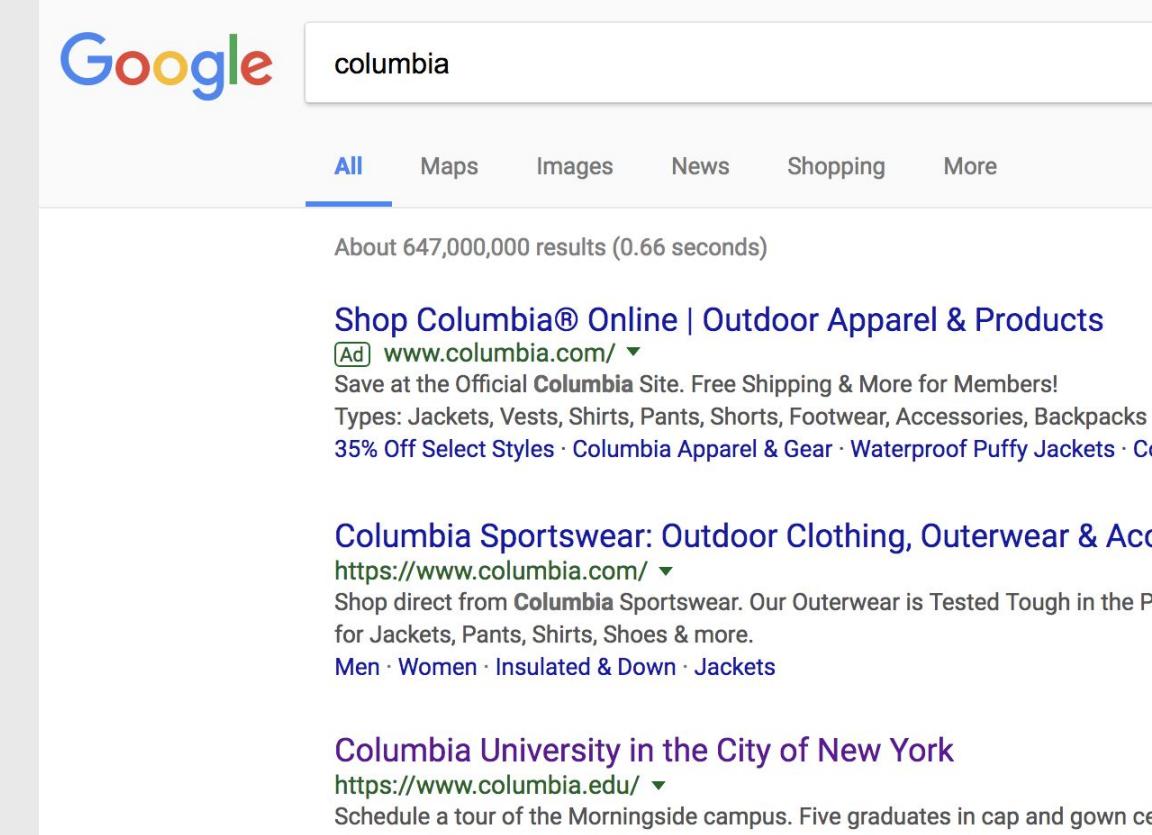
nearby cl

bakersfield  
chico  
fresno  
gold country  
hanford  
humboldt  
inland empire  
klamath falls  
las vegas  
los angeles  
medford  
merced  
modesto  
monterey  
orange co  
palm springs  
redding  
reno  
roseburg  
sacramento  
san luis obispo  
santa barbara  
santa maria  
siskiyou co  
stockton  
susanville  
ventura  
visalia-tulare  
yuba-sutter

us cities  
us states  
canada  
cl worldwide

# Caveat 01. Use simple text labels

Use simple text labels BUT some data do not need labels.

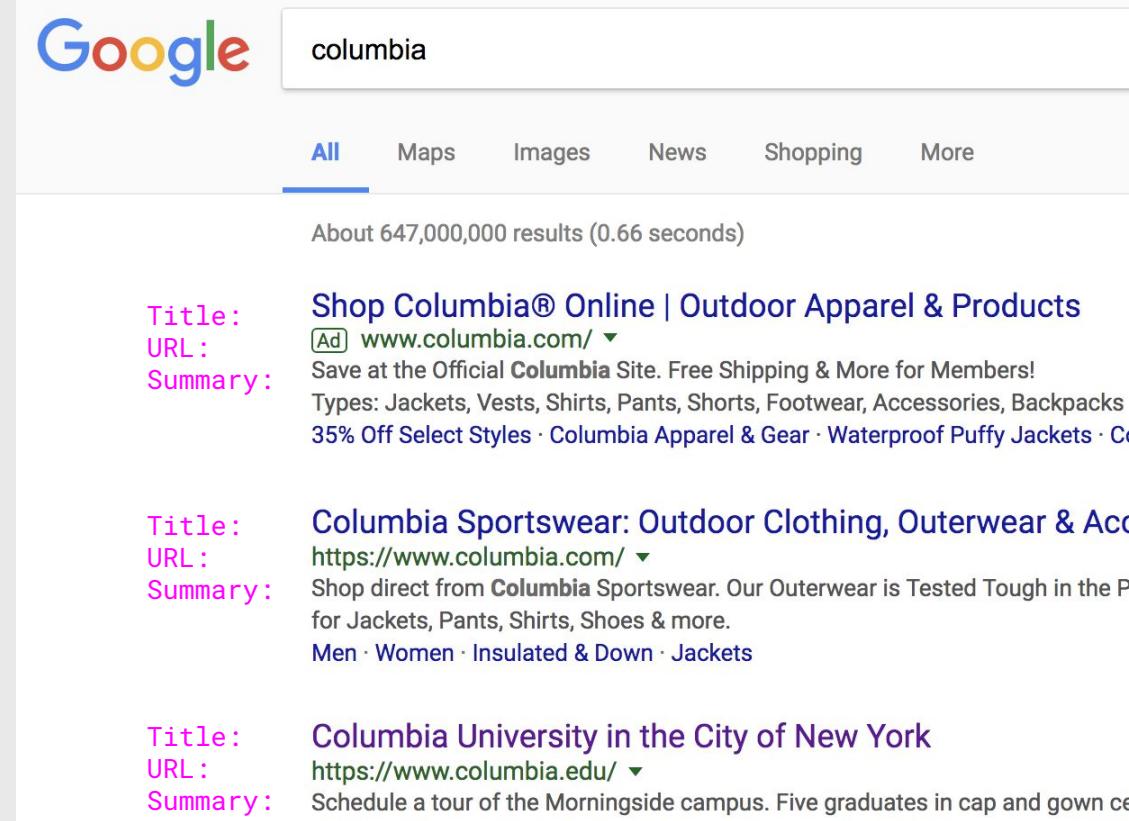


A screenshot of a Google search results page. The search bar contains the query "columbia". Below the search bar, there are tabs for All, Maps, Images, News, Shopping, and More. The "All" tab is selected. The results section shows the following items:

- Shop Columbia® Online | Outdoor Apparel & Products**  
[Ad] www.columbia.com/ ▾  
Save at the Official Columbia Site. Free Shipping & More for Members!  
Types: Jackets, Vests, Shirts, Pants, Shorts, Footwear, Accessories, Backpacks  
35% Off Select Styles · Columbia Apparel & Gear · Waterproof Puffy Jackets · C
- Columbia Sportswear: Outdoor Clothing, Outerwear & Acc**  
[https://www.columbia.com/ ▾](https://www.columbia.com/)  
Shop direct from Columbia Sportswear. Our Outerwear is Tested Tough in the P  
for Jackets, Pants, Shirts, Shoes & more.  
Men · Women · Insulated & Down · Jackets
- Columbia University in the City of New York**  
<https://www.columbia.edu/ ▾>  
Schedule a tour of the Morningside campus. Five graduates in cap and gown ce

# Caveat 01. Use simple text labels

Use simple text labels BUT some data do not need labels.



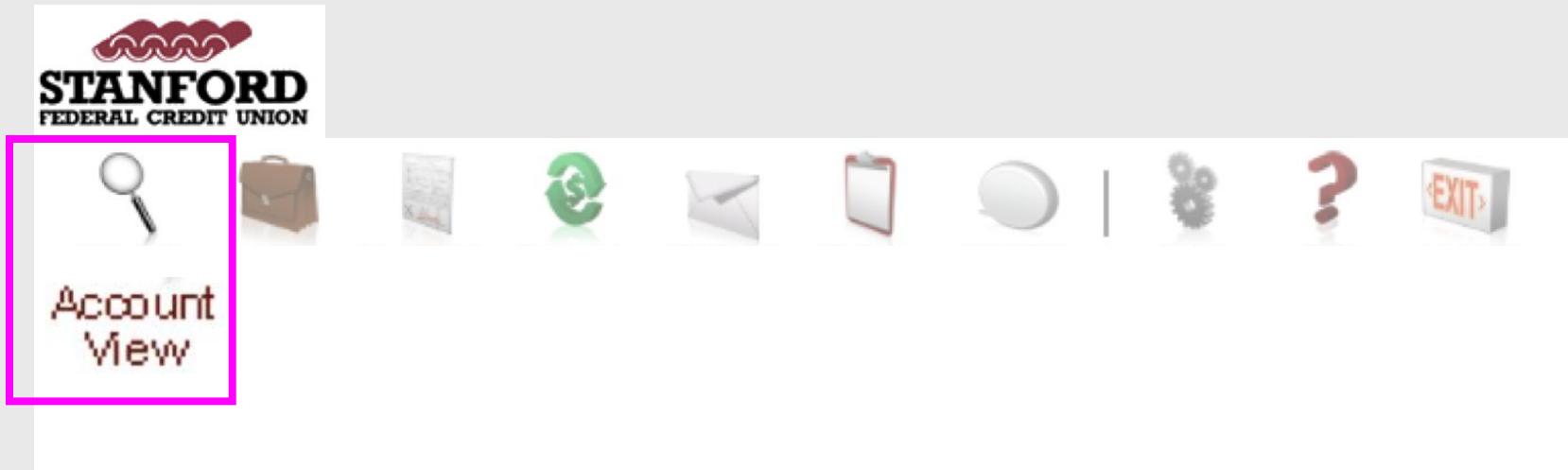
A screenshot of a Google search results page. The search bar contains the query "columbia". Below the search bar, there are tabs for All, Maps, Images, News, Shopping, and More. The "All" tab is selected. The search results section shows the following entries:

- Title:** Shop Columbia® Online | Outdoor Apparel & Products  
**URL:** [www.columbia.com/](https://www.columbia.com/)  
**Summary:** Save at the Official Columbia Site. Free Shipping & More for Members! Types: Jackets, Vests, Shirts, Pants, Shorts, Footwear, Accessories, Backpacks 35% Off Select Styles · Columbia Apparel & Gear · Waterproof Puffy Jackets · C
- Title:** Columbia Sportswear: Outdoor Clothing, Outerwear & Acc  
**URL:** <https://www.columbia.com/>  
**Summary:** Shop direct from Columbia Sportswear. Our Outerwear is Tested Tough in the P for Jackets, Pants, Shirts, Shoes & more. Men · Women · Insulated & Down · Jackets
- Title:** Columbia University in the City of New York  
**URL:** <https://www.columbia.edu/>  
**Summary:** Schedule a tour of the Morningside campus. Five graduates in cap and gown ce

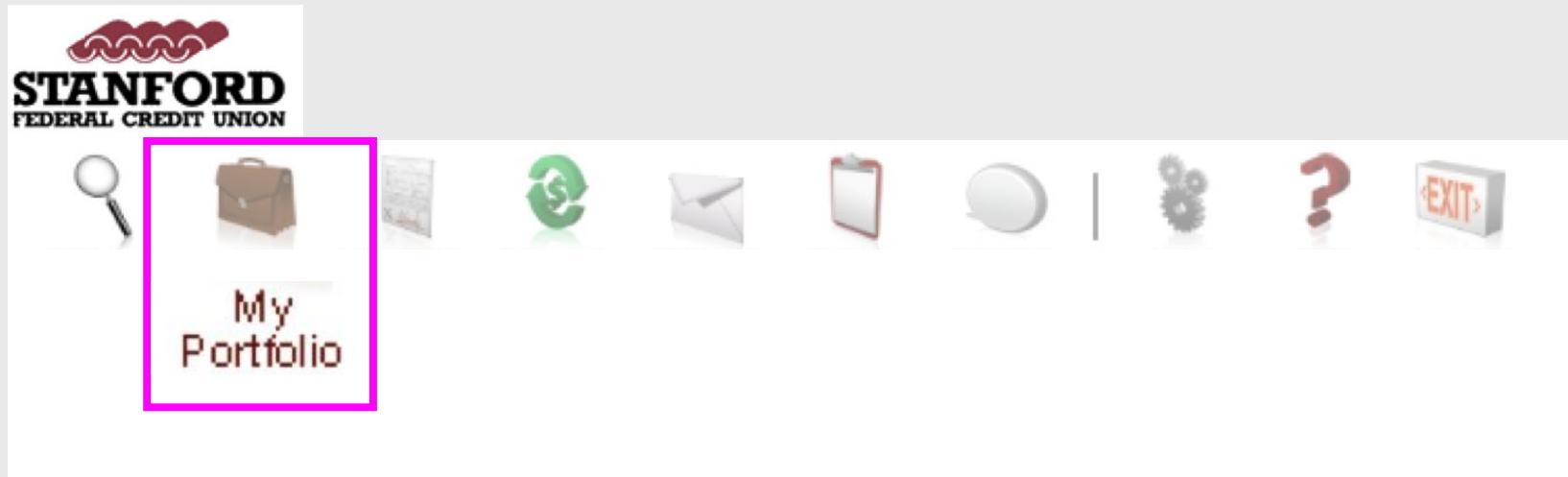
## Caveat 02. Use familiar icons



## Caveat 02. Use familiar icons...NOT unfamiliar ones



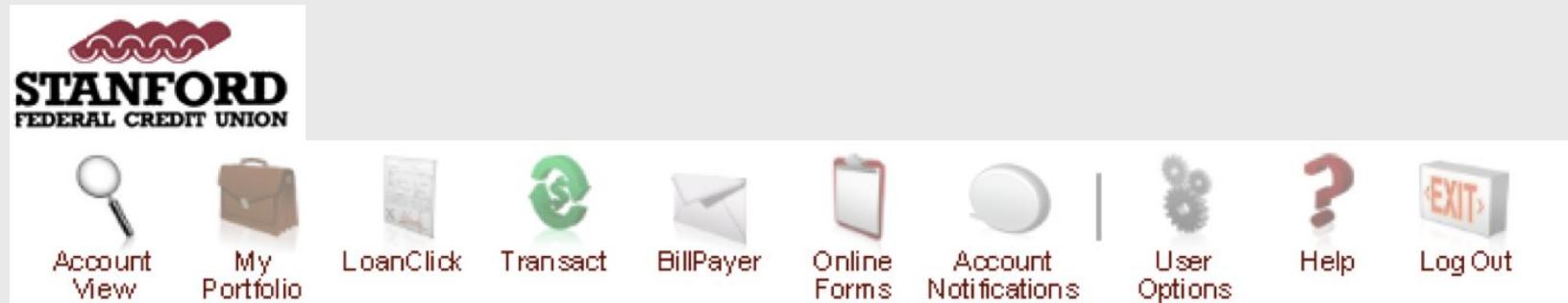
## Caveat 02. Use familiar icons...NOT unfamiliar ones



## Caveat 02. Use familiar icons...NOT unfamiliar ones



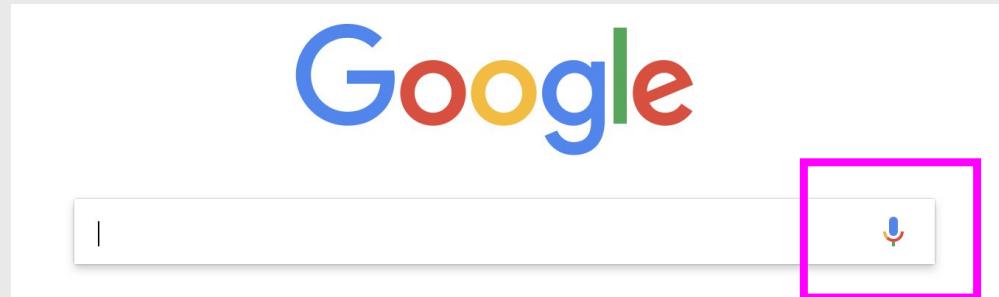
## Caveat 02. Use familiar icons...NOT unfamiliar ones



# Icons are Useful

Icons are useful:

- When users don't know the word for an object
- For people who speak a different language
- For low-literacy populations
- For children who don't yet know how to read



# Caveat 03. Aesthetics matter

 **CHI 2012**  
it's the experience

AUSTIN • TEXAS  
MAY 5-10, 2012

5

Search Site

**CHI 2012**

- Home
- About Us
- Student Volunteers
- Sponsors
- Recruiters
- Exhibitors
- Press Information
- Press Kit
- Media Clippings
- Conference Preview
- DailyMedia Advisory

**Attend**

- About Austin
- Housing
- Registration & Visas
- Advance Program
- Printed Program (pdf)
- Keynote Speakers
- Invited Talks
- Merchandise
- Social Media
- Locals' Night
- Special Events

**Participate**

- Submissions & Dates
- Papers & Notes
- Alt.Chi
- Case Studies
- Courses
- Doctoral Consortium
- Interactivity
- Panels
- SIG Meetings
- Student Competitions
- Videos
- Works-in-Progress
- Workshops

**Communities**

- About Communities
- CORE COMMUNITIES
- Design
- Engineering
- Management
- User Experience
- FEATURED COMMUNITIES
- Digital Arts
- Games & Entertainment
- HCI for Kids
- Health
- Sustainability

**Welcome to CHI 2012**

The ACM SIGCHI Conference on Human Factors in Computing Systems is the premier international conference on human-computer interaction. CHI 2012 focuses on the centrality of experience—from the models, theories and practical insights we need to understand and design for user experience to experiencing innovation through hands-on interactivity.

The experience of CHI 2012 is centered in vibrant Austin, Texas, the Live Music Capital of the World®. Home to the University of Texas and the annual SXSW music, film, and interactive festival and conference, Austin offers CHI attendees state-of-the-art conference facilities together with outstanding food and vibrant nightlife. We look forward to joining you in Austin for the CHI 2012 Experience!

**General Conference Chair:**  
Joseph A. Konstan, *University of Minnesota*

**Technical Program Chairs:**

Ed H. Chi, *Google*  
Kristina Höök, Mobile Life @ KTH, Sweden

**Conference Registration**

- Conference registration now open (12 Dec)

**Exhibitor Registration**

- Register as an exhibitor »

**Announcements**

- Welcome to Austin! (5 May)
- Start here - conference preview (2 May)
- Printed program published - pdf (1 May)
- Housing bureau closed (5 Apr)
- Paper awards added to program (2 Apr)
- Join health community walk & talk (27 Mar)
- Twitter hashtags for all things CHI (26 Mar)

CHI2011 PROGRAM ATTENDING AUTHORS SPONSORS RECRUITERS EXHIBITORS ORGANIZERS PRESS

VANCOUVER, BC  
MAY 7-12, 2011





**CONNECTING**

**WELCOME TO CHI 2011**

The ACM CHI Conference on Human Factors in Computing Systems is the premier international conference on human-computer interaction. CHI 2011 focuses on leveraging our diversity and connecting people, cultures, technologies, experiences, and ideas.

CHI 2011 will be held in gorgeous, energetic, sophisticated Vancouver BC, a city renowned for its innovation, sustainability, accessibility, and inclusivity. This New York City, Paris, Seattle, N.Y., liquid city, a tomorrow city, equal parts India, China, England, France and the Pacific Northwest. Join us at CHI 2011 in Vancouver and prepare yourself for a great time Connecting...

General Conference Chair:  
Desney Tan, *Microsoft Research*

Technical Program Chairs:  
Bo Begole, *PARC*  
Wendy Kellogg, *IBM Research*

CONNECT WITH CHI  
Facebook | Twitter | Flickr



**COMMUNITIES**

- DESIGN
- ENGINEERING
- MANAGEMENT
- USER EXPERIENCE
- FEATURED COMMUNITIES
- HCI FOR KIDS
- ENTERTAINMENT
- HEALTH
- SUSTAINABILITY

**ANNOUNCEMENTS**

- Mobile Apps are Here!
- View Social Media Feeds on EventBurn!
- Bands Announced
- Plenary Speakers Announced
- List of Workshops
- Registration for Attendees Open!
- Exhibits Sold Out!
- Shorter Talks so you see more of CHI

**CHAMPION SPONSORS**

**Bloomberg**  
**eBay PayPal**  
**Google**  
**Microsoft**



# Caveat 03. Aesthetics matter

A'24  
06  
05  
24  
SAVE THE DATE

The A'24 Call for Proposals is open! Submit by October 5.

LEARN MORE

The advertisement features a black vertical banner on the left with white text. On the right is a photograph of the US Capitol building in Washington, DC, with a crowd of people in the foreground. A black rectangular overlay contains promotional text and a red button.

# Caveat 03. Aesthetics matter

The screenshot shows the homepage of the Web Summit website. At the top left, it says "ALTICE ARENA & FIL, LISBON NOVEMBER 13-16, 2023". At the top right, there are buttons for "PARTNER", "BOOK TICKETS", and a menu icon. The main headline is "Where the future goes to be born" by "The Atlantic". Below it, a quote from Politico states: "Web Summit will bring together 70,000+ people, and the companies redefining the tech industry." A large button labeled "BOOK TICKETS" is prominent. Below the quote, a smaller button says "PARTNER WITH US". To the right, there's a portrait of a smiling woman with curly hair, identified as "Ayo (fka Opal) Tometti, Co-founder, Black Lives Matter". The bottom section has a purple background and contains the heading "What is Web Summit?", followed by two columns of text about the event's global reach and its significance.

ALTICE ARENA & FIL, LISBON  
NOVEMBER 13-16, 2023

PARTNER BOOK TICKETS

**“Where the future goes to be born”**  
– The Atlantic

Web Summit will bring together 70,000+ people, and the companies redefining the tech industry.

See you in Lisbon this November.

BOOK TICKETS

PARTNER WITH US

Ayo (fka Opal) Tometti, Co-founder, Black Lives Matter

## What is Web Summit?

We're a company from Dublin, Ireland, that holds events across the world: Web Summit in Lisbon, Web Summit Rio in Rio de Janeiro, Web Summit Qatar in Doha, Collision in Toronto, and RISE in Hong Kong.

Politico has said we run "the world's premier tech conference", the Atlantic that Web Summit is "where the future goes to be born", and the New York Times that we assemble "a grand conclave of the tech industry's high priests".

At a time of great uncertainty for many industries and, indeed, the world itself, we gather policymakers, heads of state, and the founders and CEOs of technology companies and fast-growing startups, to ask a simple question: Where to next?

