

Color, Typography, and Gestalt

No screens



Prof. Lydia Chilton
COMS 4170
29 January 2018

Goal 1

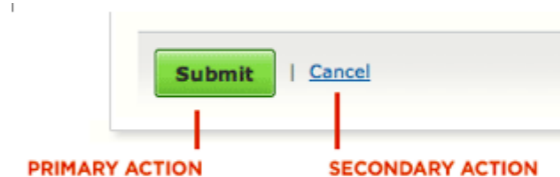
Build websites that suit the needs and abilities of users

The main goal of many websites is to
display information users need.

Tools for indicating importance in the visual information hierarchy

- Conceptual grouping
- Location
- Whitespace
- Size
- Images
- Contrast
- Color

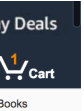
You are cordially invited to
Robert and Alexandra's delectable after dinner
party.
Wine and nibbles will be served.
When: February 20th, 2018 at 9:30pm.
Where: the pad. If you need directions, ping us.
Kindly let us know if you will be attending by
February 17th.



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



In addition to indicating importance, the colors and fonts you pick will have meaning to users.



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Through the launch of a Shared Collection Service developed in partnership with Princeton University Library and The New York Public Library, Columbia added over seven million items to its catalog this month... Staff Profile: Ben Armintor Ben Armintor discusses his role in open source software for libraries, his journey ...
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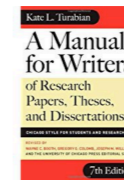
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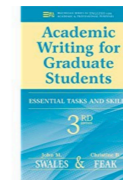
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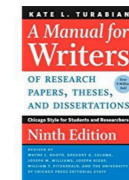
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Trump in Shutdown Talks With Schumer

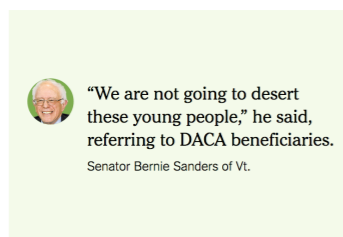
White House Invites Democratic Leader to Negotiate a Deal

By THE NEW YORK TIMES 49 minutes ago

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With Democrats balking, President Trump canceled plans to travel to his Florida resort and contacted Senator Chuck Schumer, the Democratic leader.

Timeline: How Congress Got to the Brink of a Shutdown
Right and Left React to Prospect of Shutdown



How the Debate in Congress Breaks Down

By ALICIA PARLAPIANO and WILSON ANDREWS
Lawmakers have until Friday at midnight to pass a short-term spending bill to avoid a government shutdown.

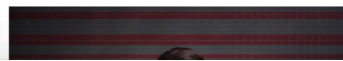
Senate to Vote With Shutdown at Stake

By THOMAS KAPLAN and SHERYL GAY STOLBERG 44 minutes ago
Senate Democrats appear ready to block legislation to keep the government funded past midnight, gambling that Mr. Trump will offer concessions on immigration and other issues.
574 Comments

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By MAGGIE HARRISMAN and JILL

VIDEO INTERVIEW



Opinion

EDITORIAL
Here's Another Fine Mess They've Gotten Us Into
Once again, Trump and Congress cannot perform a basic task, preventing a government shutdown.

- Krugman: Doomsday Politics
- The Breakdown in Trust That Could Lead to a Shutdown
- Brooks: It's Time to Talk About the Power of Touch
- Goldberg: Is This the Collusion We Were Waiting For?
- Kristof: Swallowed by the Sea
- Leonhardt: A Warning for Democrats
- Egan: The Mad King
- The Shadow Safety Net

FRANK BRUNI
Donald Trump's Radical Honesty
In his own wild way, this president is as truthful and transparent as they come.

Clubbable, but in the Worst Way
By MICHAEL GOLDFARB
Donald Trump is a man of his class — the nouveau-riche, country-club class.

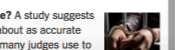
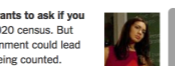
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33m The Justice Department wants to ask if you are a U.S. citizen in the 2020 census. But public distrust of the government could lead Hispanic people to avoid being counted.

5h Can software predict crime? A study suggests that human amateurs are about as accurate as a popular software that many judges use to

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bikes
celebs
comp
crafts
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divorce
dying
eco
educ
feedbk
film
fitness
help
history
housing
jobs
jokes
kink
legal
linux
m4m
manners
marriage
media
money
motoc
music
nonprofit
open
photo
p.o.c.
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queer
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auto parts
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cell phones
clothes+acc
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What meaning will these colors have to users? (in addition to importance)

The screenshot shows the Amazon.com homepage with a search for 'readme'. The search results are displayed in a list format. The first result is 'Reamde: A Novel by Neal Stephenson (Hardcover - Sep 20, 2011)'. The second result is '1Q84 by Haruki Murakami, Jay Rubin and Philip Gabriel (Hardcover - Oct 25, 2011)'. The third result is 'Reamde: A Novel by Neal Stephenson (Kindle Edition - Sep 20, 2011) - Kindle eBook'. The fourth result is 'README FIRST for a User's Guide to Qualitative Methods by Marilyn (Lyn) G. (Gray) Richards and Janice M. Morse (Paperback - Dec 7, 2006)'. The page also features a 'Listmania!' sidebar with a search bar and a 'GO' button.

amazon.com
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Literature & Fiction
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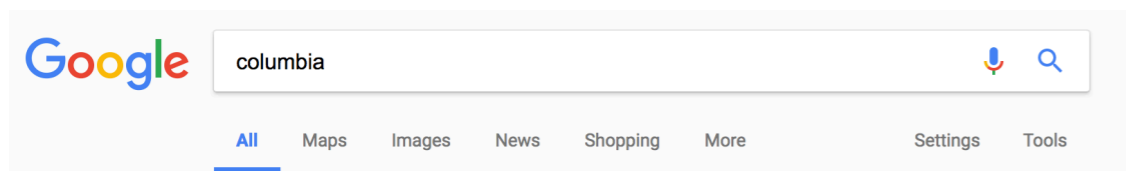
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Only 20 left in stock - order soon.
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Listmania!

Recent Fiction Releases of Note: A list by Melon109

New mystery/thriller: A list by mountainmama "Shirley Hicks"
[Create a Listmanial list](#)
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What meaning will these fonts have to users? (in addition to importance)



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<https://en.wikipedia.org/wiki/Columbia>

A screenshot of the New York Times website. The main headline is "Trump in Shutdown Talks With Schumer". Below it, there is a quote from Senator Bernie Sanders: "We are not going to desert these young people," he said, referring to DACA beneficiaries. The article is by Alicia Parlapiano and Wilson Andrews. To the right, there are several opinion pieces, including "Here's Another Fine Mess They've Gotten Us Into" and "Donald Trump's Radical Honesty". At the bottom, there is a video interview titled "The Chaos President vs. His Iron-Fisted Chief of Staff".

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The New York Times

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Trump in Shutdown Talks With Schumer

White House Invites Democratic Leader to Negotiate a Deal

By THE NEW YORK TIMES 49 minutes ago

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FRANK BRUNI

Donald Trump's Radical Honesty

In his own wild way, this president is as truthful and transparent as they come.

Clubbable, but in the Worst Way

By MICHAEL GOLDFARB Donald Trump is a man of his class — the nouveau-riche, country-club class.

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'I, Figure Skating Reporter': Full Circle With Tonya Harding

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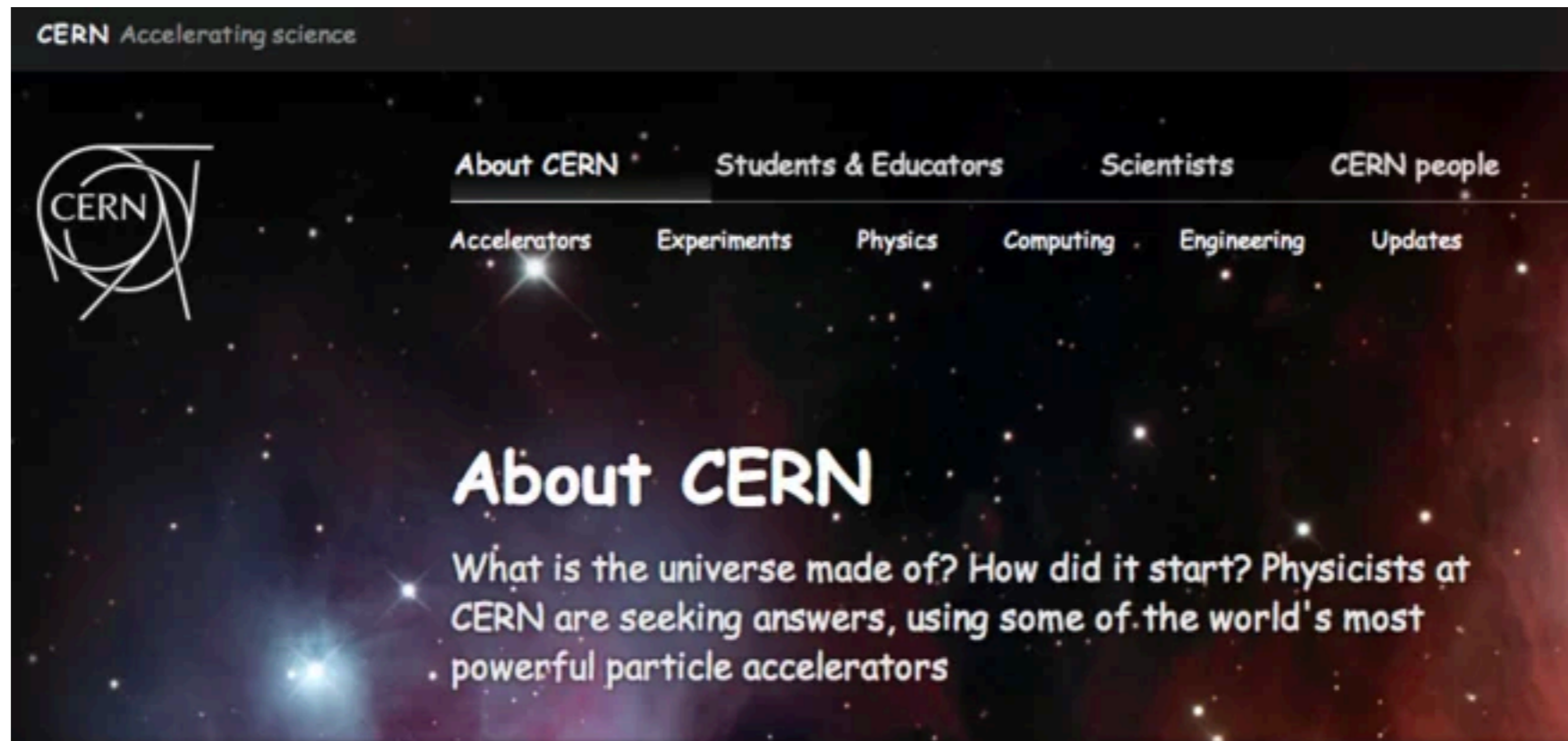
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What meaning will these fonts, colors and design have to users?

What meaning does this font have?



At CERN, the European Organization for Nuclear Research, physicists and engineers are probing the fundamental structure of the universe. They use the world's largest and most complex scientific instruments to study the basic constituents of matter - the fundamental particles. The particles are made to collide together at close to the speed of light. The process gives the physicists clues about how the particles interact, and provides insights into the fundamental laws of nature.

The human brain is always perceiving meaning (even when it is not intended)

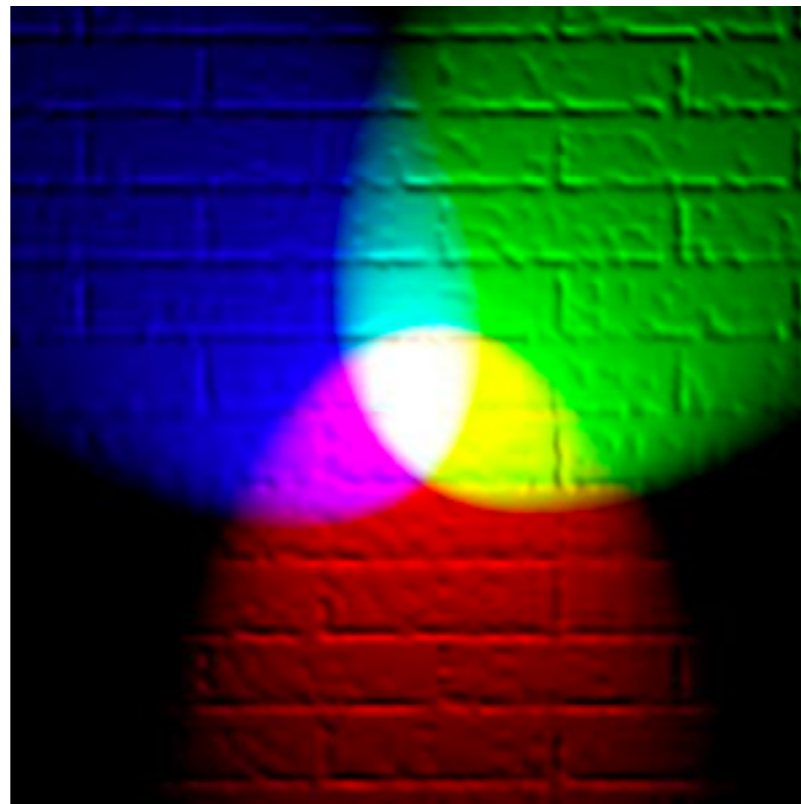


Color

On the web, we mostly use RGB color.

RGB

Mixing amounts of
Red, Green and Blue light



There are three perceptual dimensions of color

HUE



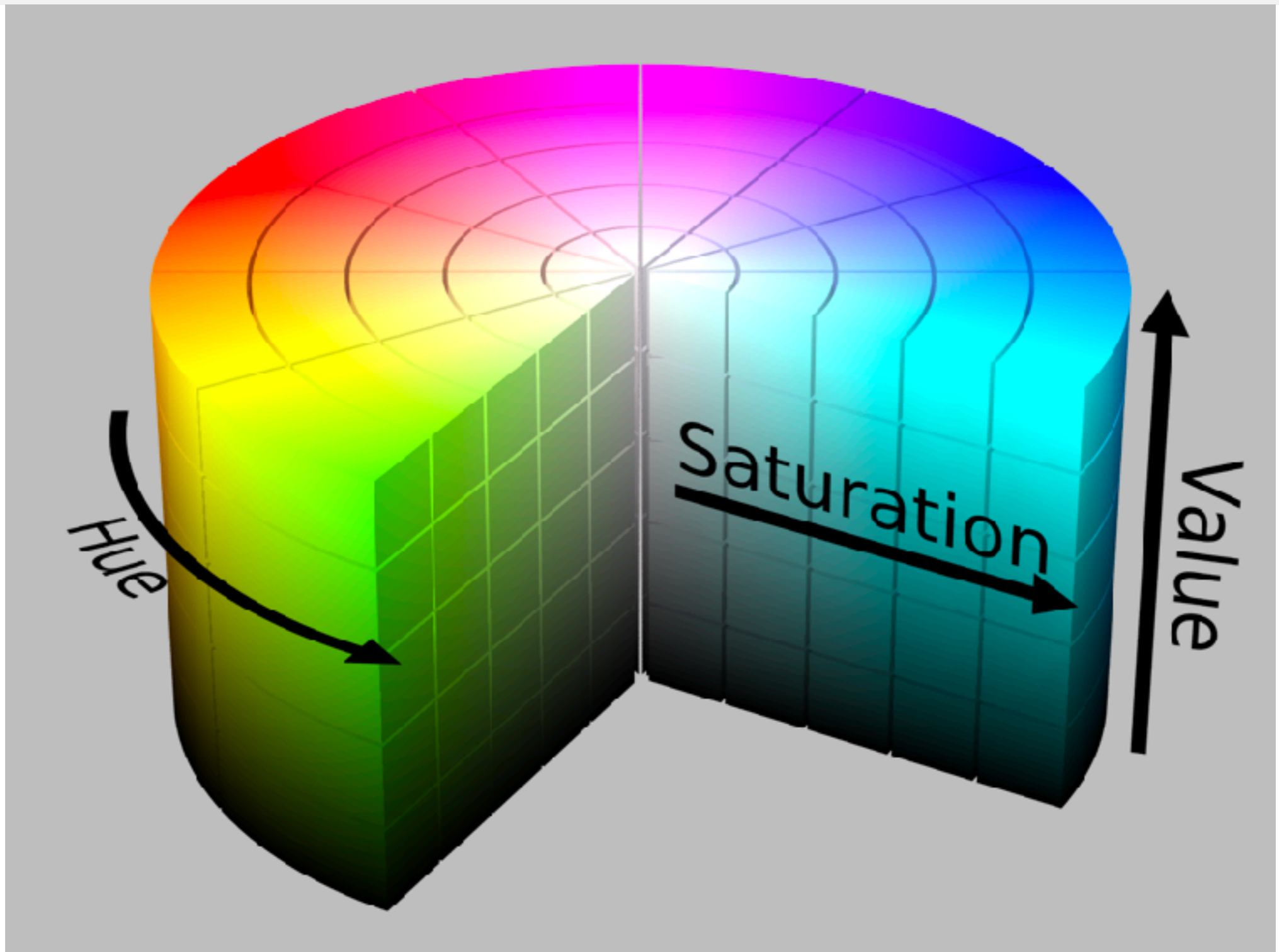
SATURATION



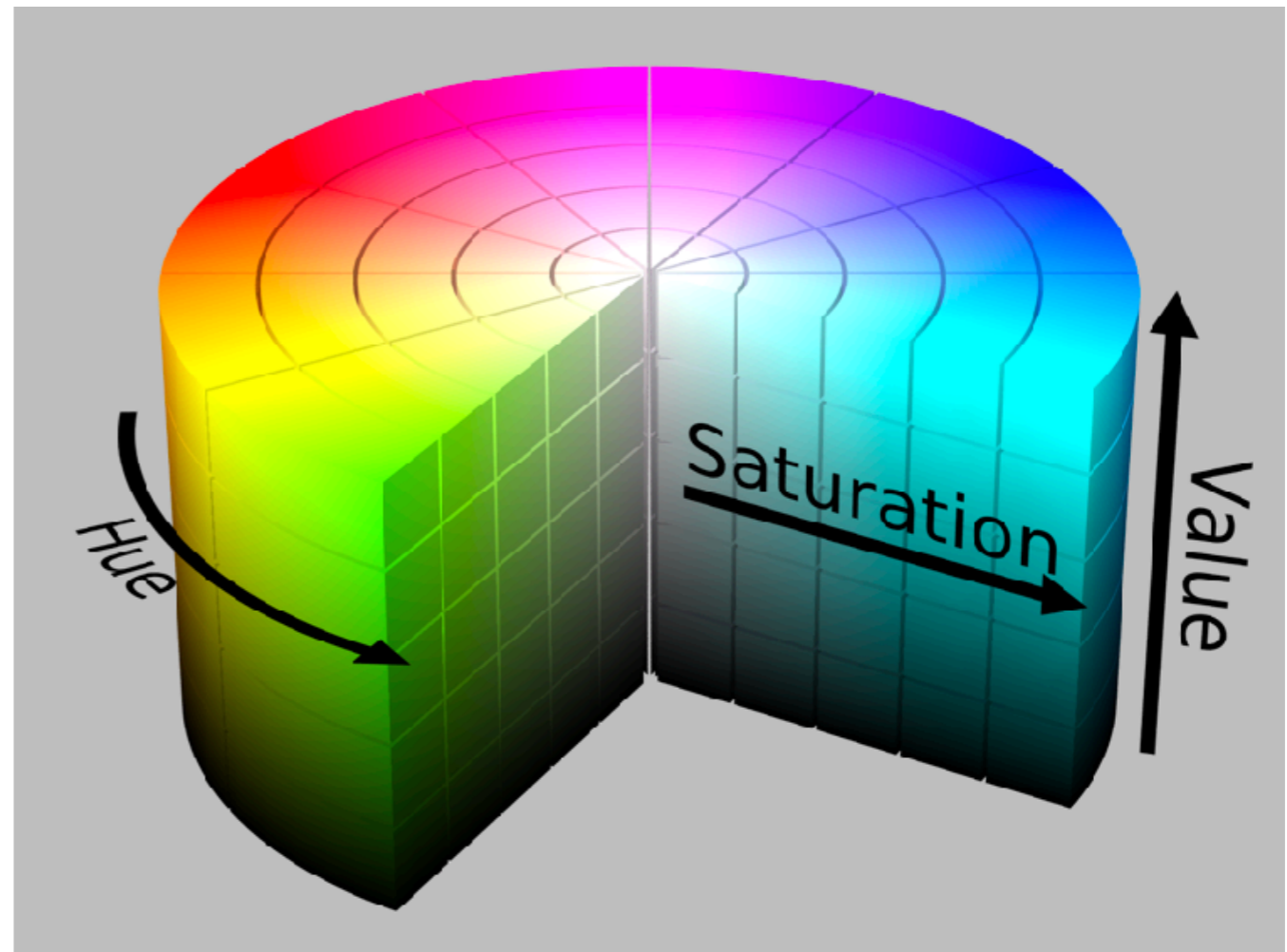
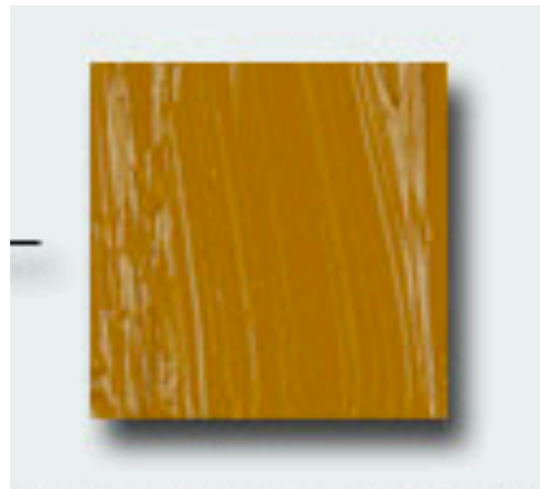
VALUE



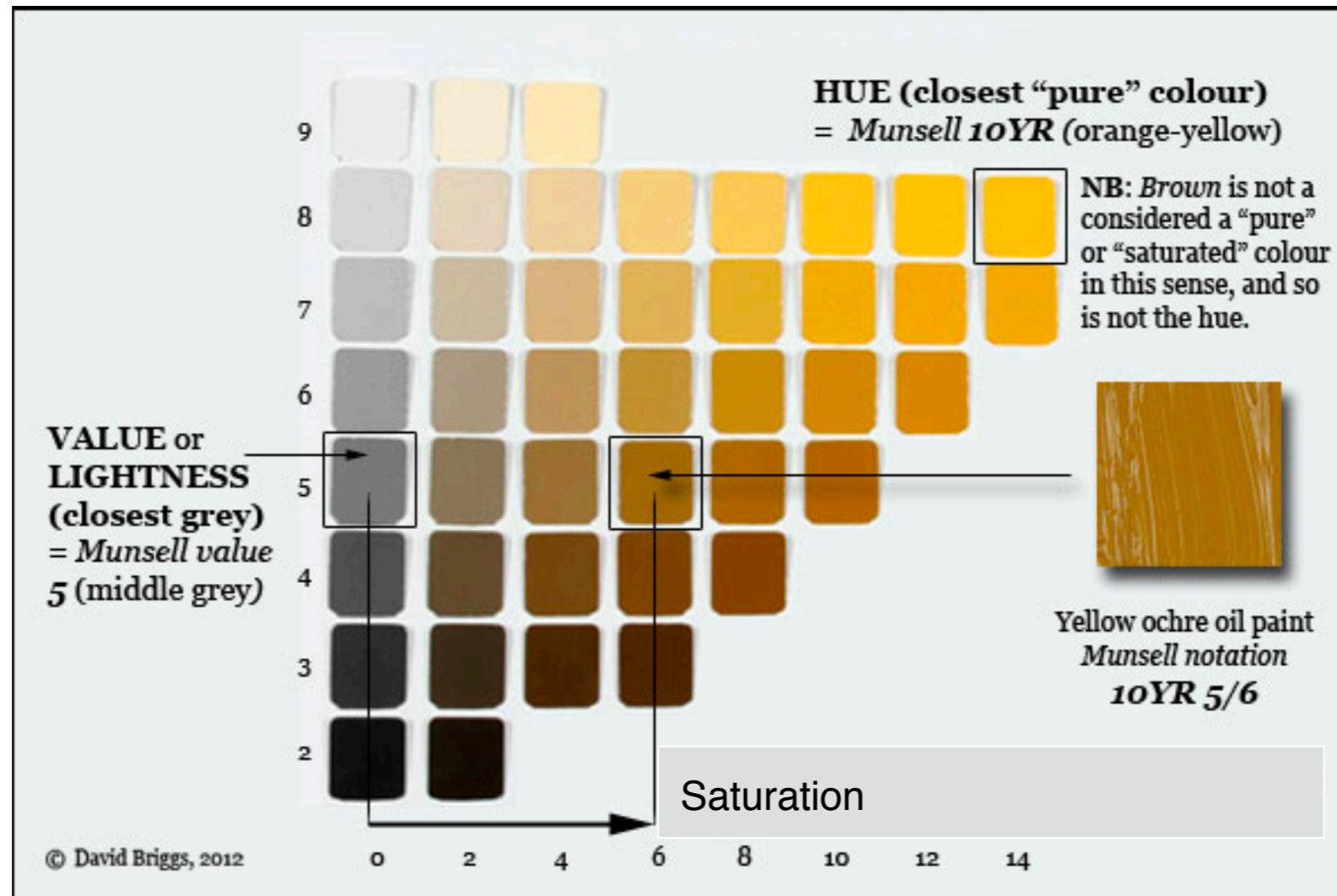
Every color is a point in the HSV space.



How would we find this color?



From Yellow, how do we get Brown?



Color Schemes

complementary colors

hues opposite the color wheel

complementary colors are more intense, and "vibrate" when placed next to each other as they compete for your attention



split complementary colors

one of the complementary colors is split off into a pair of neighboring hues



analogous colors

colors that neighbor one another on the color wheel

hues appear to "push" at each other, creating an optical illusion where each zone appears larger when it has your attention

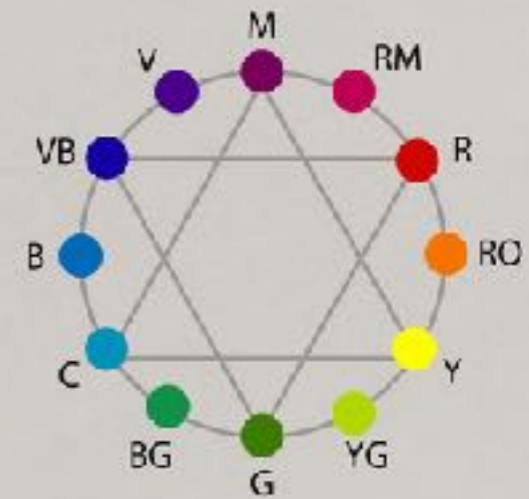


triad colors

hues equidistant on the color wheel

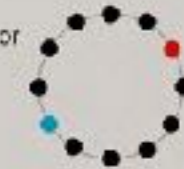


Color Wheel



Y - yellow
 YG - yellow green
 G - green
 BG - blue green
 C - cyan
 B - blue
 VB - violet blue
 V - violet
 M - magenta
 RM - red magenta

complementary contrasting color



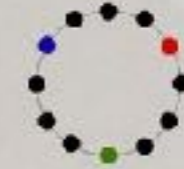
split complementary color



analogous color

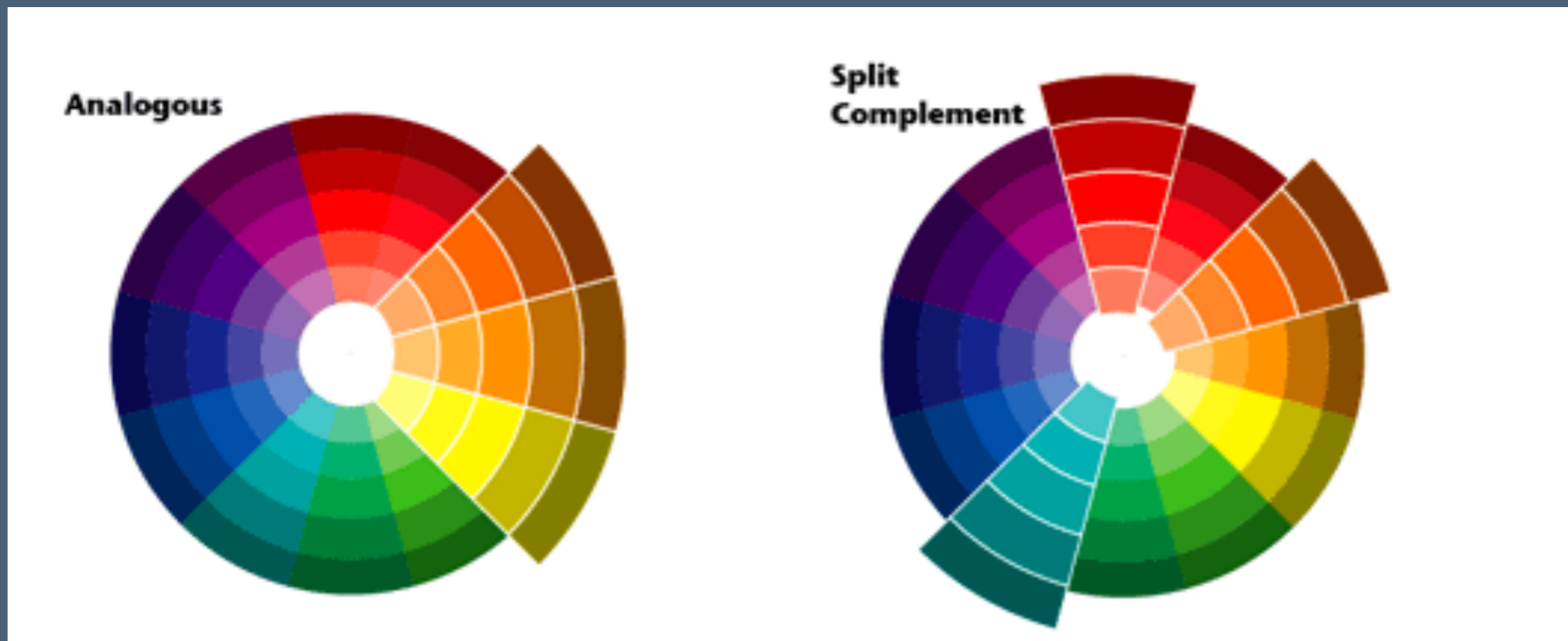


triad color



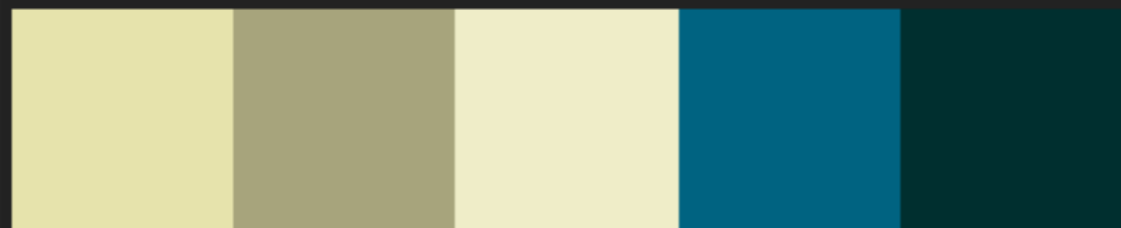
Choosing colors

- Start in grayscale, then keep the luminance values
- Common schemes: analogous, split complement



Benefit from others

- Adobe Color CC <http://color.adobe.com>
- Fork popular schemes <https://color.adobe.com/explore/most-popular>



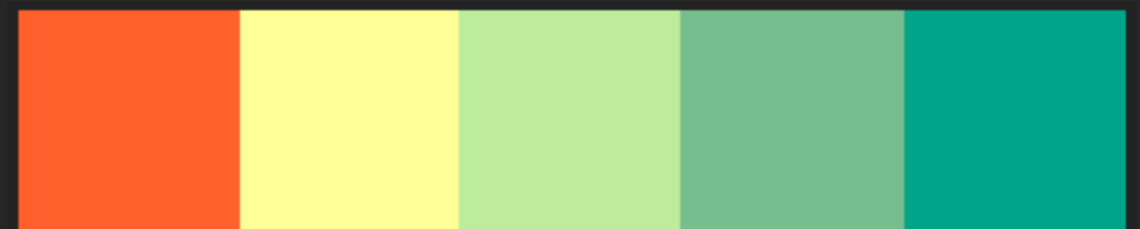
sandy stone beach ocean ... 9K+ 9K+ 328



Firenze 9K+ 8K+ 186



Neutral Blue 9K+ 7K+ 54



Phaedra 6K+ 4K+ 16

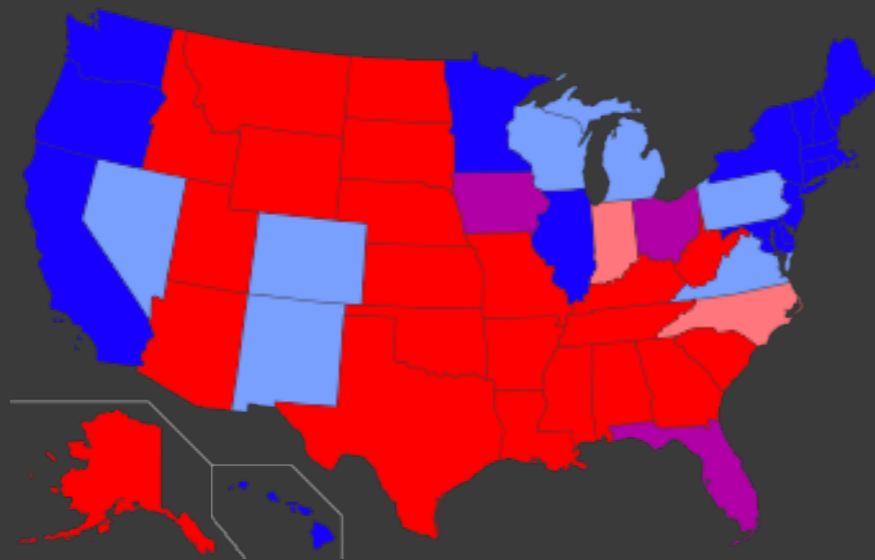
Cultural Differences in Color Interpretation

Cultural differences: color

P. Russo & S. Boor, *How fluent is your interface? Proc. INTERCHI '93*

	Red 	Blue 	Green 	Yellow 	White 
U.S.	Danger	Masculinity	Safety	Cowardice	Purity
France	Aristocracy	Freedom Peace	Criminality	Temporary	Neutrality
Egypt	Death	Virtue Faith Truth	Fertility Strength	Happiness Prosperity	Joy
India	Life Creativity		Prosperity Fertility	Success	Death Purity
Japan	Anger Danger	Villainy	Future Youth Energy	Grace Nobility	Death
China	Happiness	Heavens Clouds	Ming Dynasty Heavens Clouds	Birth Wealth Power	Death Purity

Are color meaning arbitrary?

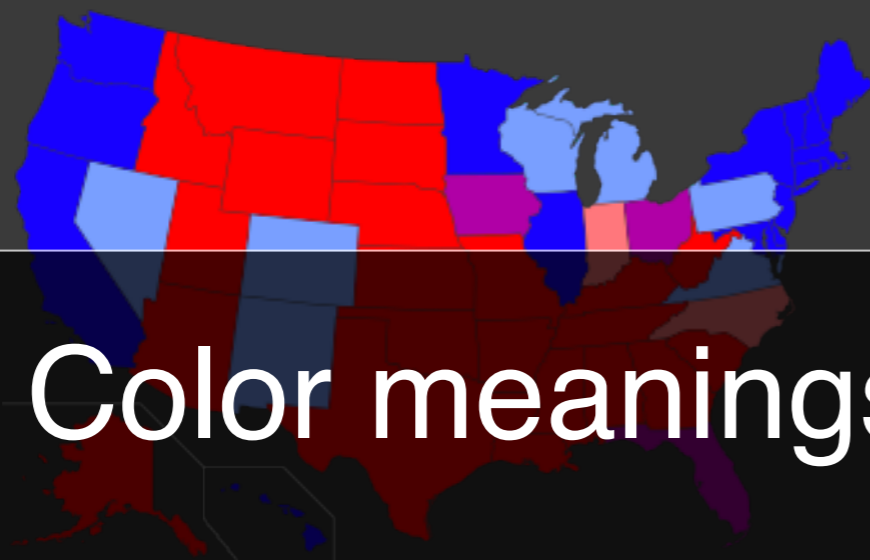


Cultural differences: color

P. Russo & S. Boor, *How fluent is your interface?* Proc. INTERCHI '93

	Red	Blue	Green	Yellow	White
U.S.	Danger	Masculinity	Safety	Cowardice	Purity
France	Aristocracy	Freedom Peace	Criminality	Temporary	Neutrality
Egypt	Death	Virtue Faith Truth	Fertility Strength	Happiness Prosperity	Joy
India	Life Creativity		Prosperity Fertility	Success	Death Purity
Japan	Anger Danger	Villainy	Future Youth Energy	Grace Nobility	Death
China	Happiness	Heavens Clouds	Ming Dynasty Heavens Clouds	Birth Wealth Power	Death Purity

Are color meaning arbitrary?



Cultural differences: color

P. Russo & S. Boor, *How fluent is your interface?* Proc. INTERCHI '93

	Red	Blue	Green	Yellow	White
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Japan	Anger Danger	Villainy	Future Youth Energy	Grace Nobility	Death
China	Happiness	Heavens Clouds	Ming Dynasty Heavens Clouds	Birth Wealth Power	Death Purity

Color meanings are not absolute.

But at any time and place, they may mean something you don't intend.

Typography

R

**Gill Sans, designed by Eric Gill and released
by the Monotype Corporation in 1928**

Six Typographic Terms





S S

Gill Sans Calibri

Six Typographic Terms

} **Leading**

Six Typographic Terms

Six } **x-height**

Typographic Terms

Six

Gill Sans

Six

Lucida Bright
high x-height

Six

Baskerville
Low x-height

Typefaces with high x-height:
easier to read at small point size

Typefaces with low x-height:
harder to read at small point size

ascenders

Six Typographic Terms

descenders

Six Typographic **Terms**

light

regular

bold

weight

Weights and Styles

Roboto Thin & *Thin Oblique*

Roboto Light & *Light Oblique*

Roboto Regular & *Oblique*

Roboto Medium & *Medium Oblique*

Roboto Bold & *Bold Oblique*

Roboto Black & *Black Oblique*

Roboto Condensed Light & *Condensed Light Oblique*

Roboto Condensed & *Condensed Oblique*

Roboto Condensed Bold & *Condensed Bold Oblique*

Six Typographic Terms: Serif

Serif
(pronounced
"sair iff," not
"suh reef")

Oldstyle Goudy

Goudy Palatino Times

Baskerville Garamond

Source: R. Williams
The Non-Designers Design Book

Six Typographic Terms: Serif

??????

Serif
(pronounced
"sair iff," not
"suh reef")

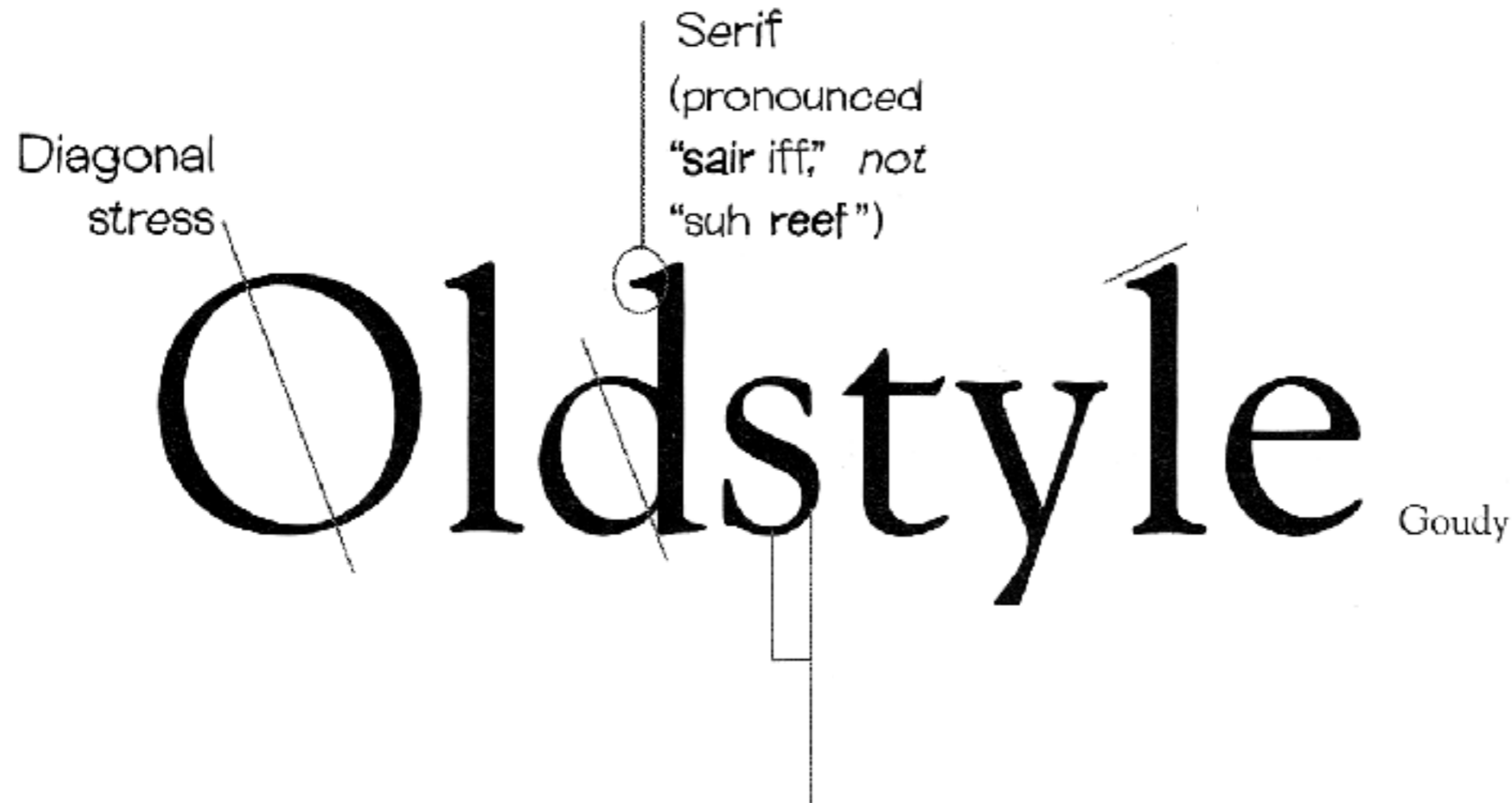
Oldstyle Goudy

Goudy Palatino Times

Baskerville Garamond

Source: R. Williams
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Six Typographic Terms: Serif

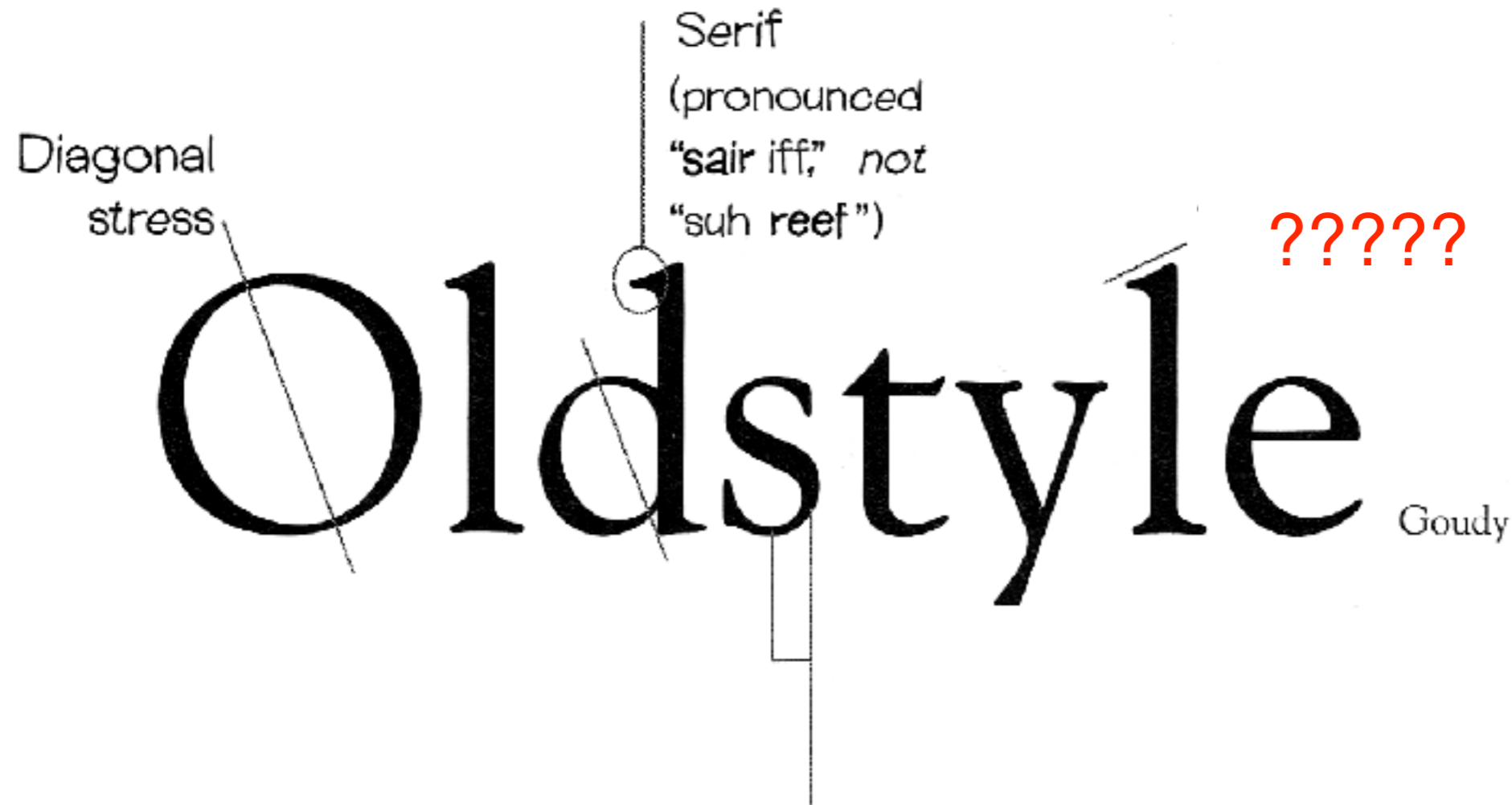


Goudy Palatino Times

Baskerville Garamond

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The Non-Designers Design Book

Six Typographic Terms: Serif

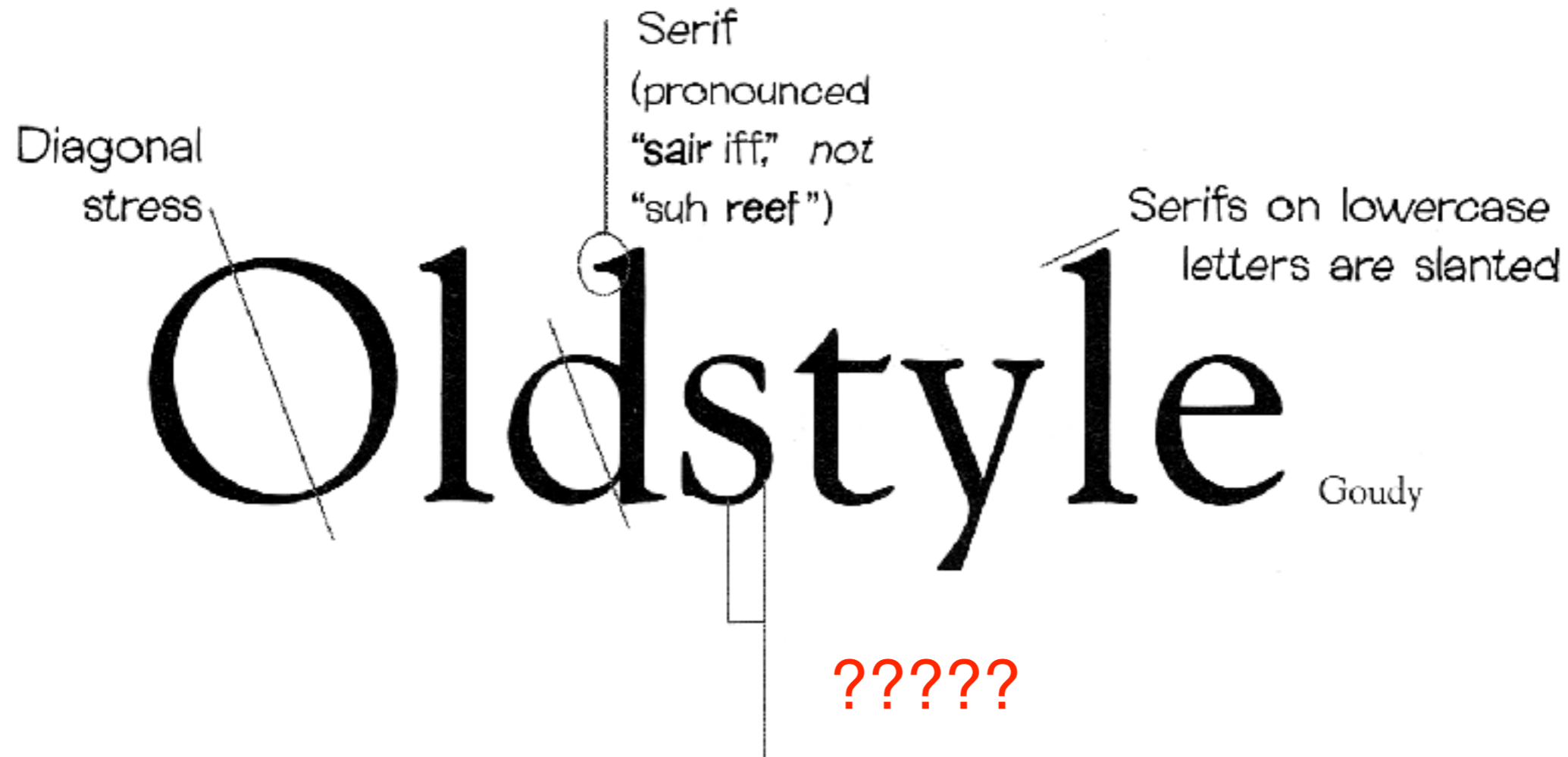


Goudy Palatino Times

Baskerville Garamond

Source: R. Williams
The Non-Designers Design Book

Six Typographic Terms: Serif



Goudy Palatino Times

Baskerville Garamond

Source: R. Williams
The Non-Designers Design Book

Six Typographic Terms: Serif

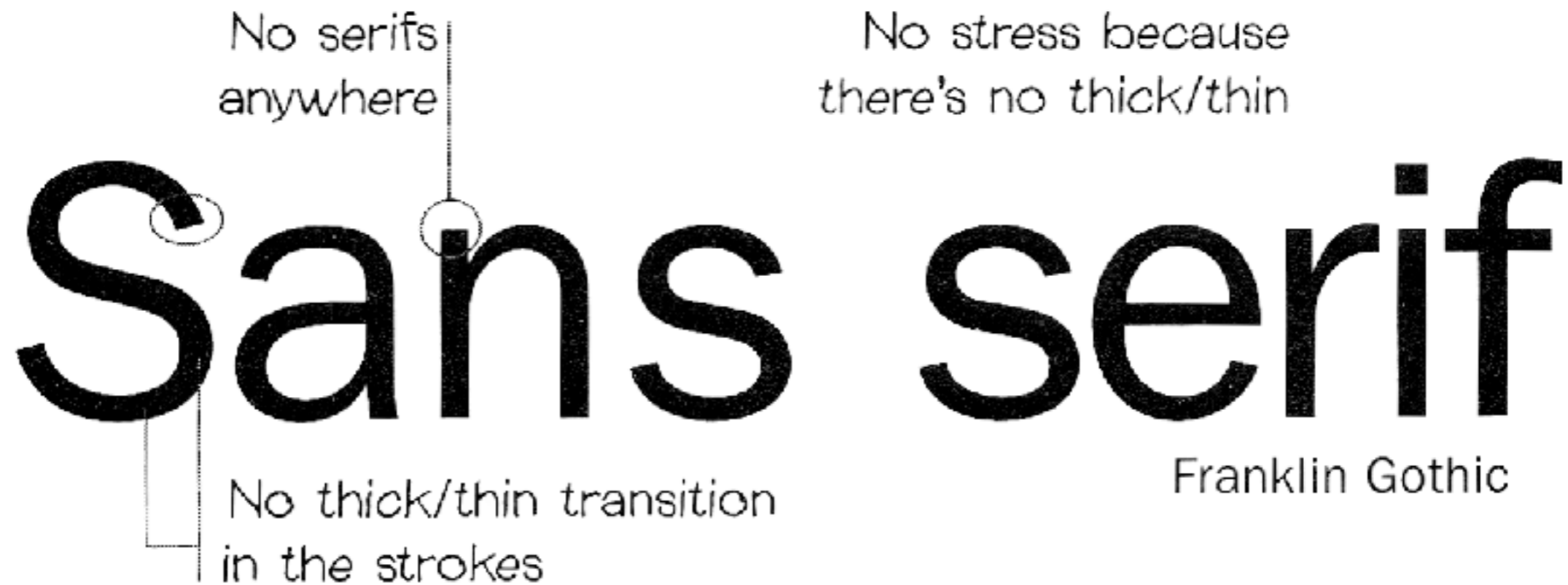


Goudy Palatino Times

Baskerville Garamond

Source: R. Williams
The Non-Designers Design Book

Six Typographic Terms: Sans Serif



Antique Olive Formata
Gill Sans Franklin Gothic
Folio Syntax

Source: R. Williams
The Non-Designers Design Book

SMALL CAPS, lowercase

SMALL CAPS, lowercase

Numbers:

Lowercase

1234567890

Uppercase

1234567890

The Serif Hypothesis

- Serif typefaces are easier to read -- and thereby preferable for long stretches of text -- because the serifs provide anchors that guide the reader's eye. Sans serif fonts lack these anchors and are therefore inappropriate for long stretches of text.

Challenges

- Individual differences dwarf manipulation effects
 - *i.e.*, some people read faster than others. If there is an effect, it's very small
- Confound: Reading requires familiarity
- Dependent Variable? Speed? Comprehension?
...?

“Legibility, in practice, amounts simply to what one is accustomed to” — Eric Gill, 1931

Combining Type: Concordant

Typography

FROM WIKIPEDIA, THE FREE ENCYCLOPEDIA

Typography is the art and technique of arranging type, type design, and modifying *type glyphs*. Type glyphs are created and modified using a variety of illustration techniques. The arrangement of type involves the selection of typefaces, point size, line length, leading (line spacing), adjusting the spaces between groups of letters (tracking) and adjusting the space between pairs of letters (kerning).

Adobe Caslon Semibold
48 pt

Adobe Caslon Smallcaps, 14 pt

Adobe Caslon Regular, 12 pt

Combining Type: Contrasting

Typography

From Wikipedia, the free encyclopedia

Typography is the art and technique of arranging type, type design, and modifying *type glyphs*. Type glyphs are created and modified using a variety of illustration techniques. The arrangement of type involves the selection of typefaces, point size, line length, leading (line spacing), adjusting the spaces between groups of letters (tracking) and adjusting the space between pairs of letters (kerning).

Gill Sans Light

48 pt

Gill Sans Light, 16 pt

UC Berkeley OldStyle, 12 pt

Combining Type: Conflicting

Typography

From Wikipedia, the free encyclopedia

Typography is the art and technique of arranging type, type design, and modifying type glyphs. Type glyphs are created and modified using a variety of illustration techniques. The arrangement of type involves the selection of typefaces, point size, line length, leading (line spacing), adjusting the spaces between groups of letters (tracking) and adjusting the space between pairs of letters (kerning).

Arial
36 pt

Futura Medium, 14 pt

Myriad Regular, 12 pt

Typefaces, like everything, build reputations

Baskerville

**The Literary
Magazine for
Gifted Kids &
Their Families**

Optima
POUR HOMME

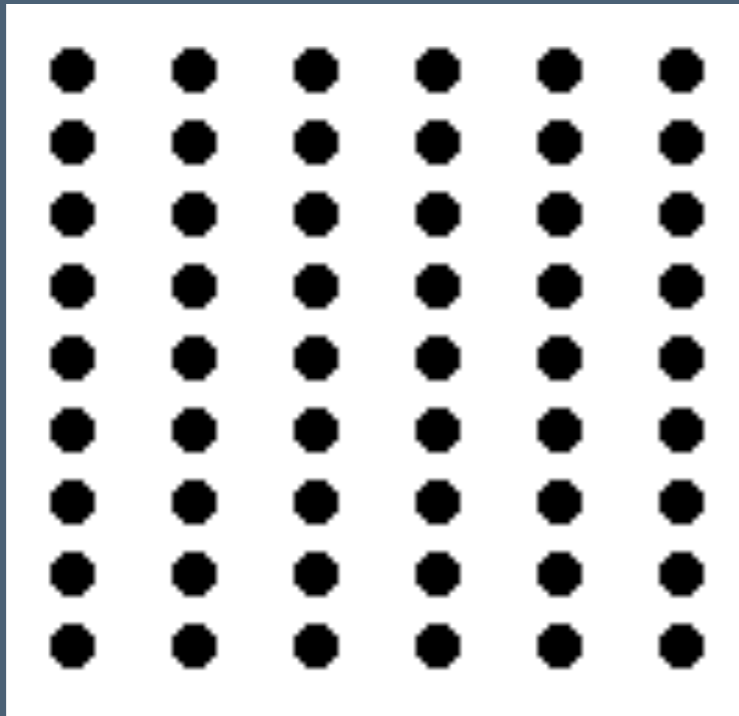
AFTER SHAVE BALM
BAUME APRES RASAGE

Gestalt

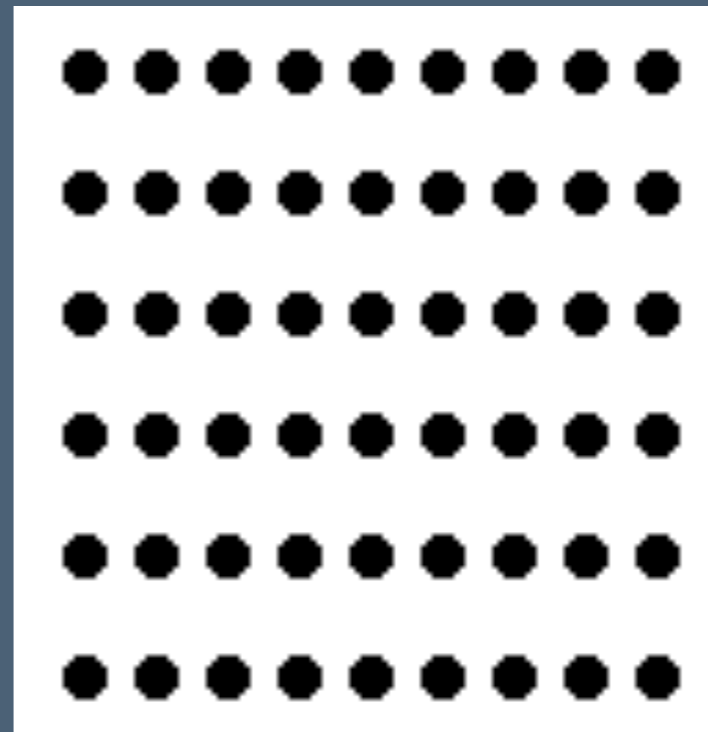
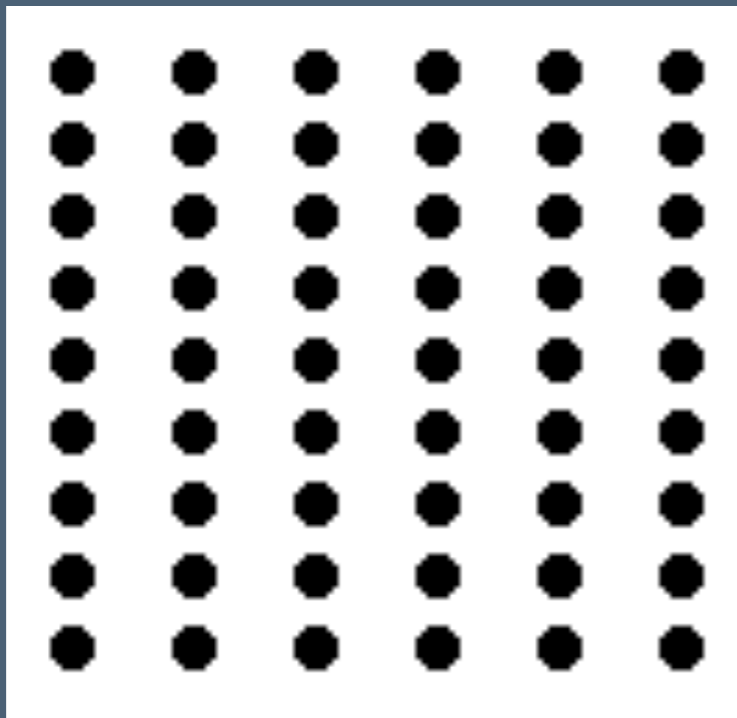
noun

an organized whole that is perceived as more than
a sum of its parts

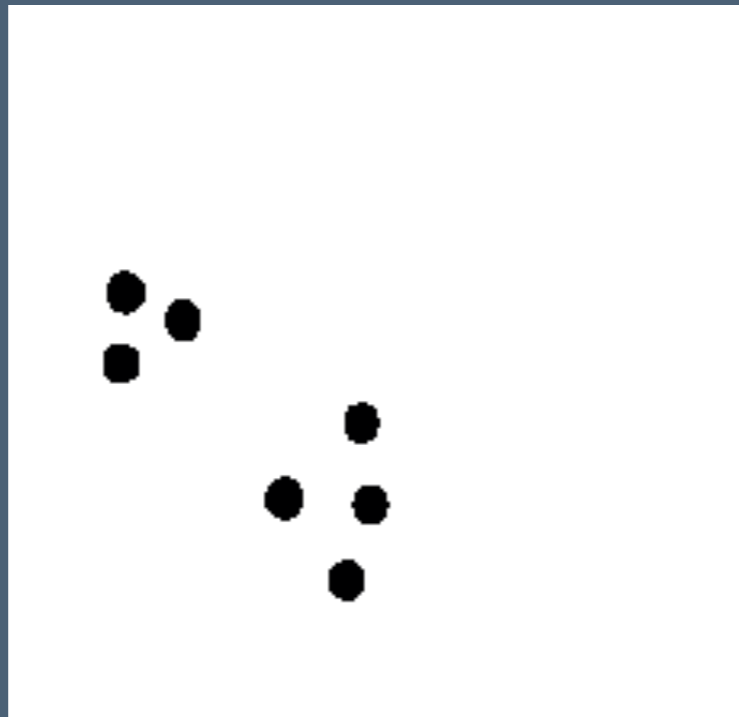
What pattern do you see here?



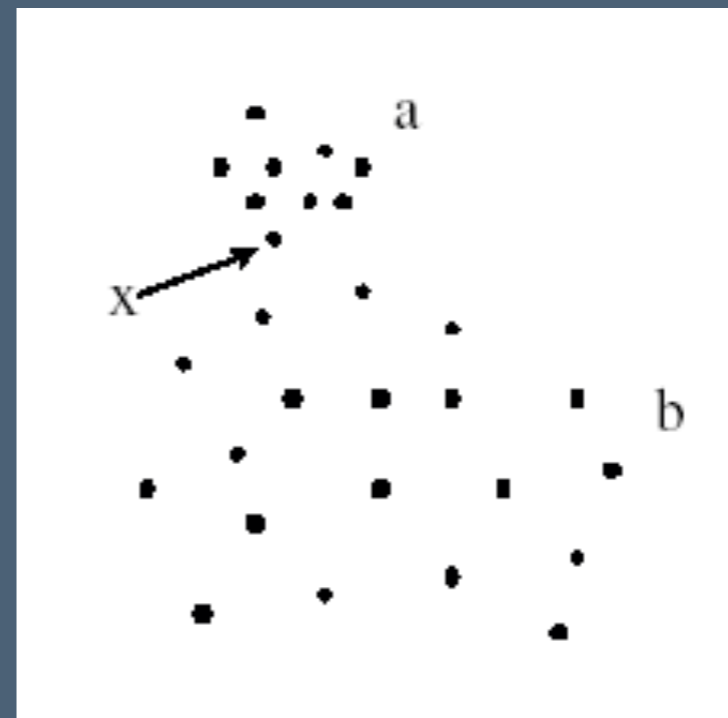
What pattern do you see here?



Proximity



Proximity



How is proximity used?

Tuesday, November 4

Election Day

An American Menu \$75

Caesar salad with anchovies, egg, and
Parmesan cheese

Clam chowder with Maine lobster and
pancetta

Grilled chicken with house-made
barbeque sauce with potato purée and
greens

Apple and raspberry pecan crisp with
vanilla ice cream

Tuesday, November 4 —Election Day

An American Menu

\$75

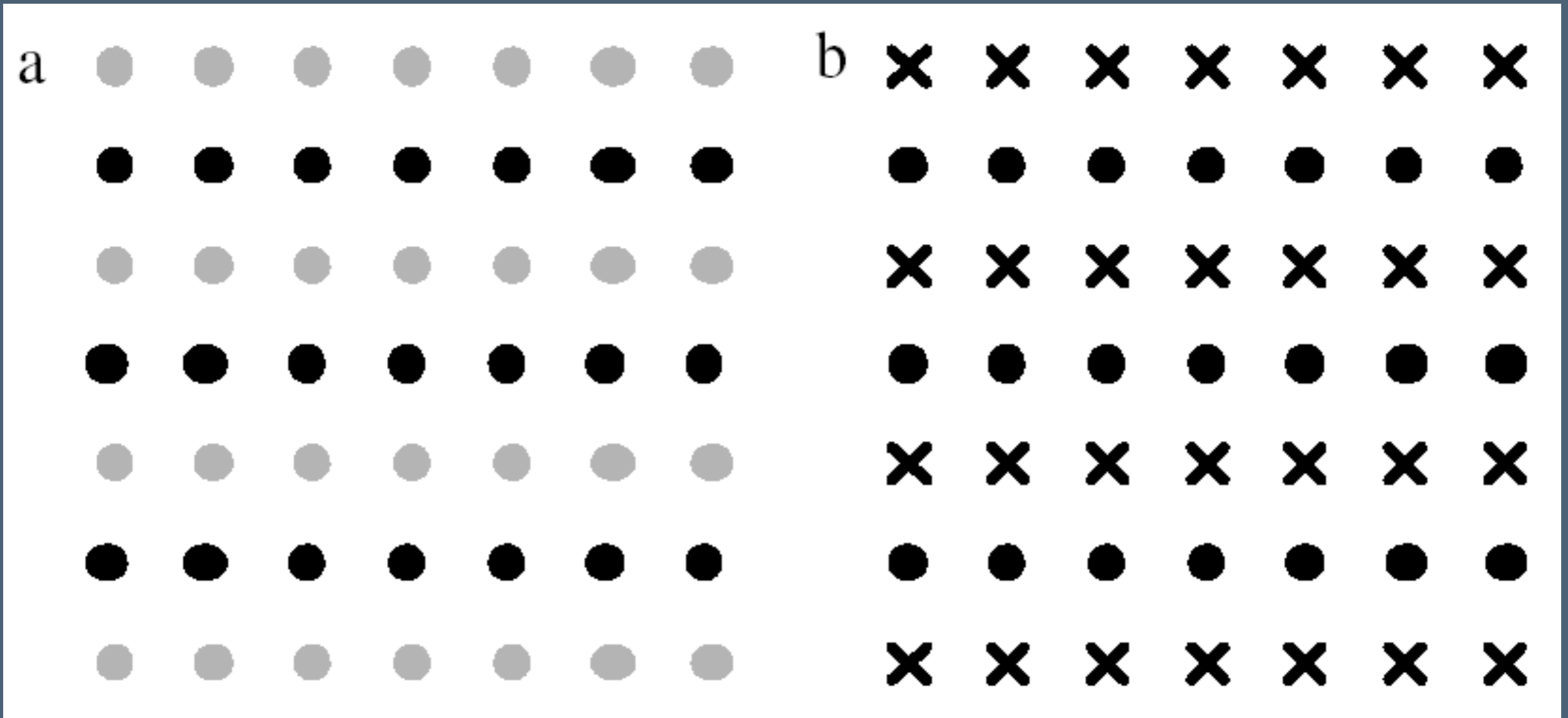
Caesar salad with anchovies, egg, and
Parmesan cheese

Clam chowder with Maine lobster
and pancetta

Grilled chicken with house-made
barbeque sauce with potato purée
and greens

Apple and raspberry pecan crisp
with vanilla ice cream

What pattern do you see here?



How is similarity used?

TUESDAY, NOVEMBER 4 – ELECTION DAY

AN AMERICAN MENU \$75

Caesar salad

with anchovies, egg, and Parmesan cheese

Clam chowder

with Maine lobster and pancetta

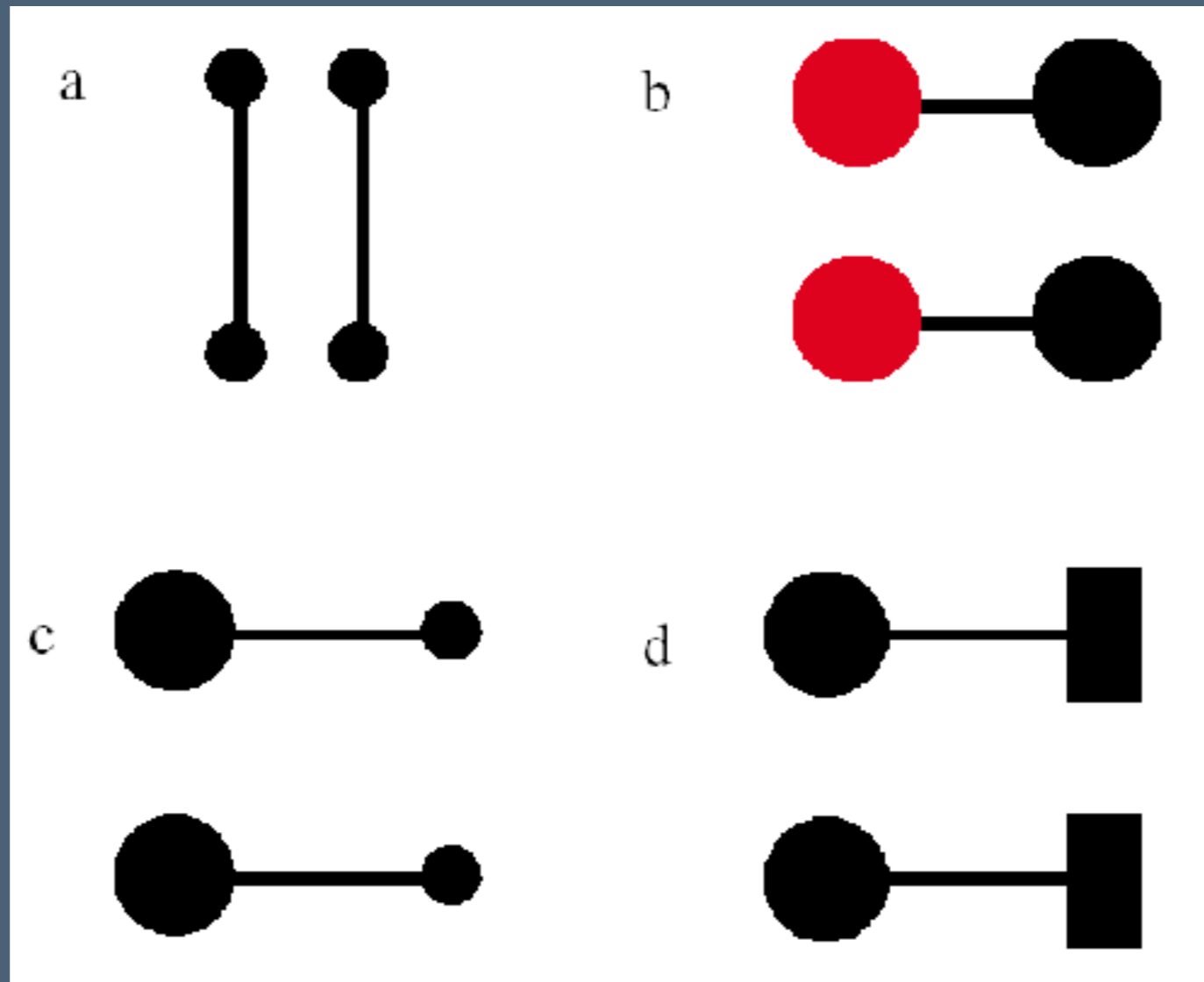
Grilled chicken

with house-made barbeque sauce with
potato purée and greens

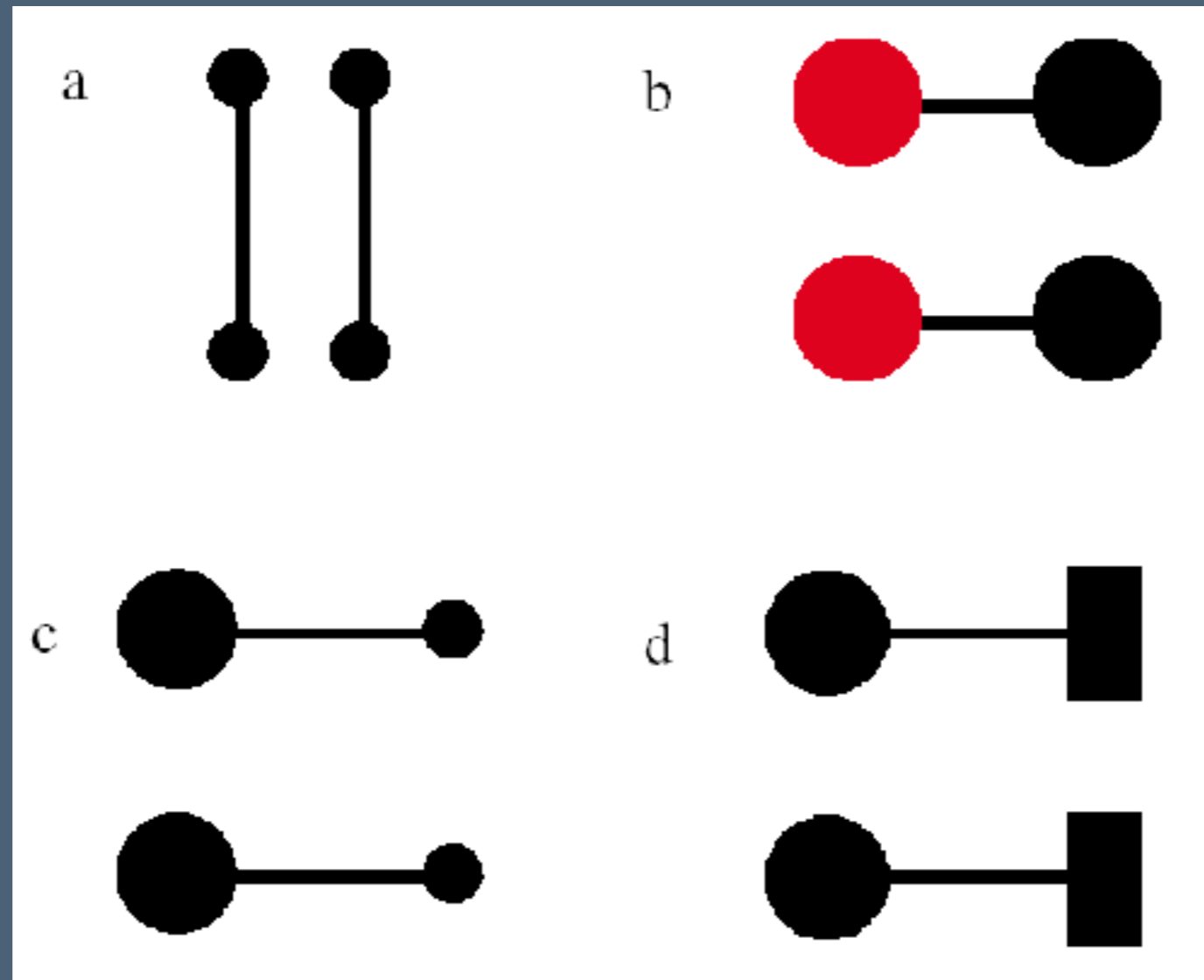
Apple and raspberry pecan crisp

with vanilla ice cream

What pattern do you see here?

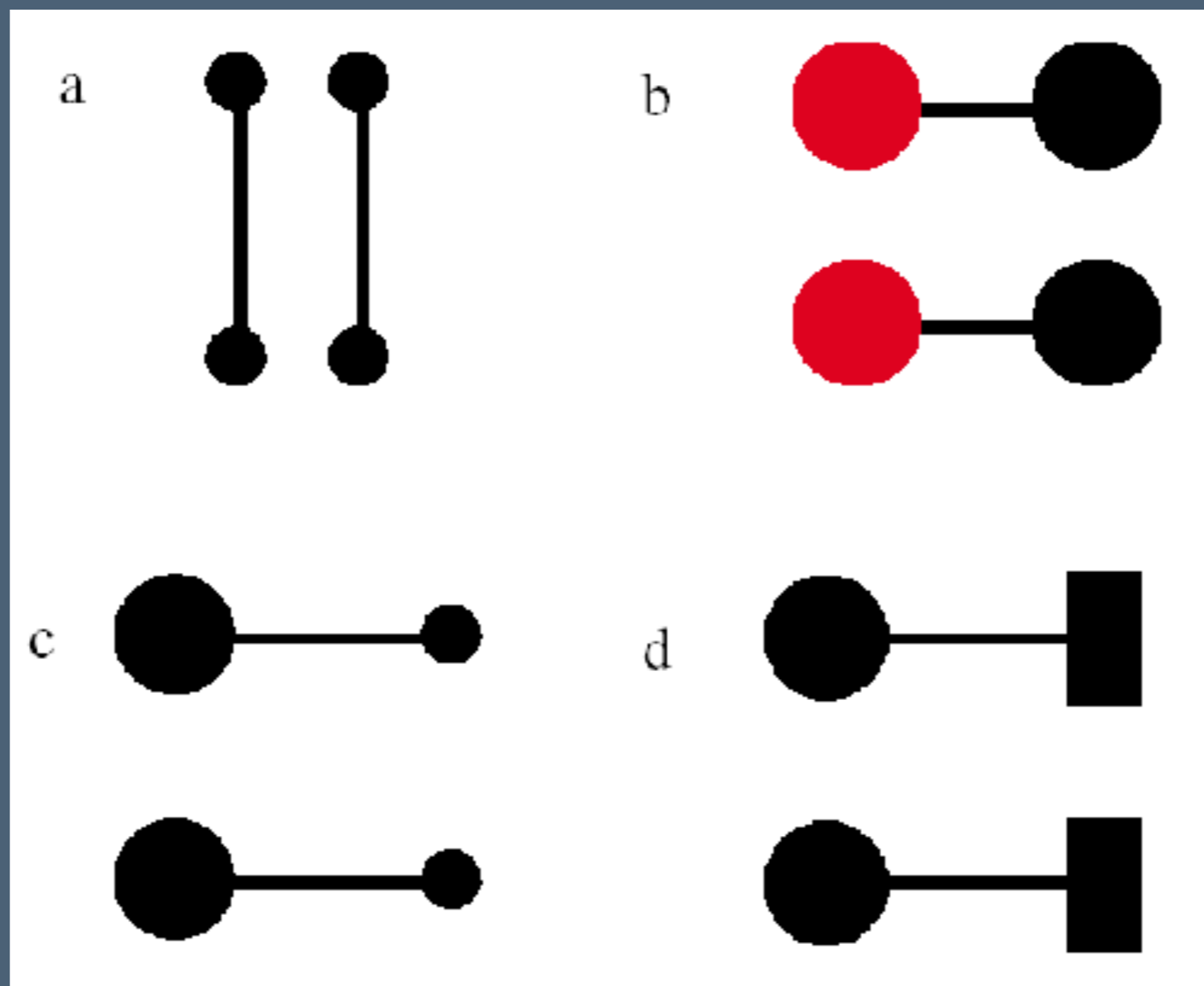


What pattern do you see here?



How are proximity and similarity used?

Connectedness

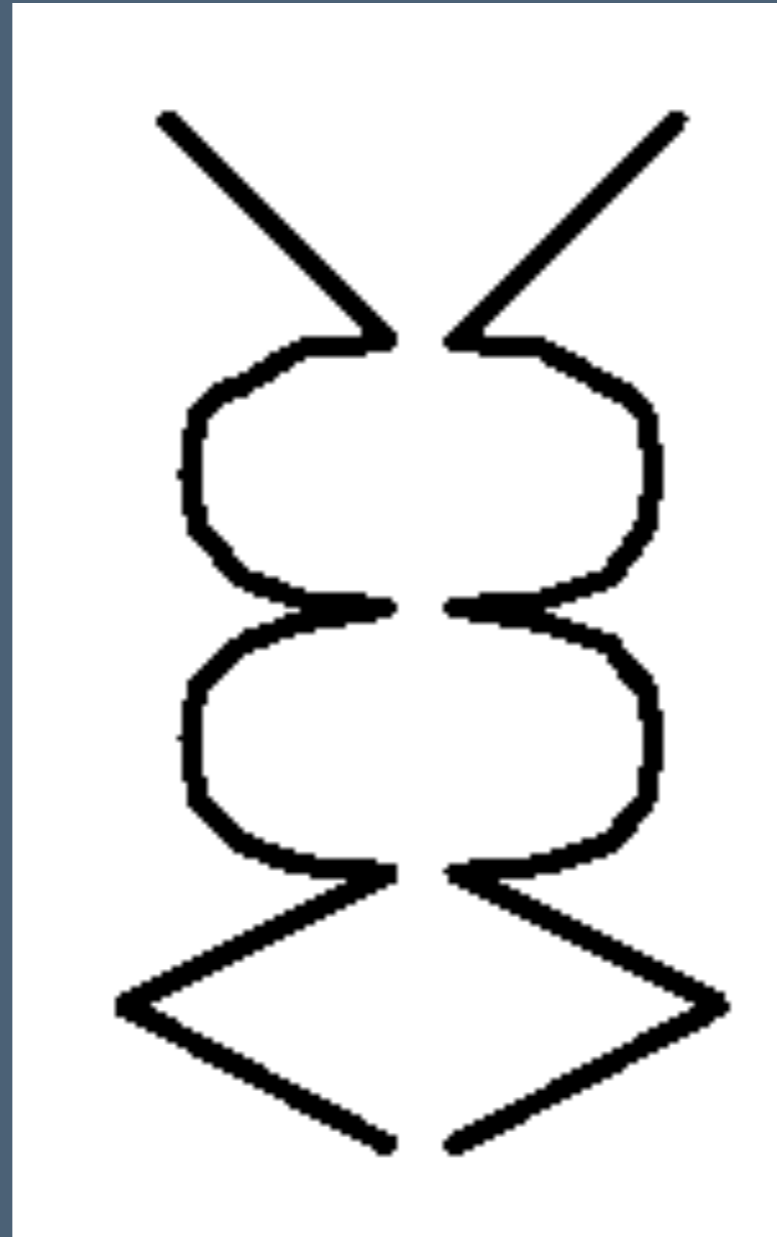


Connection overrules proximity and similarity

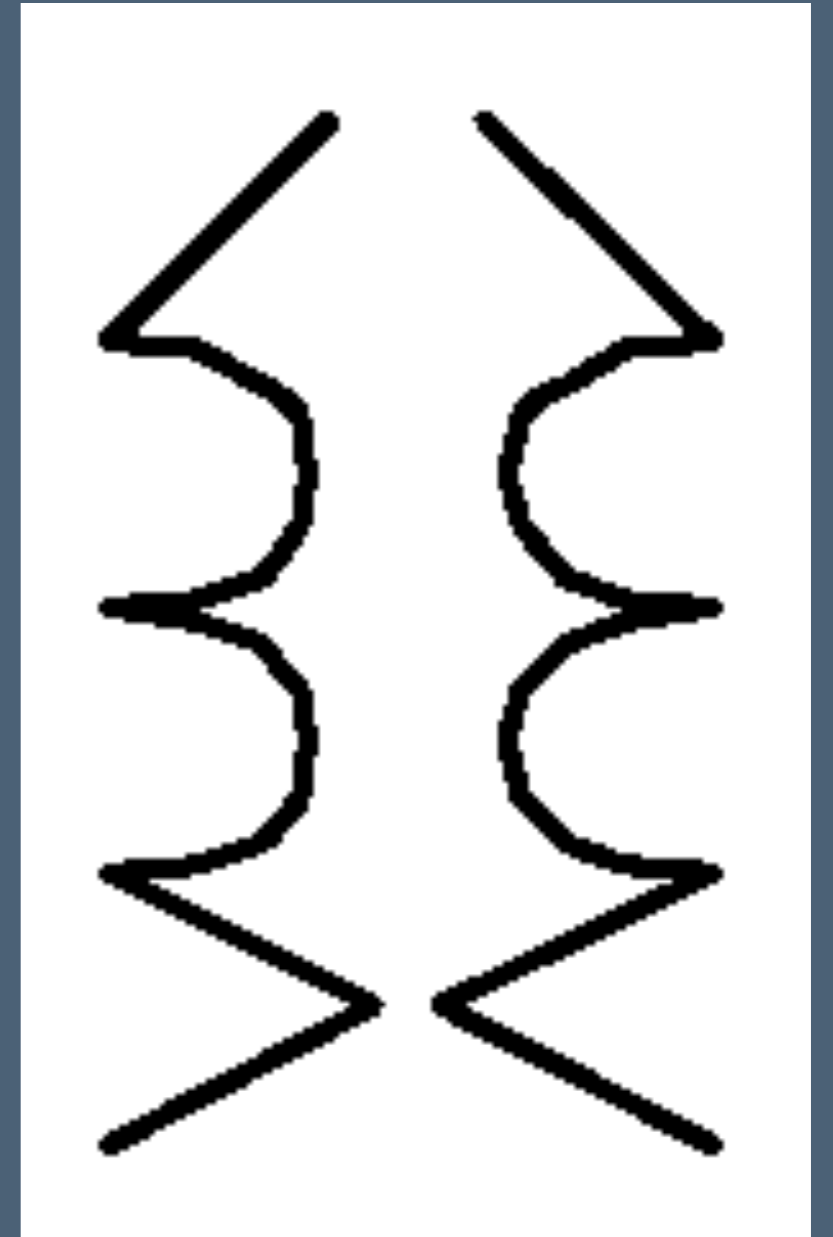
What **literal** difference do you see between A B and C?



A



B

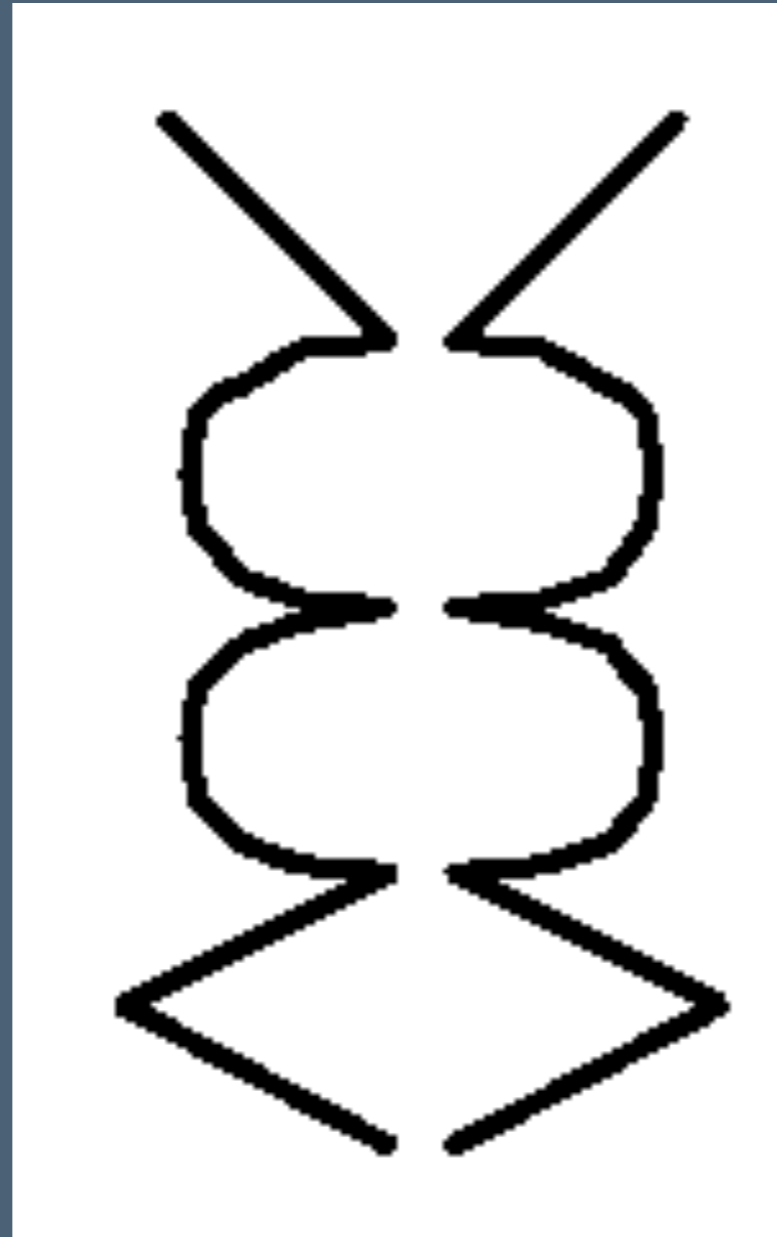


C

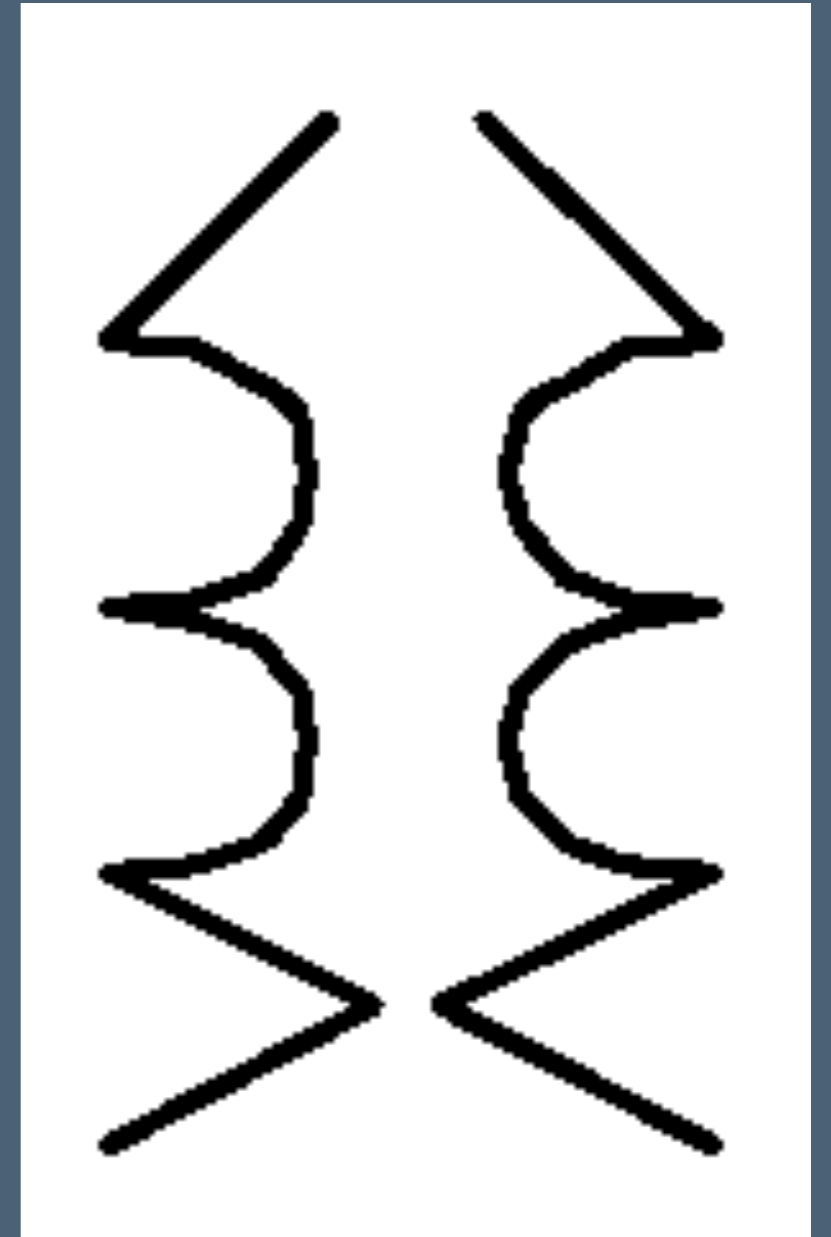
What **perceptual** difference do you see between A B and C?



A

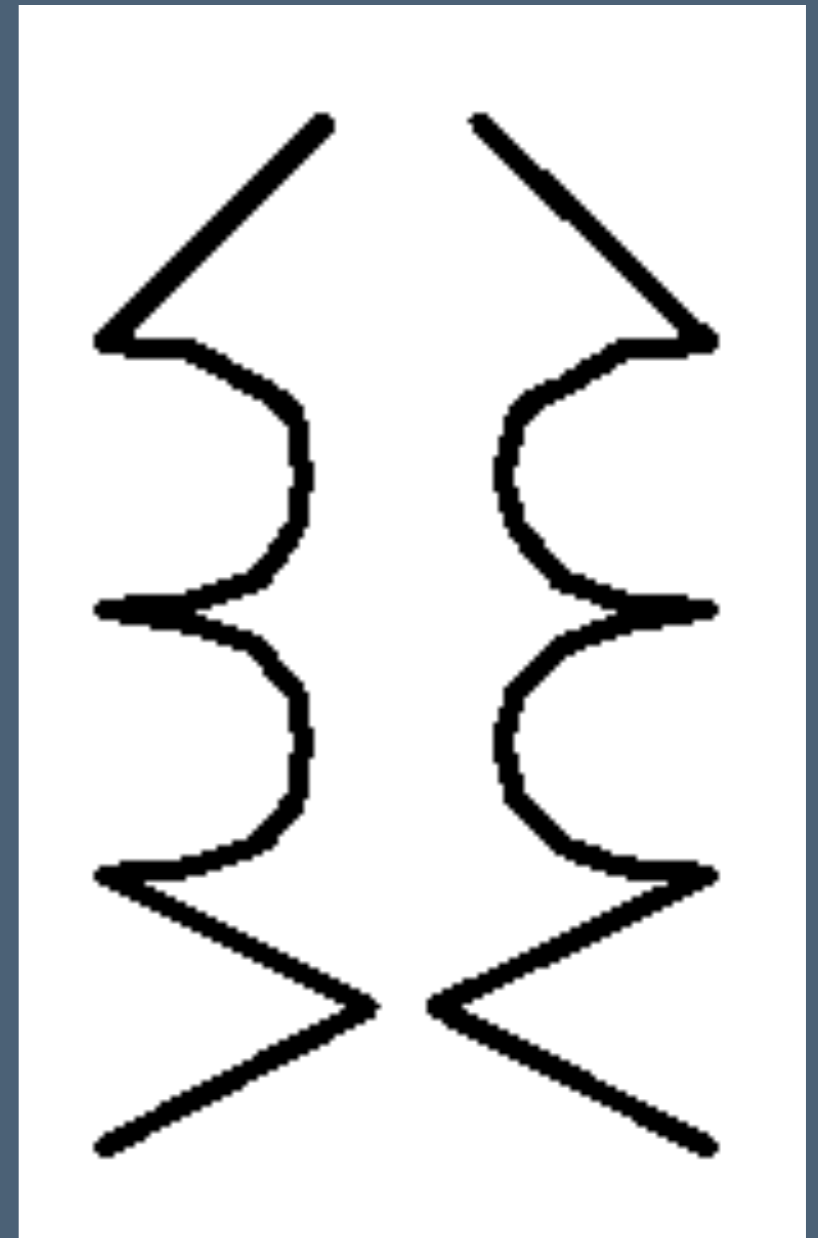
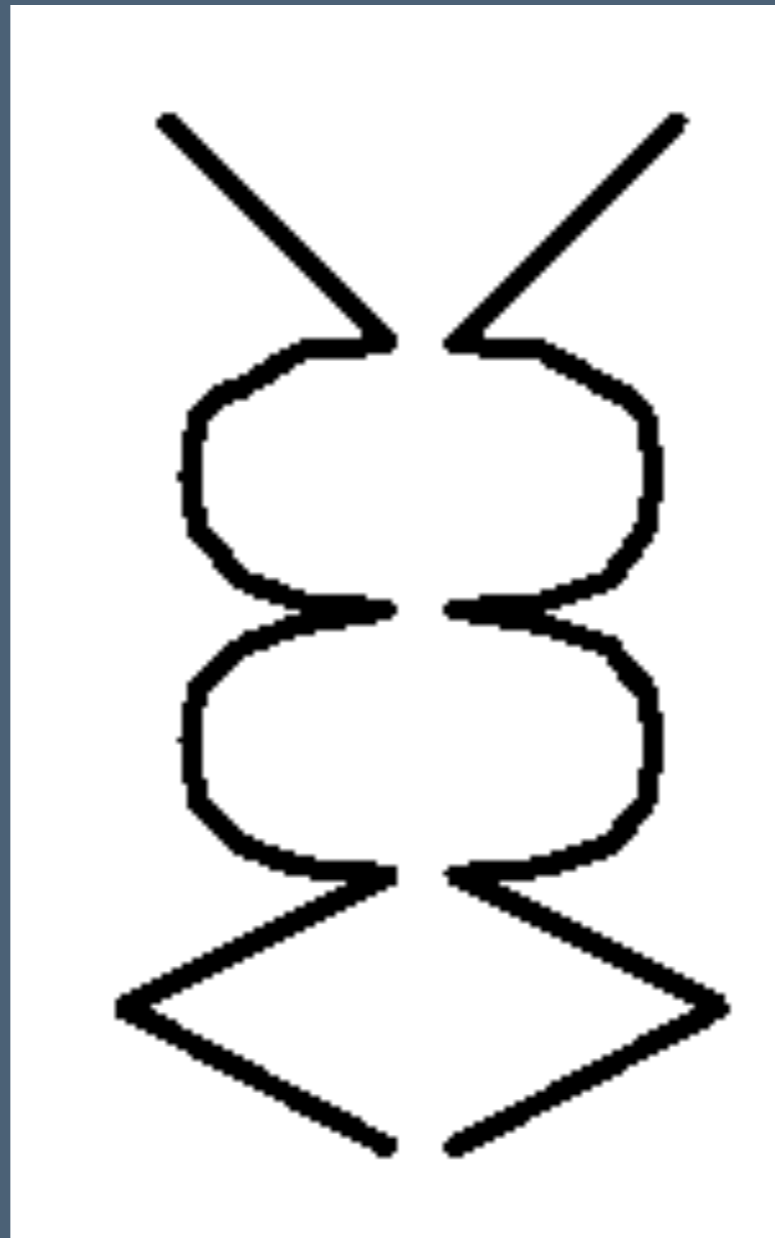


B



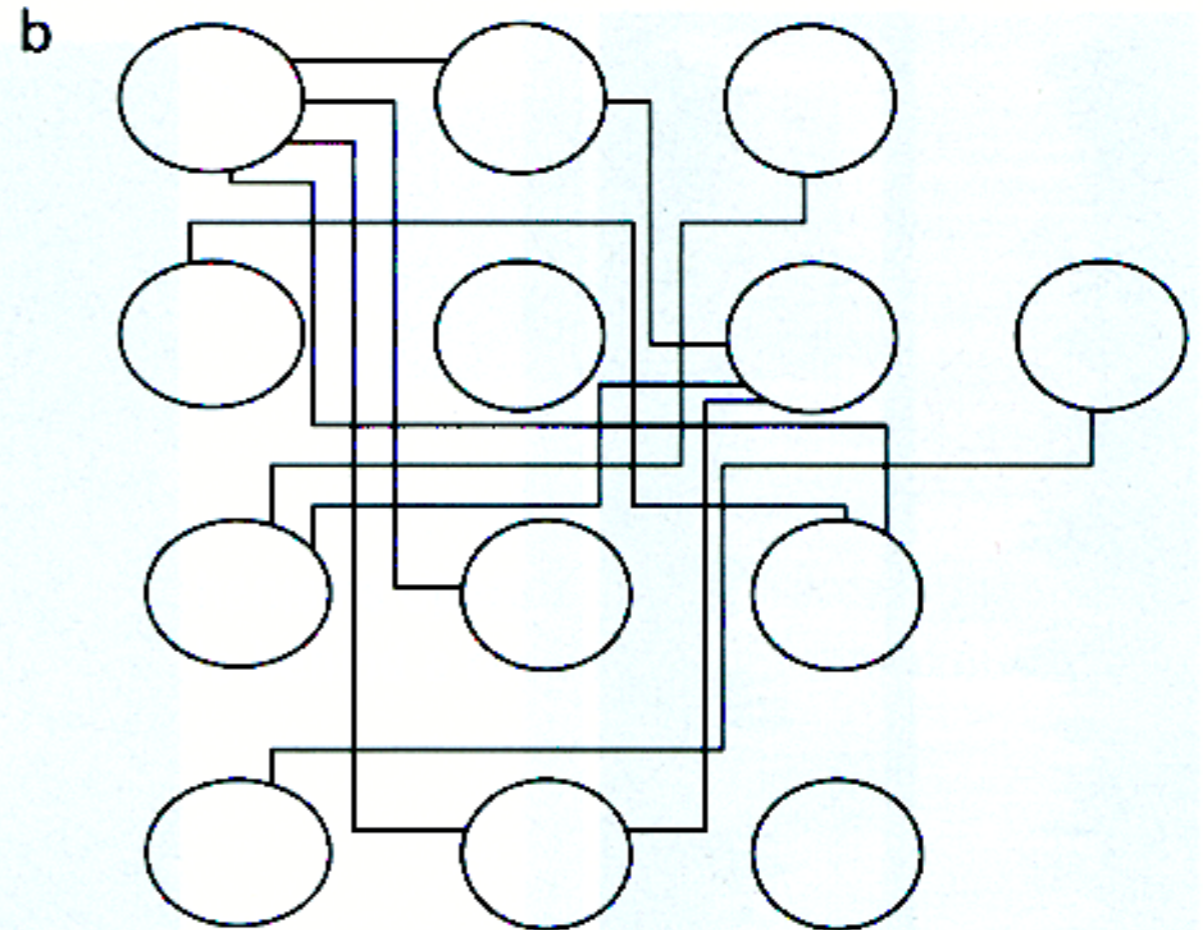
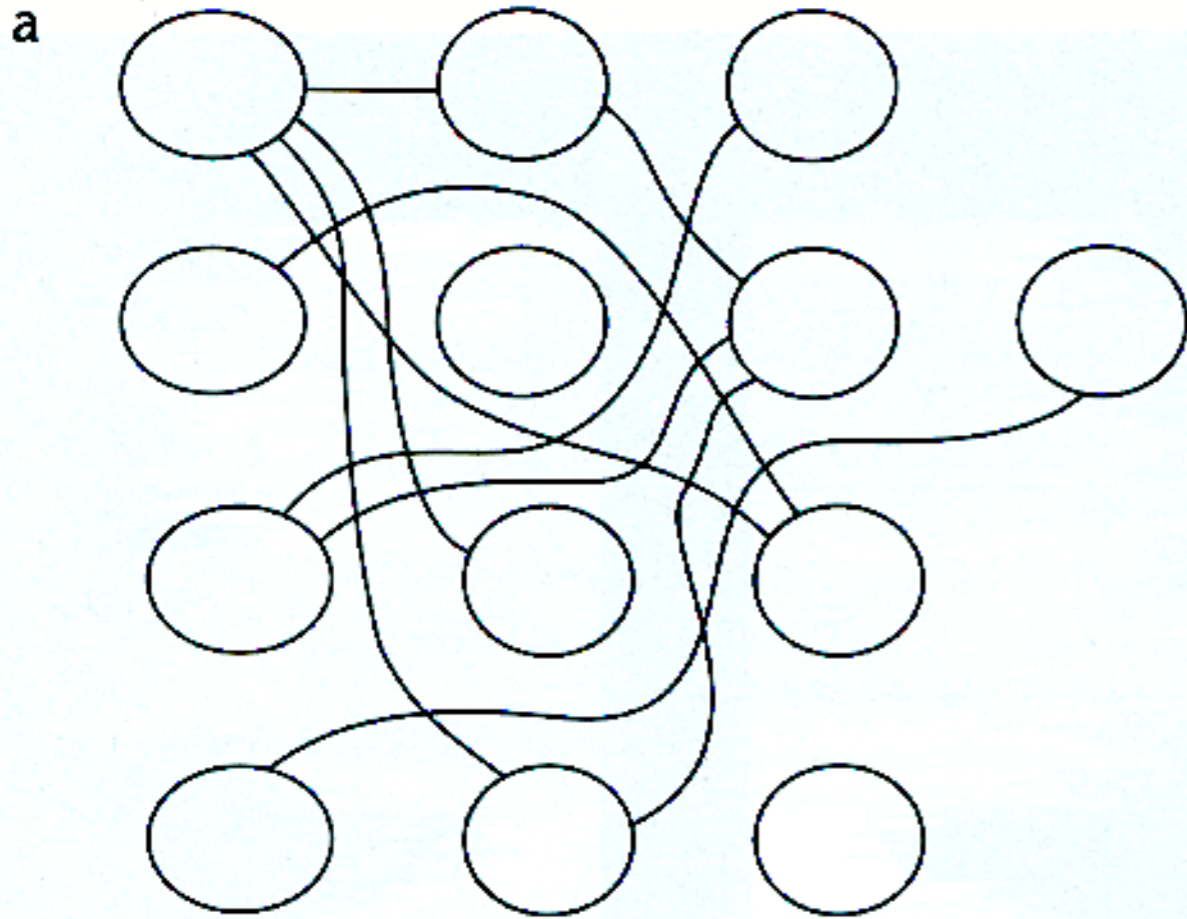
C

Symmetry

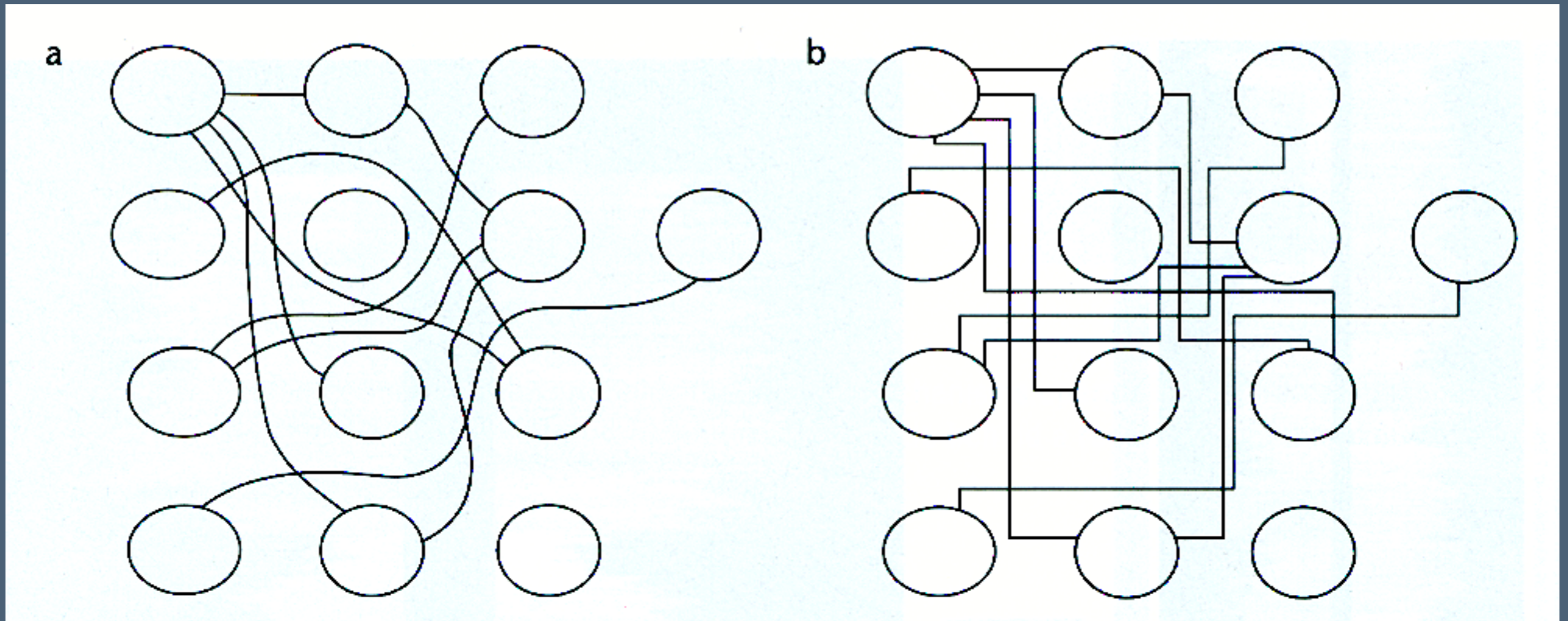


Bilateral symmetry gives strong sense of figure

Which paths are easier to follow?

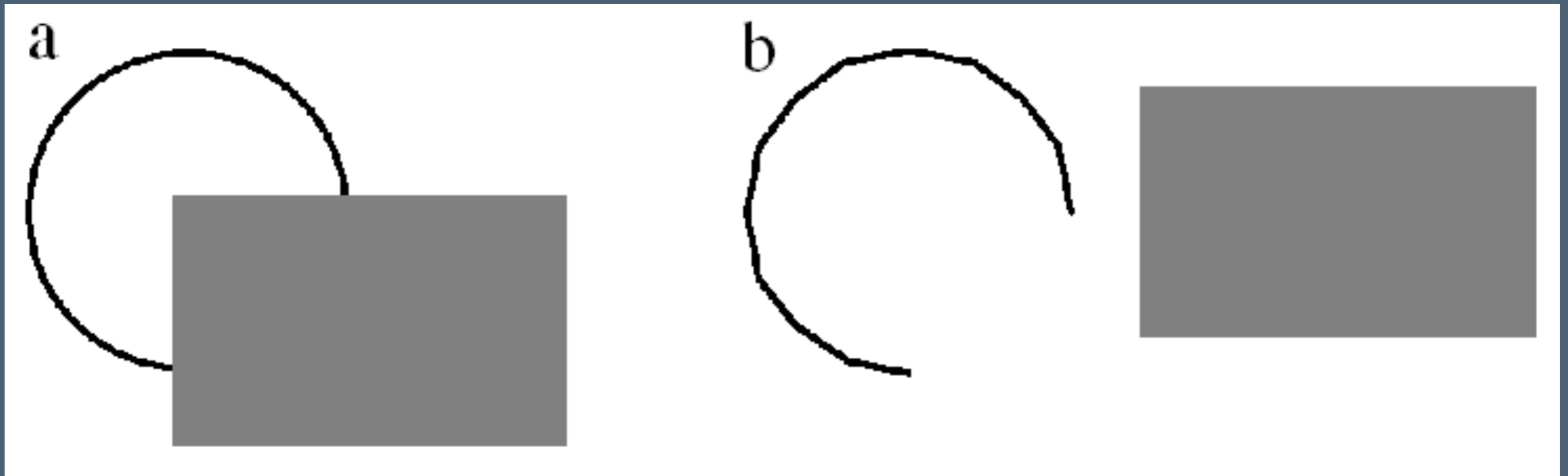


Continuity

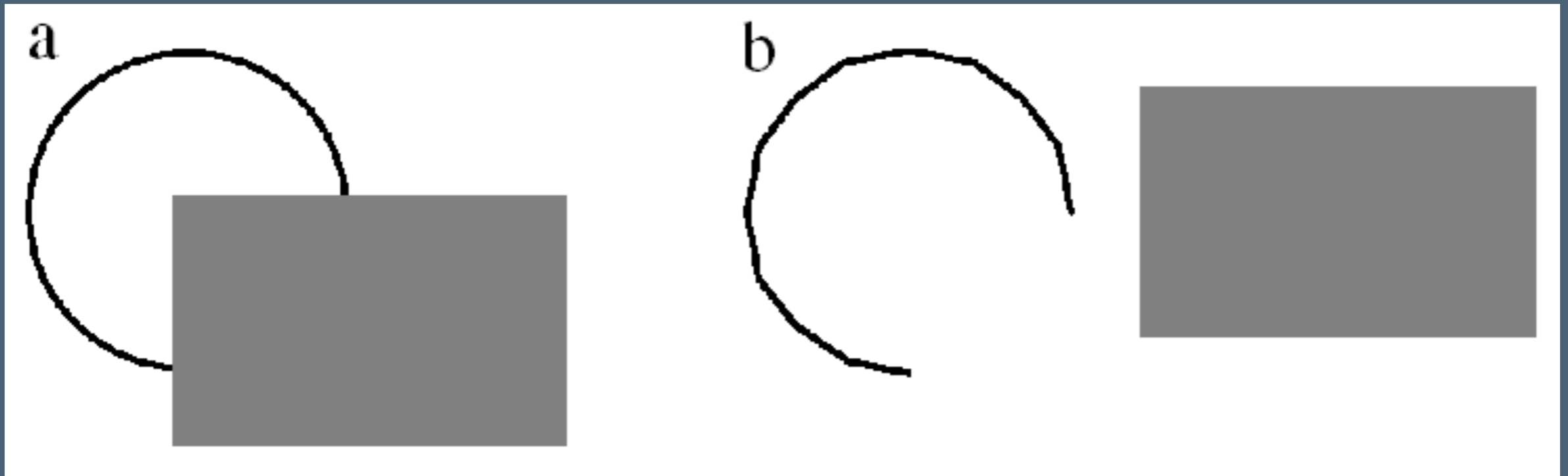


We prefer smooth not abrupt changes
Connections are clearer with smooth contours

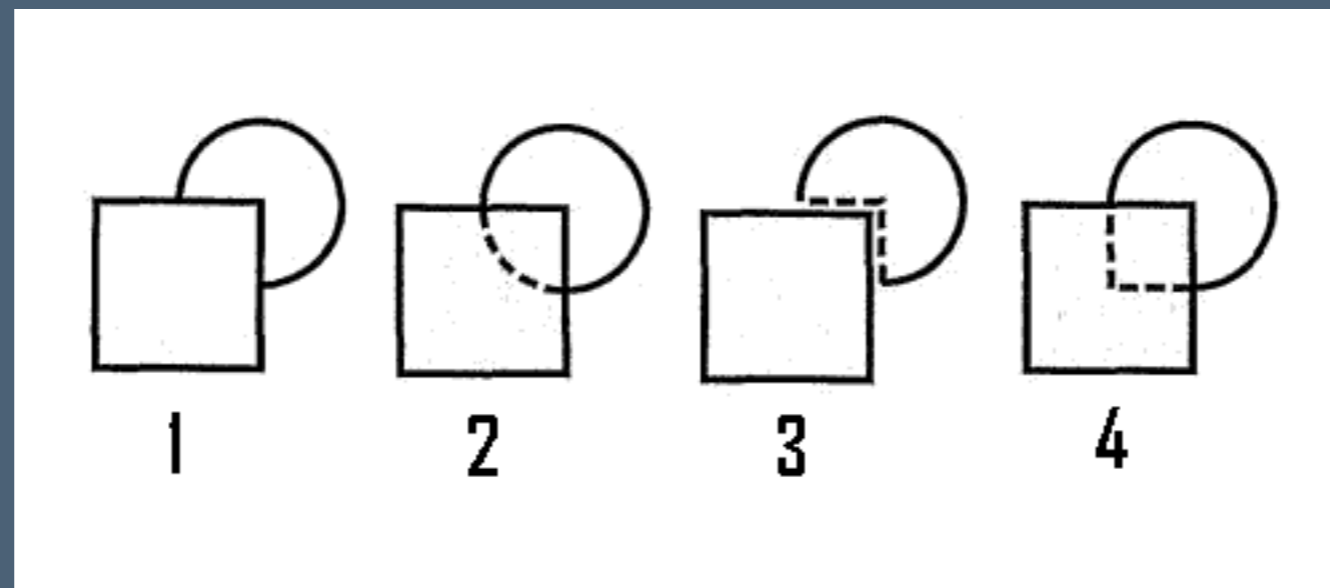
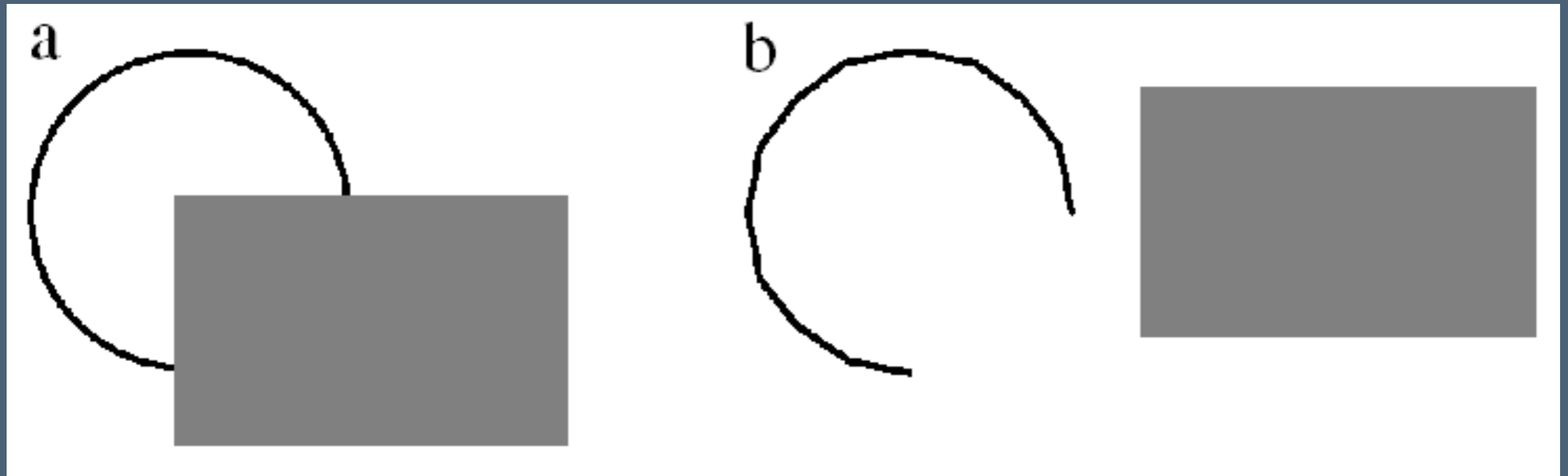
What is the literal difference between a and b?



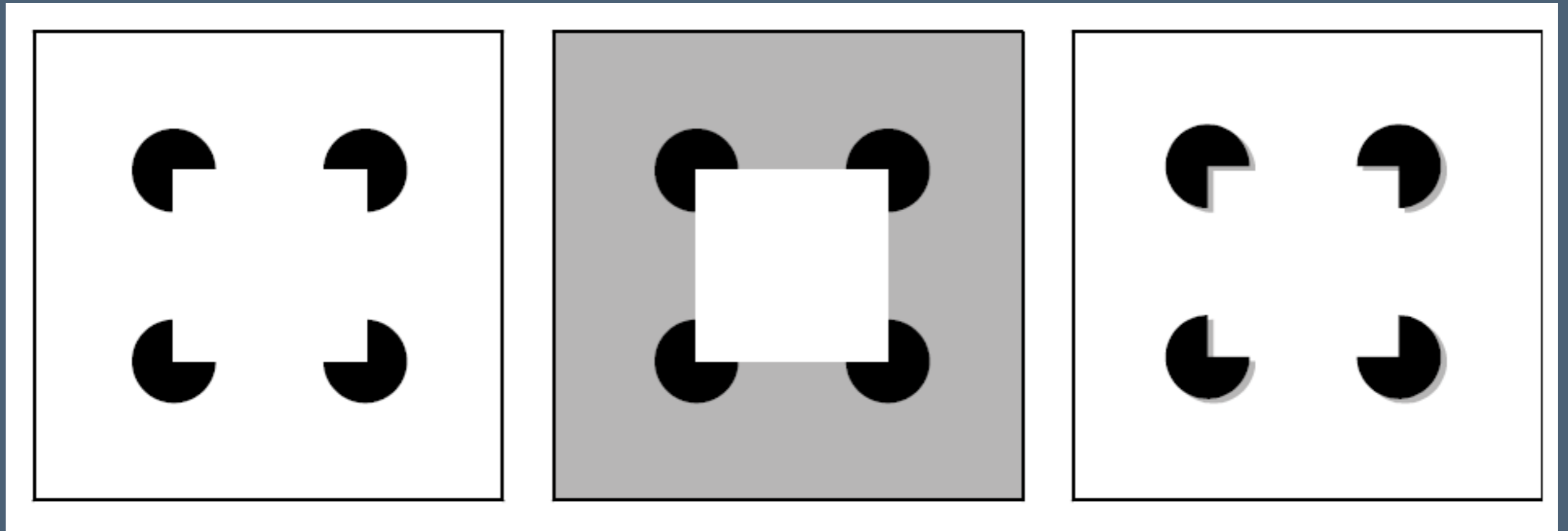
What is the **perceived** difference between a and b?



Closure



Illusory contours



What do you see?

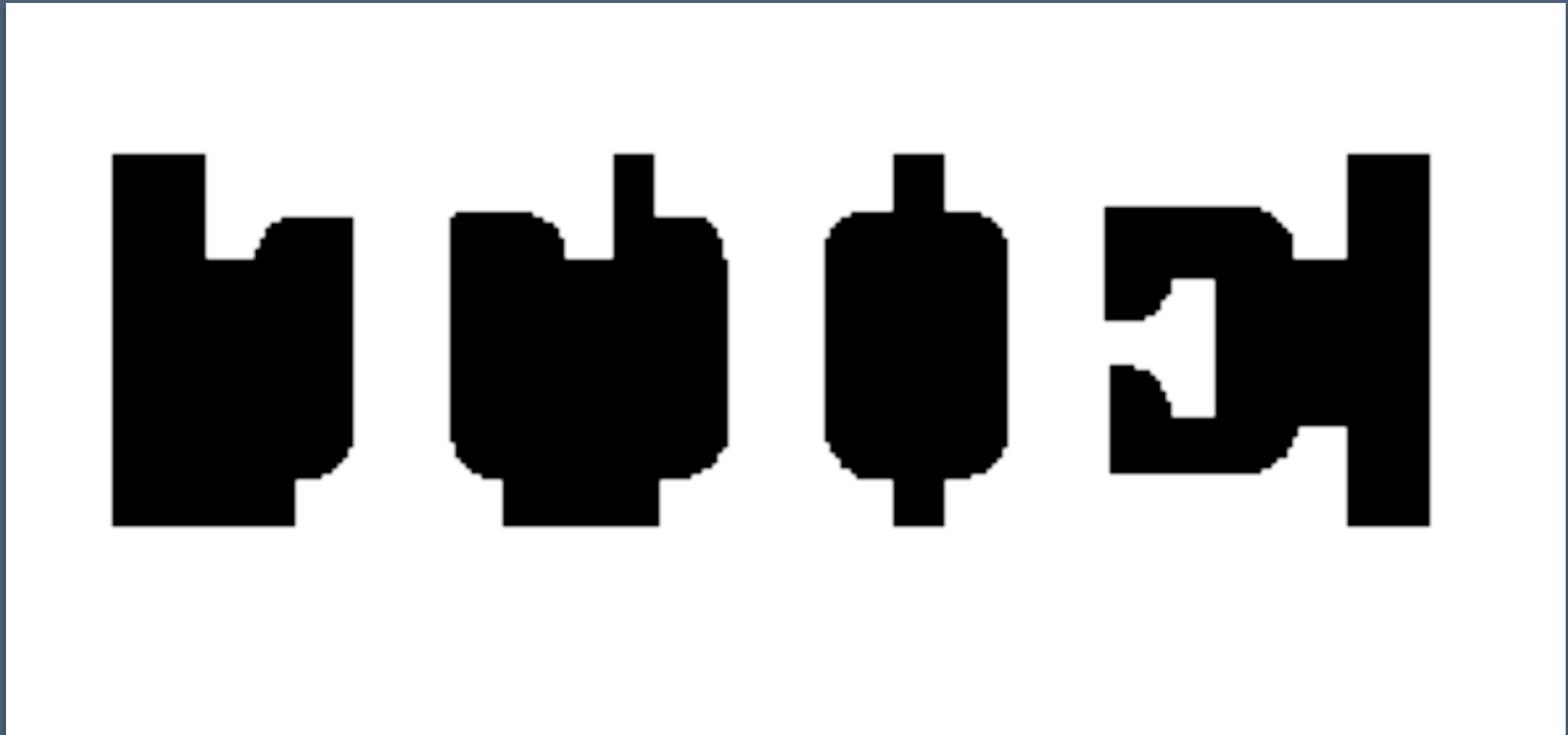


Figure/Ground



Principle of Relative Size

Figure/Ground

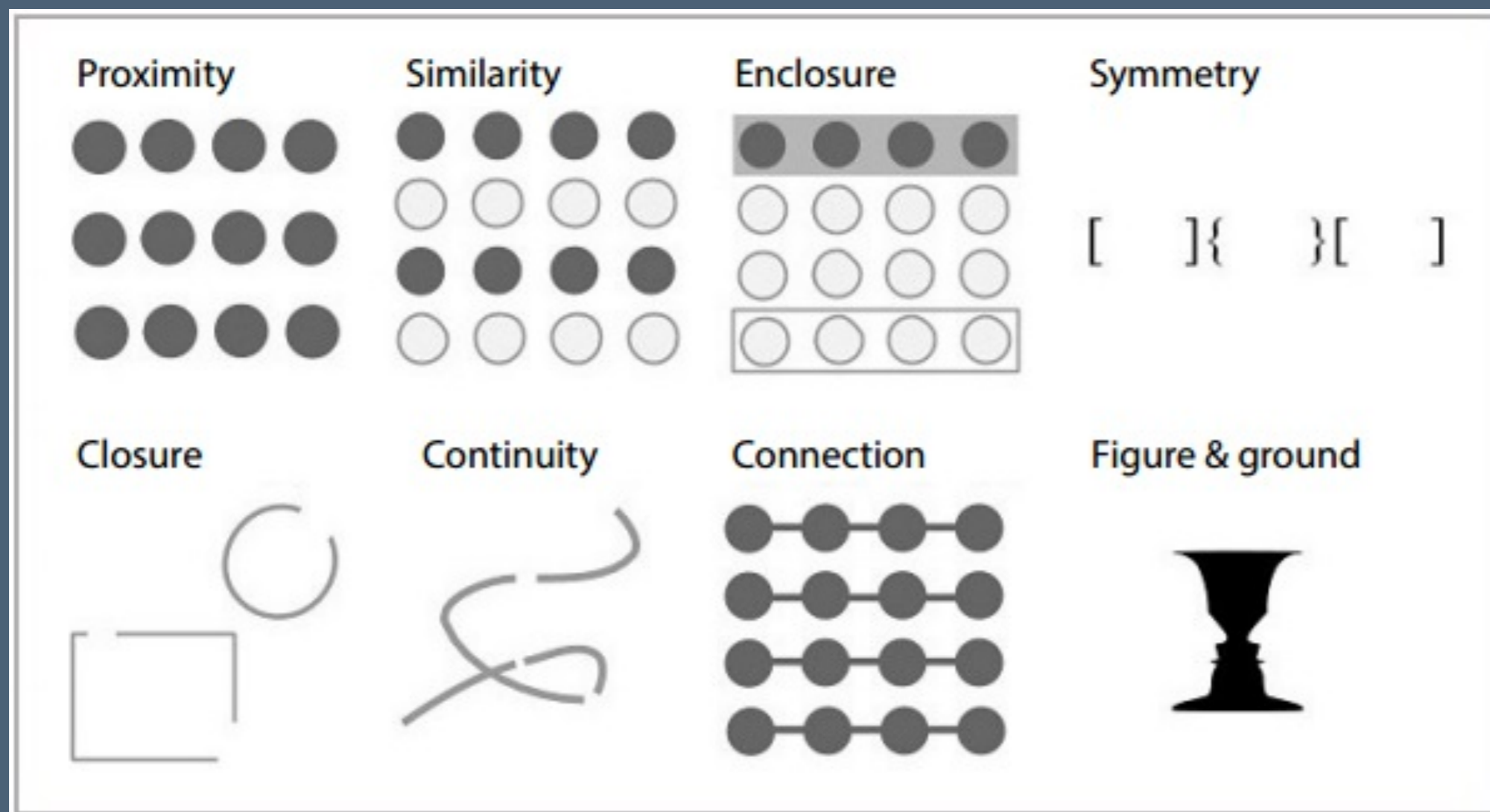


Figure/Ground



Principle of Surroundedness

8 Gestalt Principles



Summary

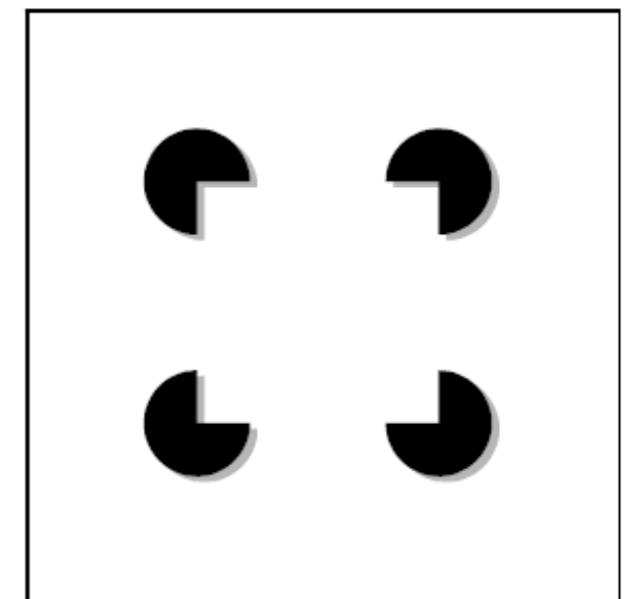
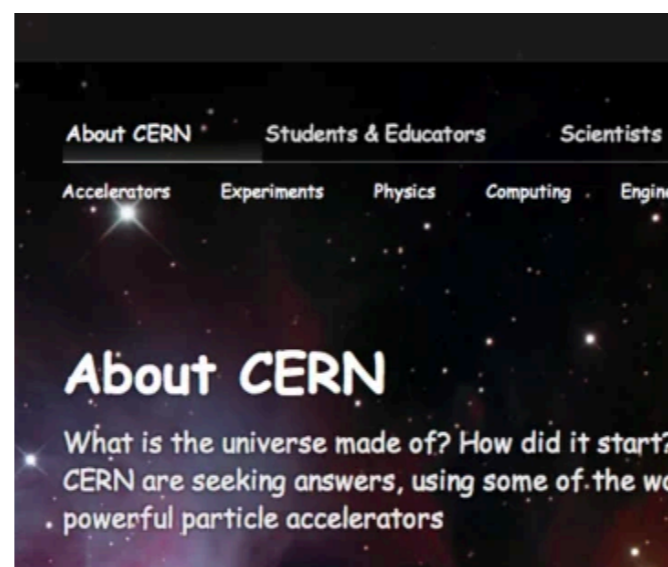
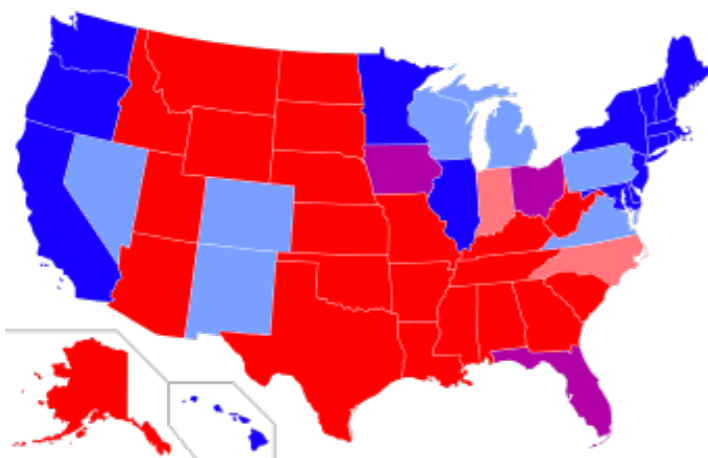
The human brain is always perceiving meaning (even when it is not intended)



Color

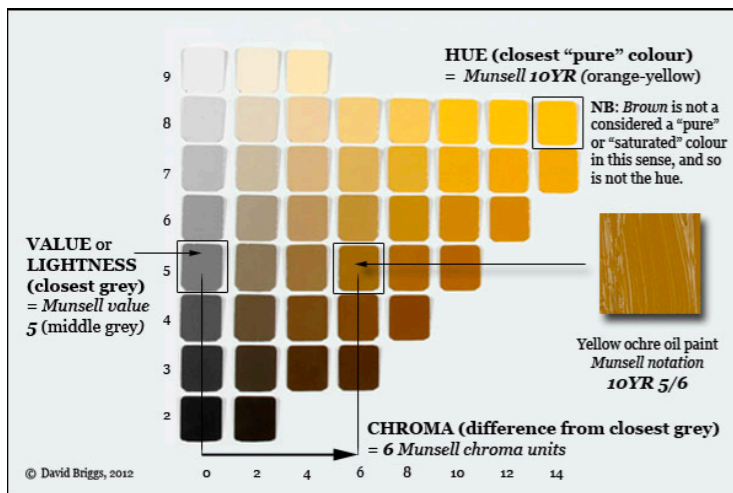
Font

Gestalt



As a designer, you have to know how these principles are **represented by the system**, and how they are **interpreted by the user**.

Color



Font

Typography

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Adobe Caslon Semibold
48 pt

Adobe Caslon Smallcaps, 14 pt

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Gestalt

