

Color, Typography, Gestalt

No screens



Prof. Lydia Chilton
COMS 4170
4 February 2019

Say your name



Homework 2 Review

HTML, CSS, Information Hierarchy

CSS selectors

```
1 <html>
2   <head>
3     <style>
4
5
6     div{
7       color: blue;
8     }
9
10
11
12
13     #home_div{
14       color: red;
15     }
16
17
18
19
20     .highlight_div{
21       color: yellow;
22     }
23
```

All <div> elements get this style

At most one <div> elements get this style

Some <div> elements get this style

Elements get their most specific CSS style

```
div{  
  color: blue;  
}  
  
#home_div{  
  color: red;  
}  
  
.highlight_div{  
  color: green;  
}  
  
.highlight_div2{  
  color: grey;  
}
```

```
<body>  
  <div> DIV 1 </div><br>  
  <div id="home_div"> DIV 2 </div><br>  
  <div class="highlight_div"> DIV 3 </div><br>  
  <div id="home_div" class="highlight_div"> DIV 4 </div><br>  
  <div class="highlight_div highlight_div2"> DIV 5 </div><br>  
  <div class="highlight_div2 highlight_div"> DIV 6 </div><br>  
</body>
```

DIV 1

DIV 2

DIV 3

DIV 4

DIV 5

DIV 6

Elements get their most specific CSS style

```
div{
  color: blue;
}

#home_div{
  color: red;
}

.highlight_div{
  color: green;
}

.highlight_div2{
  color: grey;
}
```

```
<body>

  <div class="highlight_div highlight_div2"> DIV 5 </div><br>

  <div class="highlight_div2 highlight_div"> DIV 6 </div><br>

</body>
```

DIV 5

DIV 6

```
.highlight_div.highlight_div2{
  color: orange;
}
```

Selects elements with BOTH classes

```
.highlight_div .highlight_div2{
  color: yellow;
}
```

This is something else (selects descendants)

Users can't focus on everything at once.
They have a spotlight of attention.

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

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

February 20, 2018 at 9:00pm. Where: the
pad. If you need directions, ping us. Kindly

Wine and nibbles will be served.

February 20, 2018 at 9:00pm.

February 17, 2018 at 9:00pm.

February 17, 2018 at 9:00pm.

A visual hierarchy of information allows
designers to guide users' attention.

Step 1. 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 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 1st.

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. If you need directions, ping us.

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

Step 2. In each chunk, decide what's important to emphasize.

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. If you need dir, ping us.

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

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.** If you need directions, ping us.

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

Step 3. Consolidate into 3 groups.

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.** If you need directions, ping us.

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

Problem 4: Creating Information Hierarchy

100% COTTON.

MADE IN CHINA.
RFC# 910911-040

COLD WASH MACHINE. DO NOT BLEACH.

WASH INSIDE OUT.
SEPARATE FROM DARKS.

DO NOT TUMBLEDRY OR DRY CLEAN.

LINE DRY IN SHADE.
WARM IRON ON REVERSE.

100% COTTON.

MADE IN CHINA.
RFC# 910911-040

COLD WASH MACHINE. DO NOT BLEACH.

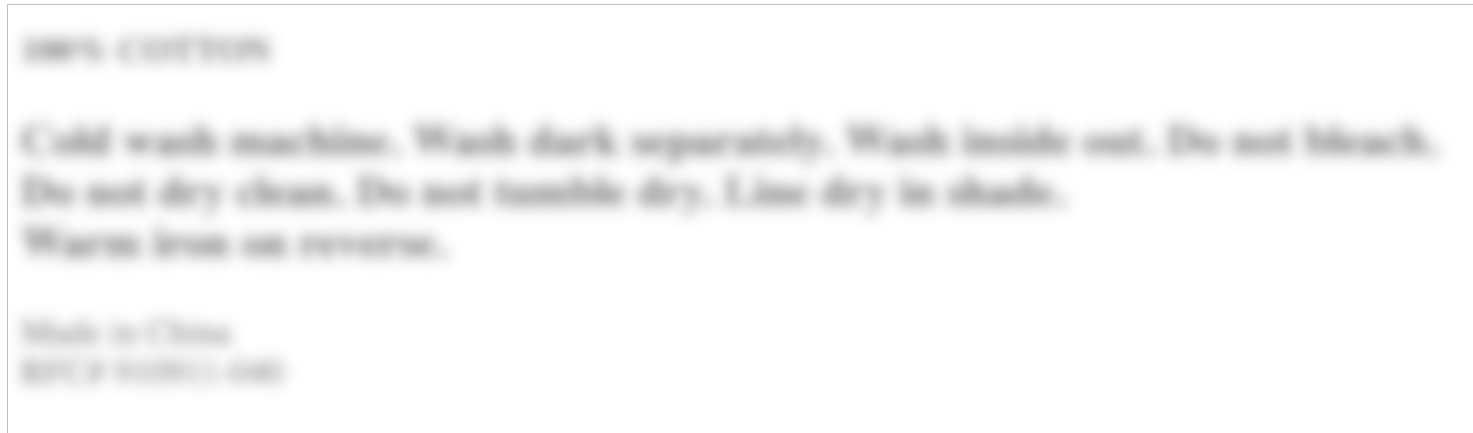
WASH INSIDE OUT.
SEPARATE FROM DARKS.

DO NOT TUMBLEDRY OR DRY CLEAN.

LINE DRY IN SHADE.
WARM IRON ON REVERSE.

Yay! Good job!

Problem 4: Fixable answers



Good: There are three groups.

Problem: There's too much in group 2.
It's all emphasized

Fix: Break up group 2

Problem 4: Fixable answers

Cold wash machine
Do NOT dry clean
Do NOT bleach
Wash dark separately
Wash inside out

Do NOT tumble dry
Line dry in shade
Warm iron on reverse

100% Cotton
Made in China
RFC# 910911-040

Good: There are three groups.
Nice-sized concepts

Problem: There's no focus within the group.
Only one heuristic is being used

Fix: Be selective on what to prioritize

Problem 4: Fixable answers

Cold wash machine

Do **NOT** dry clean

Do **NOT** bleach

Wash **dark separately**

Wash **inside out**

Do **NOT** tumble dry

Line dry in shade

Warm iron on reverse

100% Cotton

Made in China

RFC# 910911-040

What the concept?

Washing instructions

What the concept?

Drying instructions

What the concept?

Manufacturing instructions

Cold wash machine

Do NOT dry clean

Do NOT bleach

Wash dark separately

Wash inside out

Do NOT tumble dry

Line dry in shade

Warm iron on reverse

100% Cotton

Made in China

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Problem 4: Fixable answers

Cold wash machine

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What the concept?

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Cold wash machine

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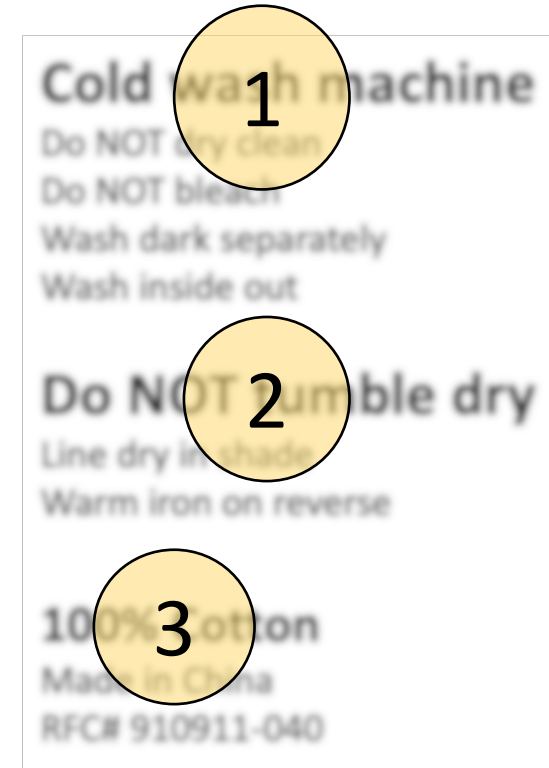
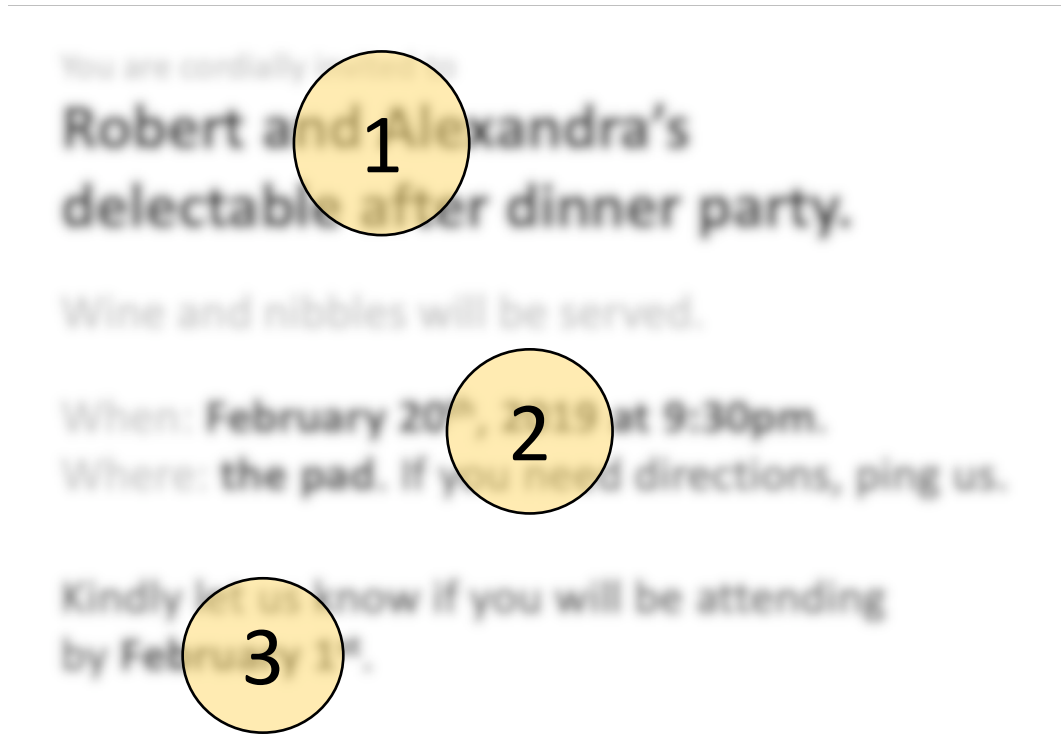
Warm iron on reverse

100% Cotton

Made in China

RFC# 910911-040

Visual Information hierarchy guides users' attention



Color, Typography, Gestalt

No screens



Prof. Lydia Chilton
COMS 4170
4 February 2019

Say your name



The human brain is always interpreting meaning, even if it's not there.



Color

In addition to signaling importance, colors have meaning.



Where is color used? What does it mean?

The screenshot shows a Gmail inbox interface. The main area displays a list of emails in the 'Primary' tab. Each email entry includes a checkbox, a star icon, a sender name, a subject line, and a timestamp. The contact list on the right side of the screen shows a search bar and a list of names, with 'Cadwallader, Julie' highlighted.

Sender	Subject	Time
Baldwin, BPS (2)	Bloglovin' - Not that I know of. Sometimes blocked sites come in on a hug	11:08 am
Feldmann, Ann	Fwd: 21st Century Classroom Visit? - Ann Feldmann District Technolog	10:18 am
me, Lambert (2)	8th Period - Hey, Jeff. I am planning on doing the Mystery Hangout lesson	8:05 am
me	(no subject) - -- Jeffrey Bernadt District Technology Specialist Bellevue Pu	Jan 12
me, Braasch, Klamm (3)	Visitation & Observation Request - Good morning! The second semester is	Jan 12
me, Cox (2)	Bri Cox - Coaching Doc - Invitation to edit - Jeff, I finally was able to read a	Jan 12
Tripple, Todd	3D Printer - Hello Amy, I received some information from a 3D printing exp	Jan 11
donotreply	Education Preview Build Notice - AppleSeed Build Notice Education Pre	Jan 11
Ann Feldmann	Fwd: [New post] What "Innovative Leadership" Looks Like - A good read! :	Jan 11
me, Campbell (7)	Khan Academy Issues - It kept repeating that "changed password 7 month	Jan 8
Toelle, me (3)	6 Word Stories - Hey Jeff! We just returned from lunch, but still have quite	Jan 8
me, Evon (4)	Request to Visit on Thursday AM - Hi Jeff, Happy New Year! We would lov	Jan 6
Jeffrey Bernadt	Shared from Twitter: What teachers need to know about multicultural educ	12/23/15

Search people...
Jed Givens
Ann Feldmann
Ann Feldmann
Cadwallader, Julie
Christopher Kessell
Courtney Saffold
Jeanette Carlson
Johnson, Stephanie
Kelly Bernadt
Loomis, Phillip
Robert Mason
Shannon Gier
Todd Tripple
Toledo, Julian (Delor...

Where is color used? What does it mean?

The screenshot shows the Amazon Books homepage. At the top, there is a navigation bar with the Amazon Prime logo, a search bar, and a shopping cart icon. Below the navigation bar, there are several categories and featured content:

- 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.
- Textbooks:** Textbooks Store, Textbook Rentals, Sell Us Your Books, Kindle eTextbooks.






The main content area features five book covers with their respective titles and authors:

- The Craft of Research, Third Edition** by Wayne C. Booth, Gregory G. Colomb, and Joseph M. Williams. 384 reviews.
- A Manual for Writers of Research Papers, Theses, and Dissertations, 7th Edition** by Kate L. Turabian and Wayne C. Booth. 753 reviews.
- Academic Writing for Graduate Students, 3rd Edition** by John M. Swales and Christine B. Feak. 128 reviews.
- The Craft of Research, 2nd edition** by Wayne C. Booth and Joseph M. Williams. 384 reviews.
- A Manual for Writers of Research Papers, Theses, and Dissertations, Ninth Edition** by Kate L. Turabian, Wayne C. Booth, and Gregory G. Colomb. \$18.00 with Prime.

Below the book covers, there are four sections titled "More from the Amazon Book Editors":

- Best Books of the Month:** Top 10, Literature & Fiction, Kids & Teens Books, Mystery & Thriller, See all categories.
- Celebrity Picks 2017:** Sheryl Sandberg, John Green, Gabrielle Union, Denis Leary, See all Celebrity Picks.
- Best Books of 2017:** Top 100 Print Books, Fiction, Children's Books, Biographies & Memoirs, See all.
- Amazon Book Review:** Weekend Reading, Resolution Cage Match, Graphic Novels for Kids, Sticky Fingers: Jann Wenner, See more posts.

What are your associations with these colors?

					
Culture	Red	Blue	Green	Yellow	White
United States	Danger	Masculinity	Safety	Cowardice	Purity

And the associations in France?

Culture	Red	Blue	Green	Yellow	White
United States	Danger	Masculinity	Safety	Cowardice	Purity
France	Aristocracy	Freedom Peace	Criminality	Temporary	Neutrality

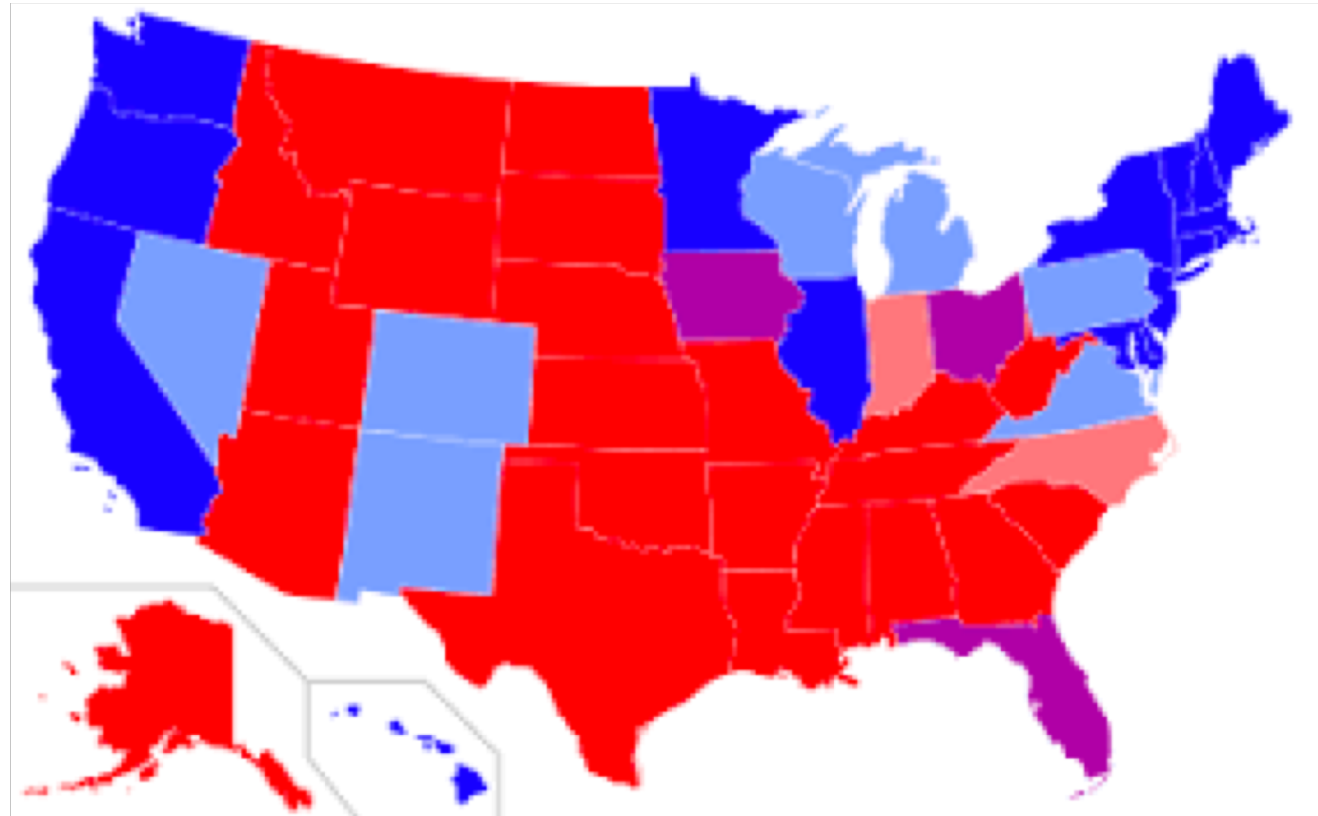


Do you see any contradictions?

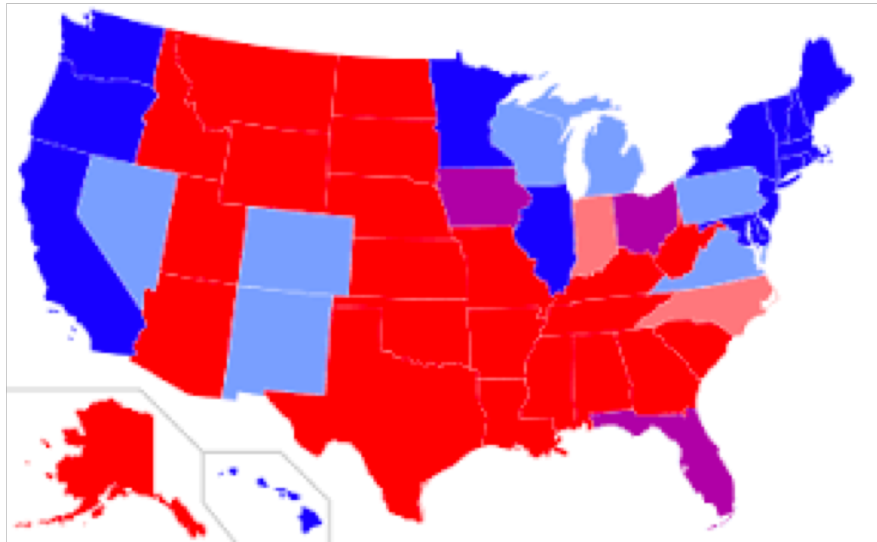


Culture	Red	Blue	Green	Yellow	White
United States	Danger	Masculinity	Safety	Cowardice	Purity
France	Aristocracy	Freedom Peace	Criminality	Temporary	Neutrality
Egypt	Death	Virtue Faith Truth	Fertility Strength	Happiness Prosperity	Joy
India	Life Creativity		Prosperity Fertility	Success	Death Purity
Japan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

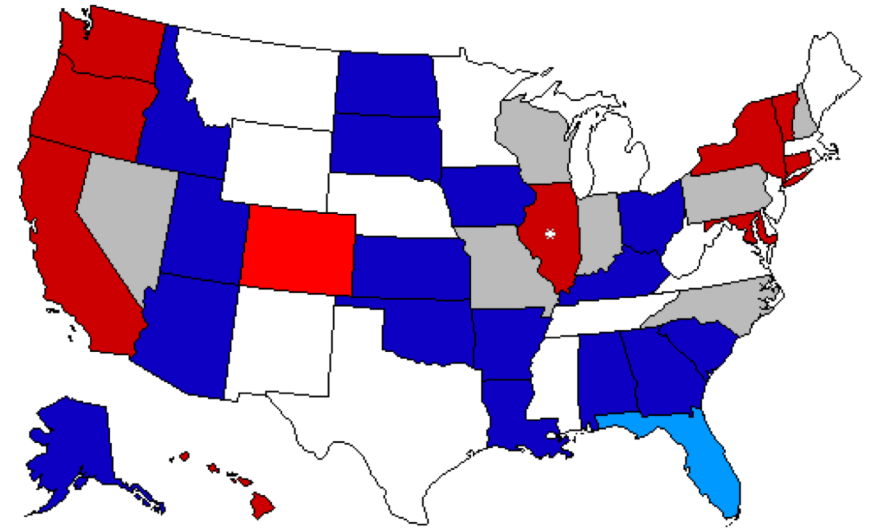
What cultural associations do these colors have?



What cultural associations do these colors have?

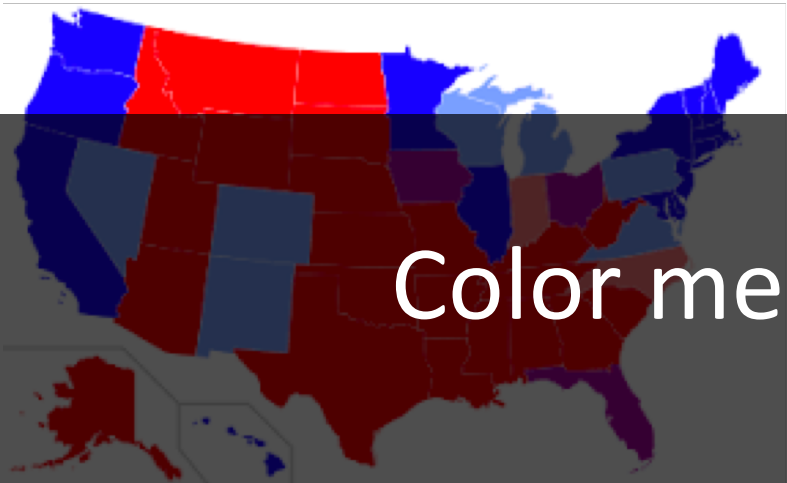


2016



1992

Are color meanings arbitrary?



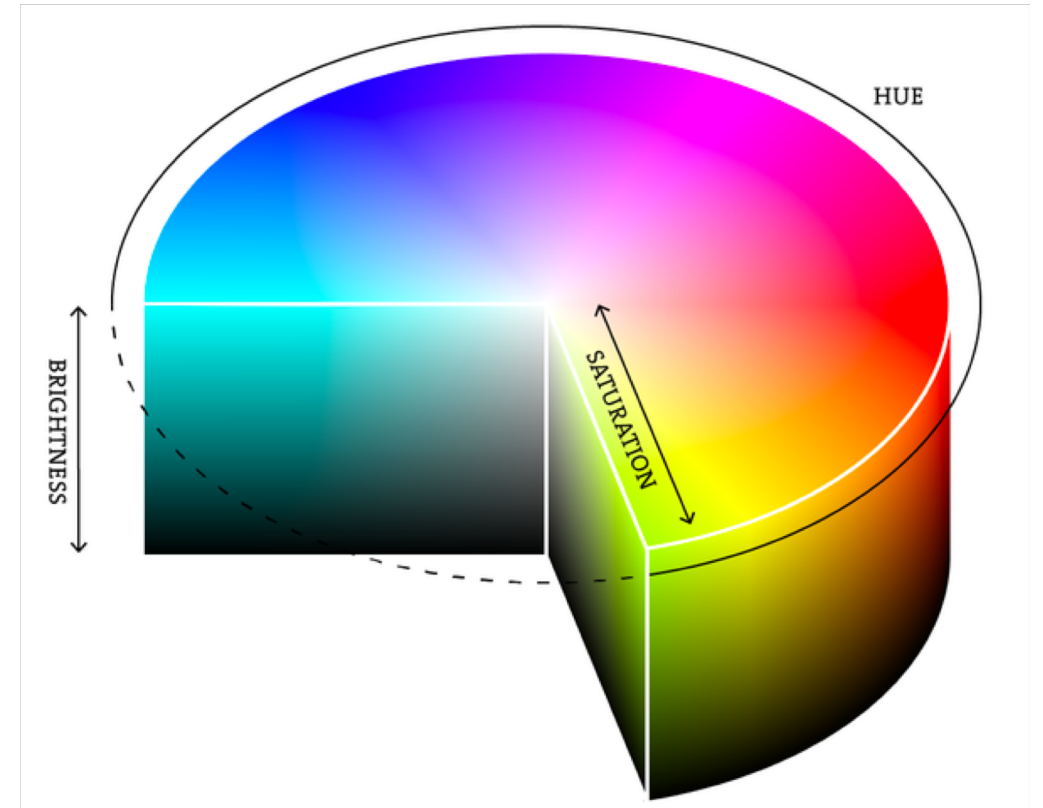
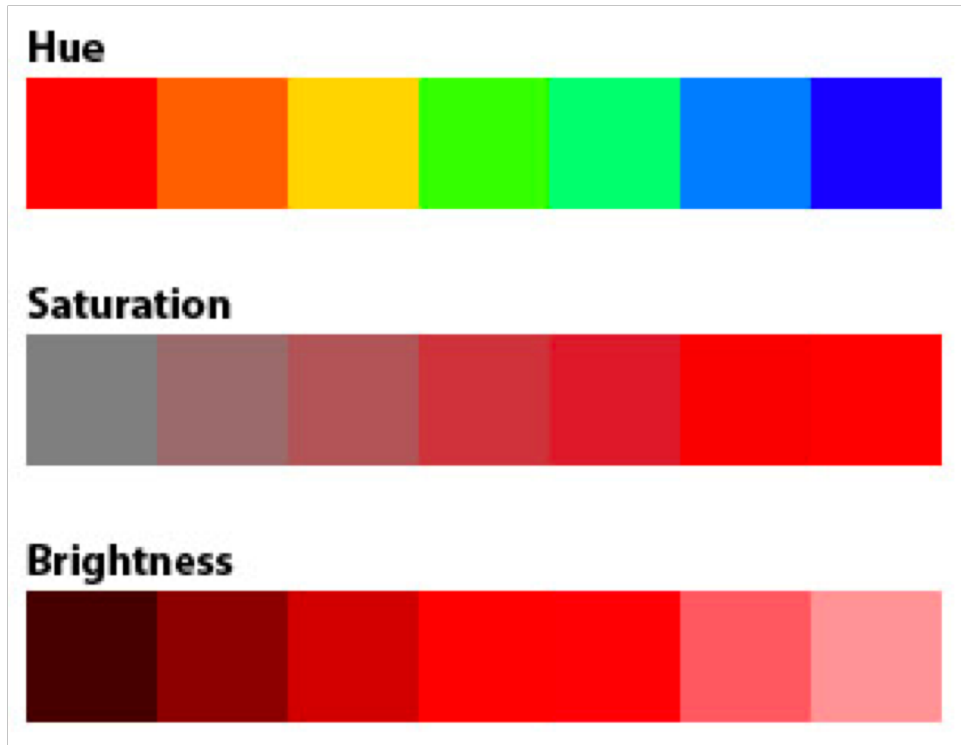
Culture	Red	Blue	Green	Yellow	White
United States	Danger	Masculinity	Safety	Cowardice	Purity
France	Aristocracy	Freedom Peace	Criminality	Temporary	Neutrality
Egypt	Death	Virtue Faith Truth	Fertility Strength	Happiness Prosperity	Joy
India	Life Creativity	Peace	Prosperity Fertility	Success	Death Purity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

Color meanings are not absolute.

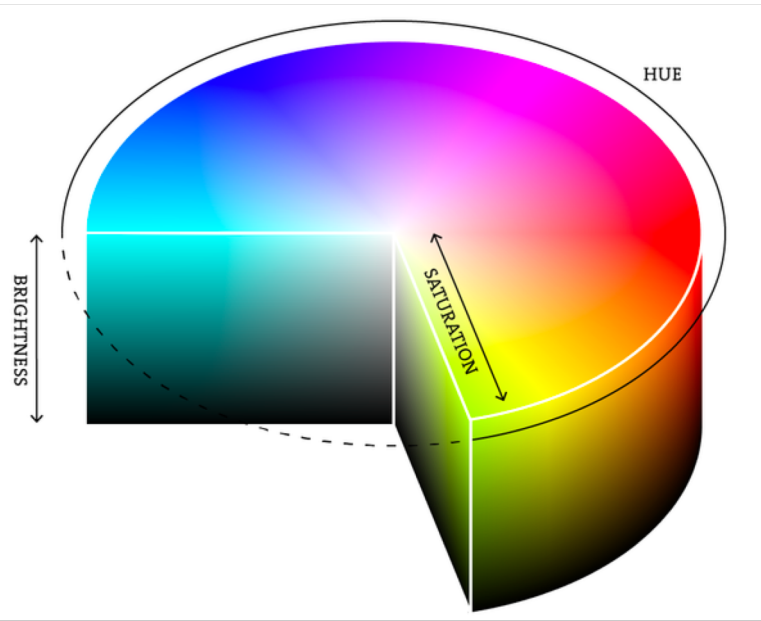
But at any time and place,
they may mean something you don't intend.

Color Representation

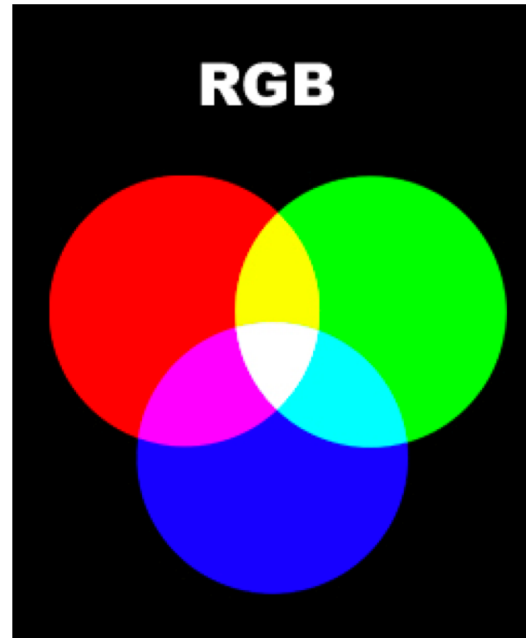
There are three perceptual dimensions of color:
HSV – Hue, Saturation, Value (Brightness)



There are many ways to represent Color



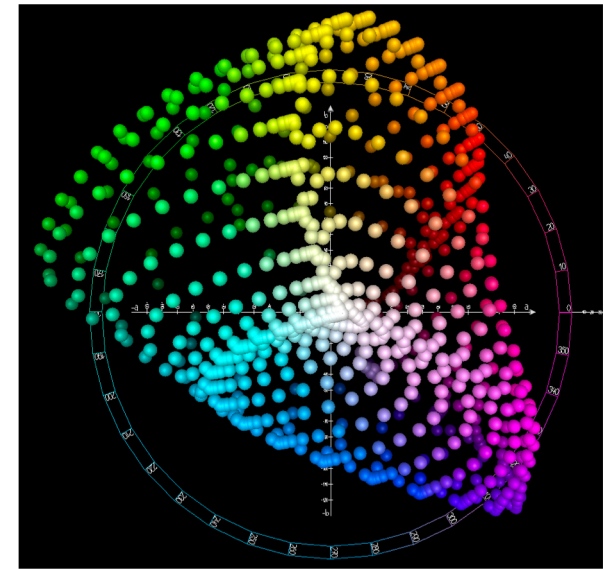
Hue, Saturation, Value



Red, Green, Blue

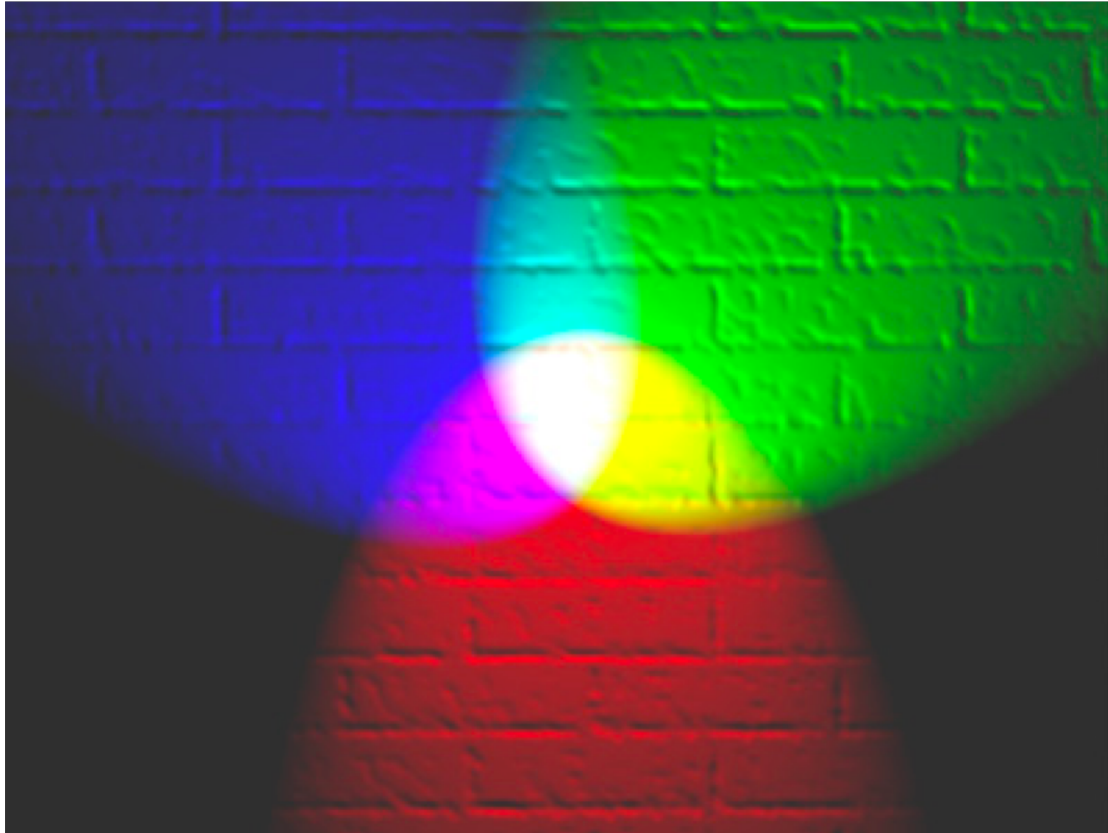


Cyan, Magenta, Yellow
(Black)



Luminosity, a, b

The web uses represents color in **RGB**



If you have have
Red: **0**, Green: **0**, Blue: **0**
What color will you get?

Black

If you have have
Red: **100%**
Green: **100%**
Blue: **100%**
What color will you get?

White

Ways to specify a color in HTML

```
.blue_text{  
  color: blue;  
}
```

```
.blue_text{  
  color: rgb(0,0, 255);  
}
```

```
.blue_text{  
  color: #0000FF;  
}
```

```
.blue_transparent_text{  
  color: rgba(0,0, 255, 0.5);  
}
```


Choosing color combinations

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
- B - blue
- VB - violet blue
- V - violet
- M - magenta
- RM - red magenta

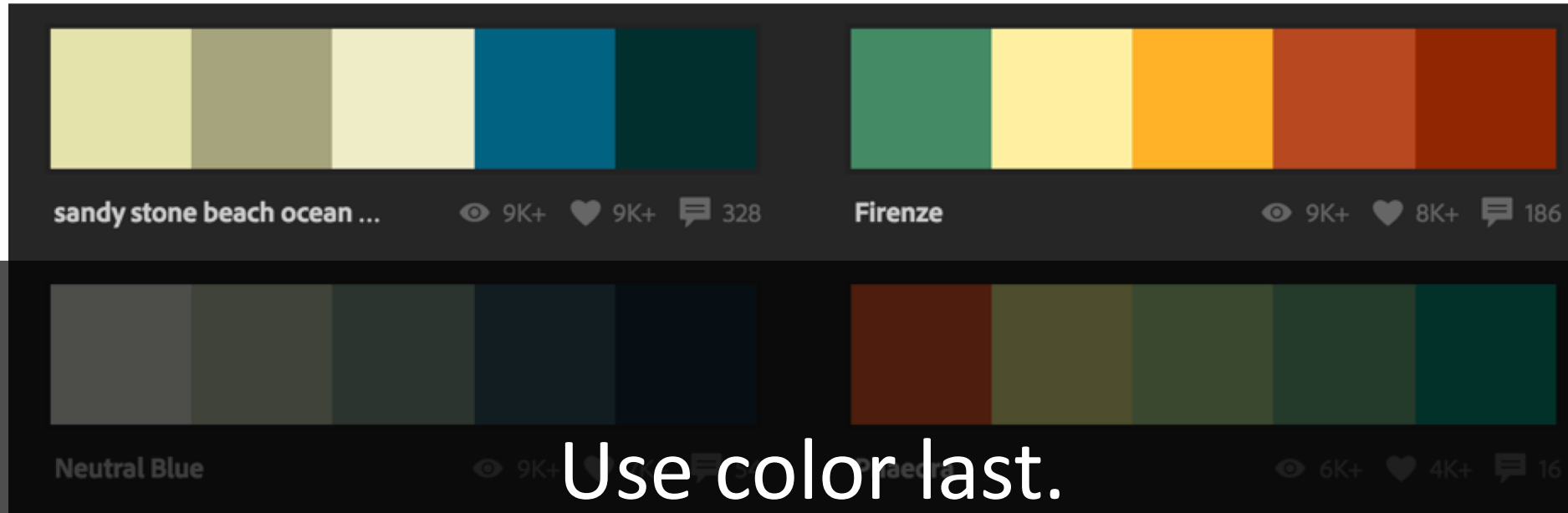
complementary contrasting color

split complementary color

analogous color

triad color

If you are not a color expert,
let an expert pick for you



Typography

A large, bold, black uppercase letter 'R' is centered in the upper half of the image. The letter is a classic serif design, characteristic of the Gill Sans typeface, with a thick vertical stem, a rounded top, and a diagonal leg that tapers to a point.

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

Six Typographic terms



S } Point size

S S

Gill Sans Calibri

S

Six Typographic Terms

} **Leading**

S

Six Typographic Terms

Six } x-height

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

Six Typographic Terms

The image features a dark gray background with two horizontal white lines. The word "Six Typographic Terms" is written in white, sans-serif font between these lines. The word "Typographic" is highlighted with a red rectangular background. Above the letter 'i' in "Typographic", the word "ascenders" is written in white. Below the letter 'g' in "Typographic", the word "descenders" is written in white.

ascenders

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*

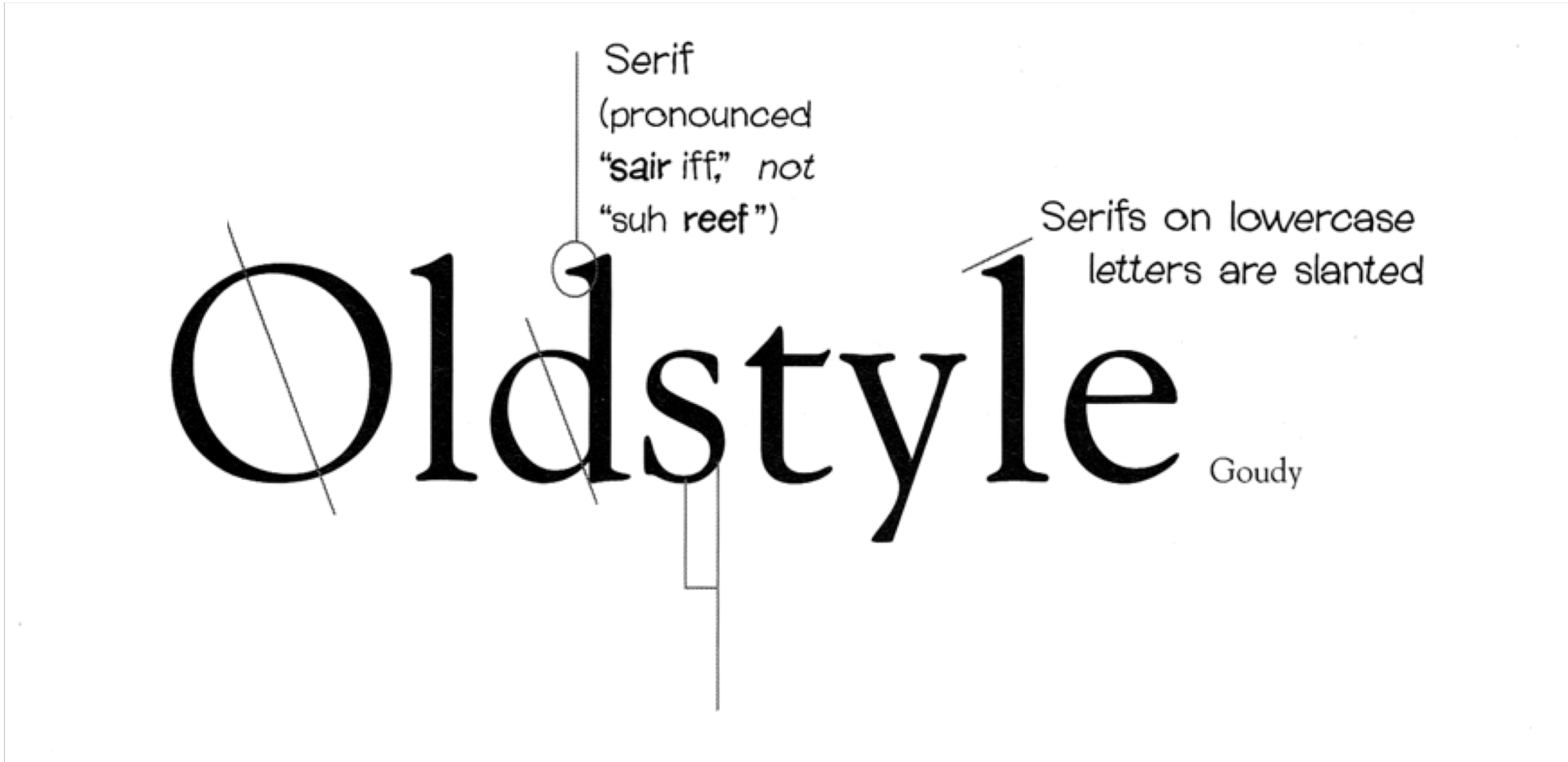
Roboto Black & *Black Oblique*

Roboto Condensed Light & *Condensed Light Oblique*

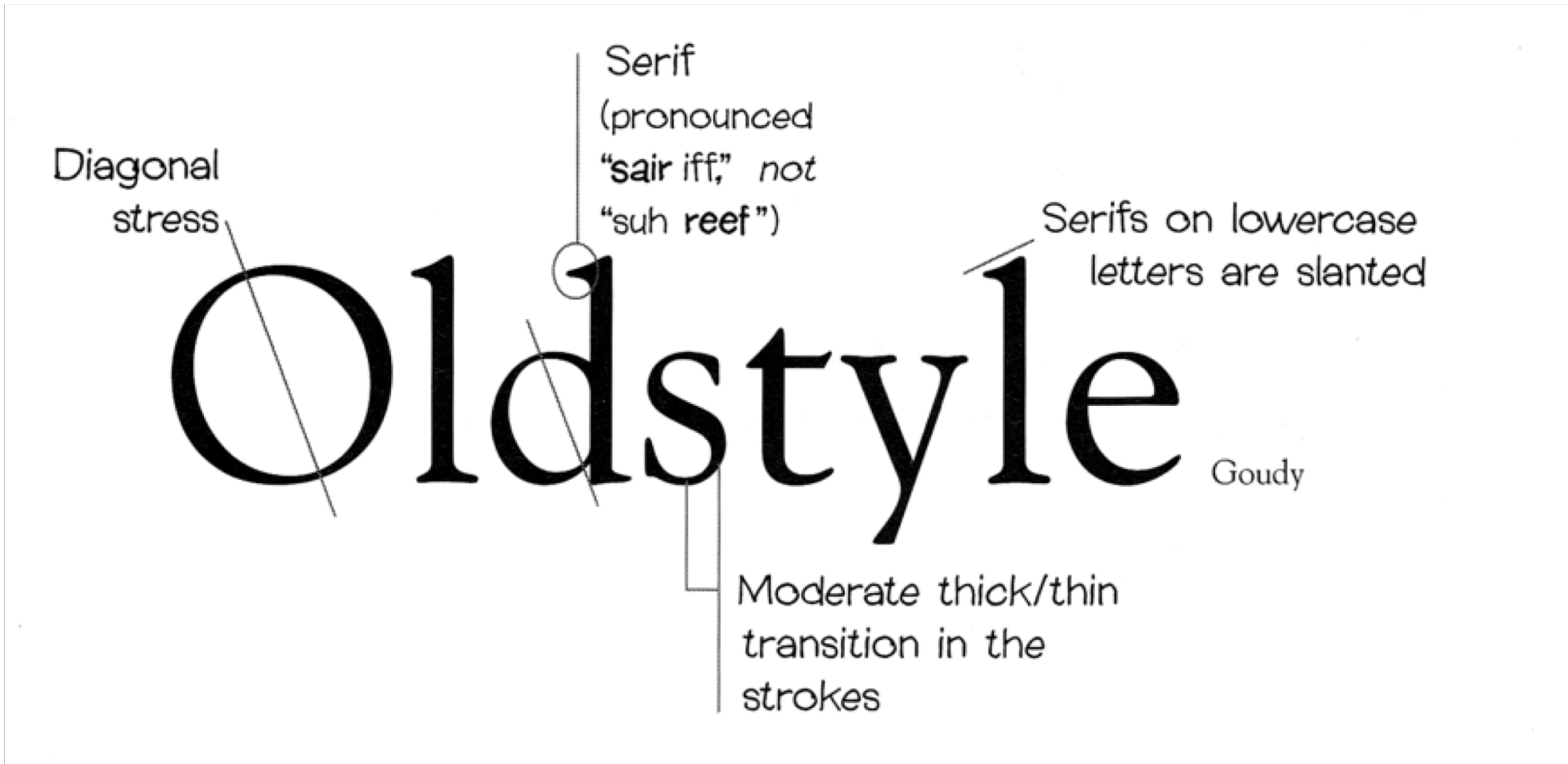
Roboto Condensed & *Condensed Oblique*

Roboto Condensed Bold & *Condensed Bold Oblique*

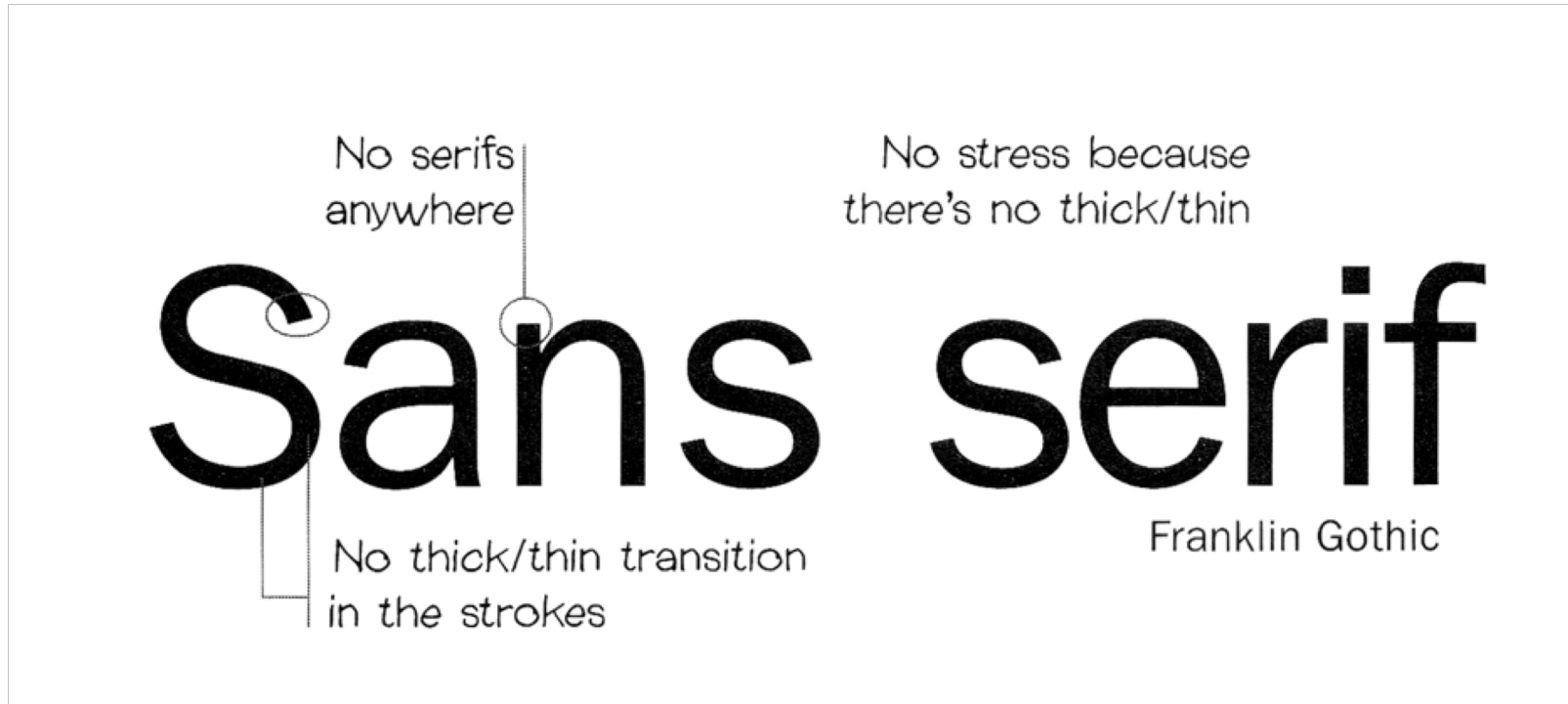
Serifs



Serifs – there's more!



Sans serifs



The Serif Hypothesis

Serif fonts are faster to read.

The little hooks indicate where your eyes should move next.

There is no evidence to support this.

Any differences in reading speed are dwarfed by individual differences, or familiarity.

Who follows the Serif Hypothesis?

The New York Times

THEATER | It's a Theater, With Craft Beer and D.J.s Until 6 a.m.

LONDON — The stage filled with women in Princess Diana masks, smashing VHS cassettes with hammers. A dancer wove her way through a bar, muttering about kittens. A figure wrapped in a filthy comforter emerged from a tent, crawling among clubbers dressed in fetish gear.

VICE News

Watch **VICE News Tonight** on HBO weekdays at 7:30.

Subscribe



Should you?

BUDAPEST, Hungary — An hour's drive from the capital, across the flat and frozen Hungarian plain, the small town of Halásztelek is noisy with construction work as builders put the finishing touches on new single-story houses. They look like a 1950s American suburb that was dropped in the middle of Central Europe, but their humble appearance belies great ambition.

Mixing fonts: Concordant fonts

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

Mixing fonts of the same font-family is great.

Mixing fonts: Contrasting fonts

Typography	Gill Sans Light 48 pt
From Wikipedia, the free encyclopedia	Gill Sans Light, 16 pt
Typography is the art and technique of arranging type, type design, and modifying <i>type glyphs</i> . 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).	UC Berkeley OldStyle, 12 pt

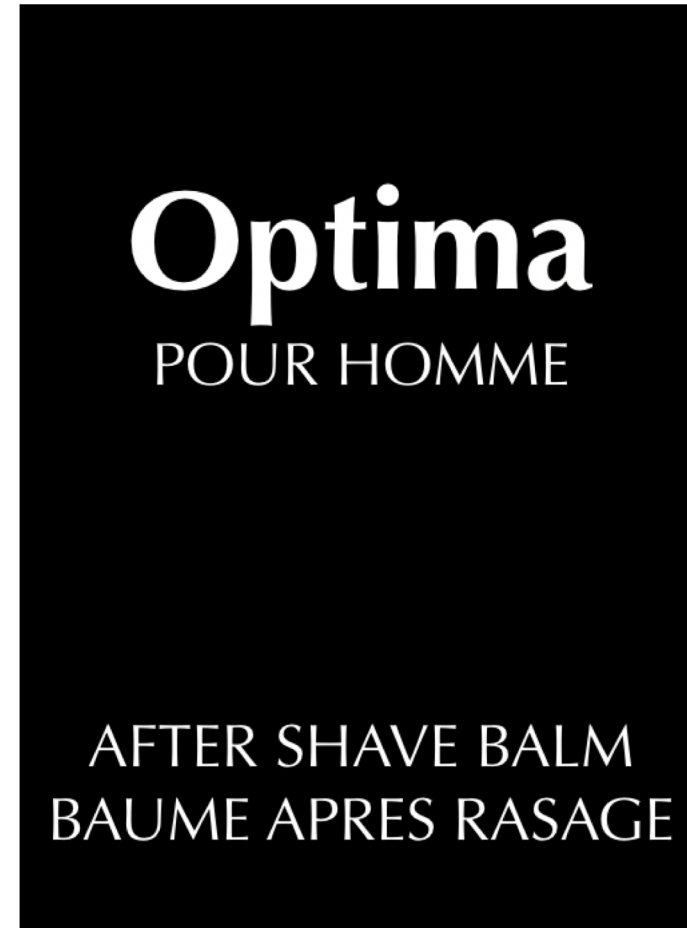
Mixing San Serif and Serif is ok. (But edgier)

Mixing fonts: Conflicting fonts

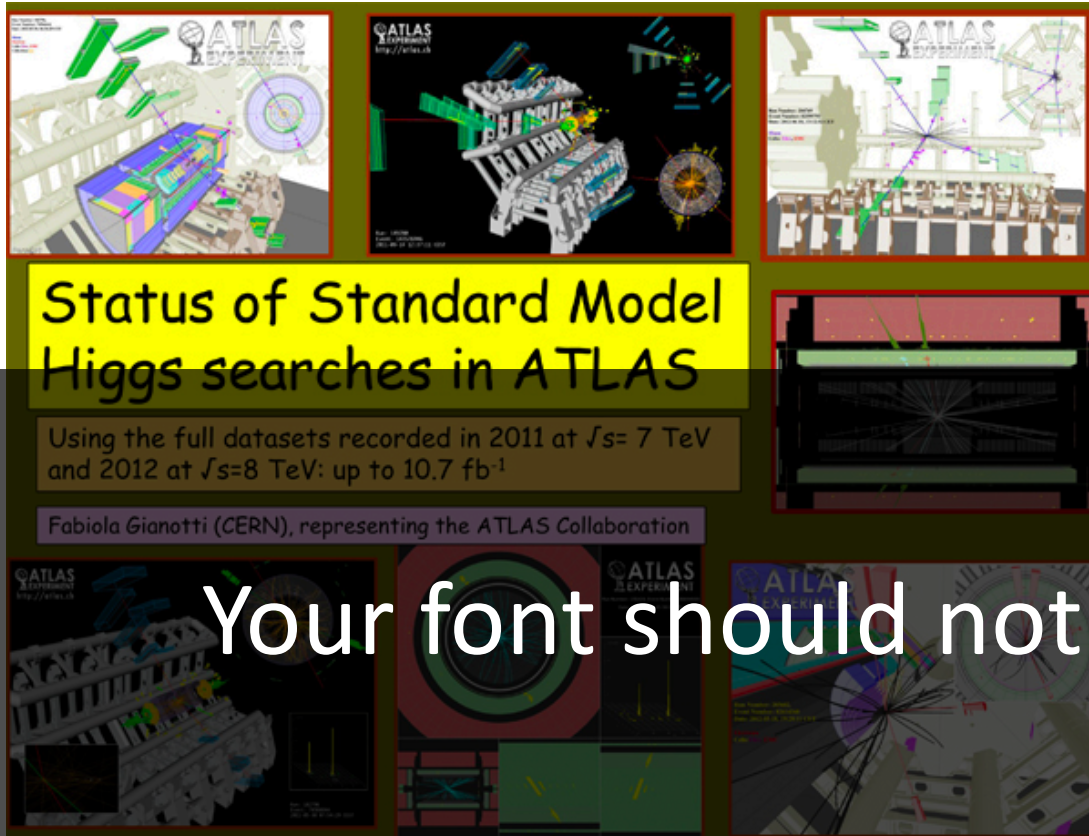
<h1>Typography</h1>	Arial 36 pt
<p>From Wikipedia, the free encyclopedia</p>	Futura Medium, 14 pt
<p>Typography is the art and technique of arranging type, type design, and modifying type glyphs. Type glyphs are created and modified using a variety of illustration techniques. The arrangement of type 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).</p>	Myriad Regular, 12 pt

Mixing multi San Serif or Serif fonts is bad.
It doesn't look intentional.

Users have connotations for fonts



What connotation does this font have?



Status of Standard Model Higgs searches in ATLAS

Using the full datasets recorded in 2011 at $\sqrt{s}= 7$ TeV and 2012 at $\sqrt{s}=8$ TeV: up to 10.7 fb^{-1}

Fabiola Gianotti (CERN), representing the ATLAS Collaboration

Open Letter to Fans from Cavaliers Majority Owner Dan Gilbert

TOOLS [Print](#) [RSS](#) [Cavs Insider](#) [Discuss](#) [SHARE](#)

Dear Cleveland, All Of Northeast Ohio and Cleveland Cavaliers Supporters Wherever Tonight;

As you now know, our former hero, who grew up in the very region that he deserted is no longer a Cleveland Cavalier.

Your font should not detract from your message.

Eight Gestalt Principles

ge·stalt

/gə'SHtält/ 

noun PSYCHOLOGY

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

German ▾



English ▾

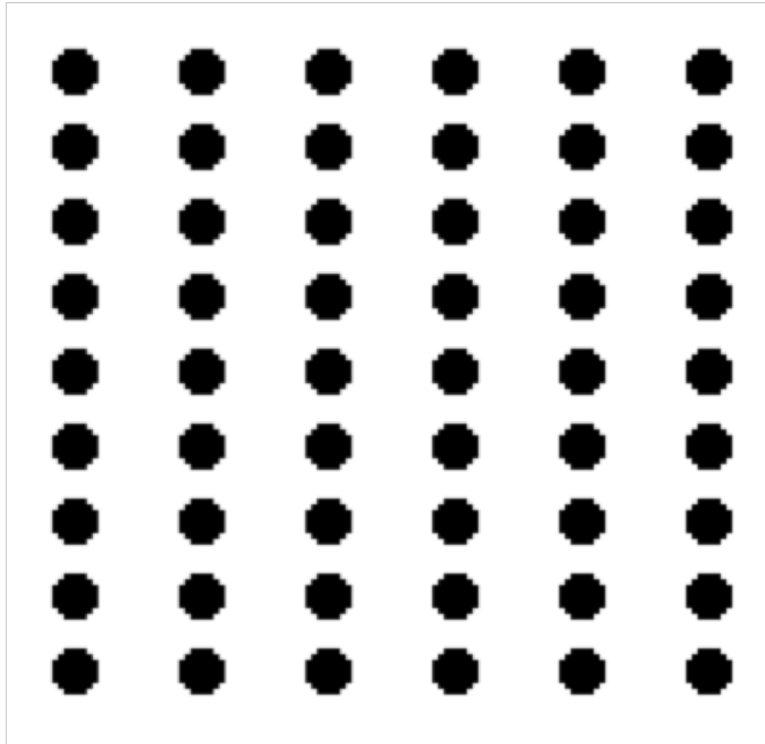


gestalt

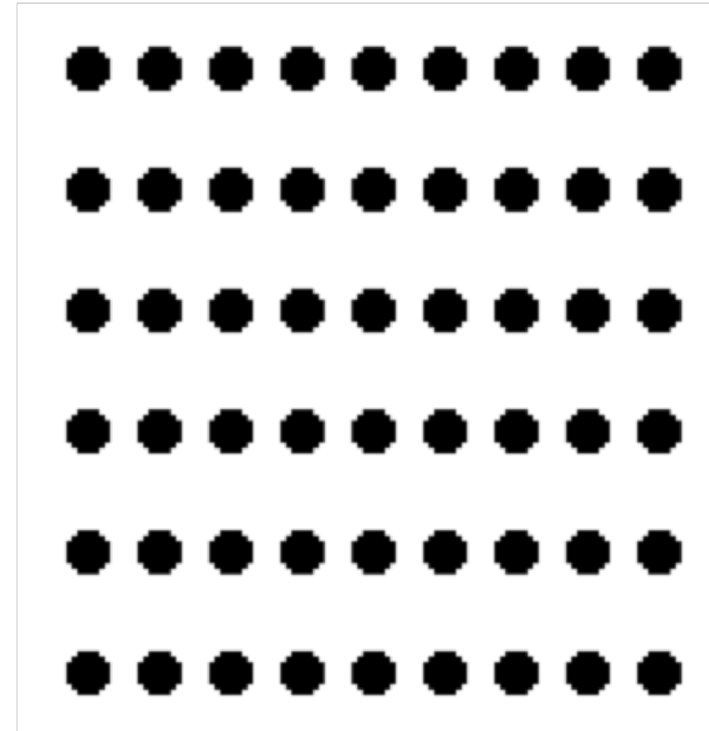
shape

Gestalt Principle #1:

Proximity



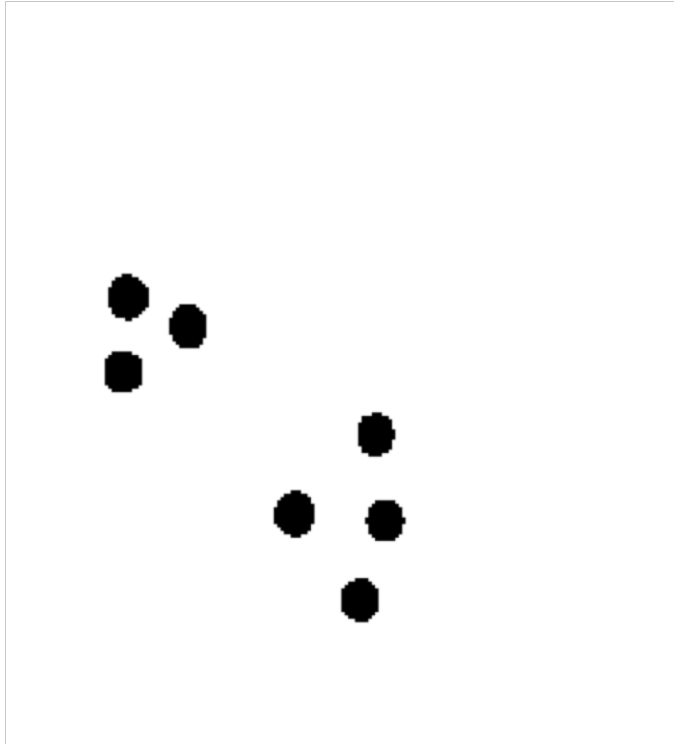
Dots appear as **columns**



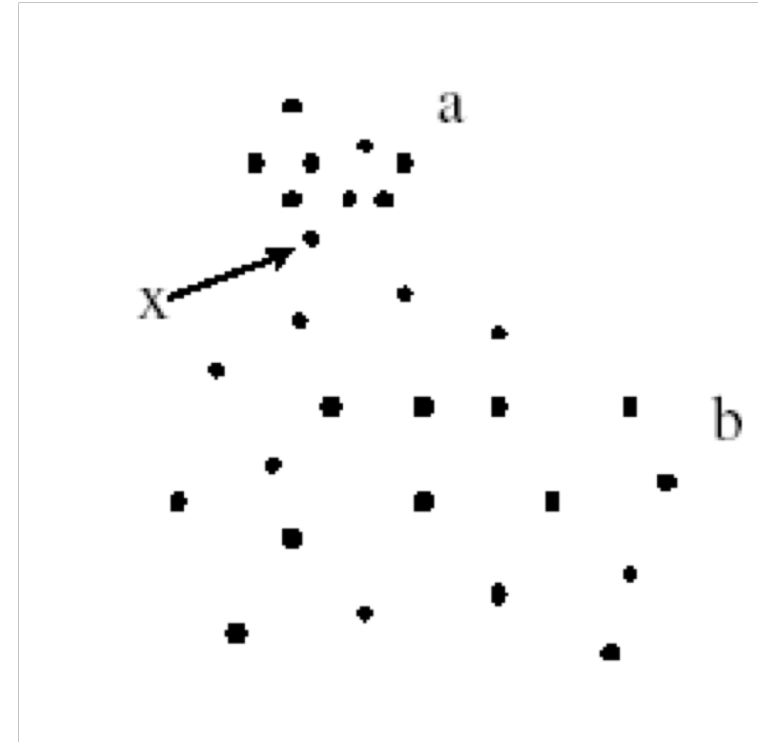
Dots appear as **rows**

Gestalt Principle #1:

Proximity



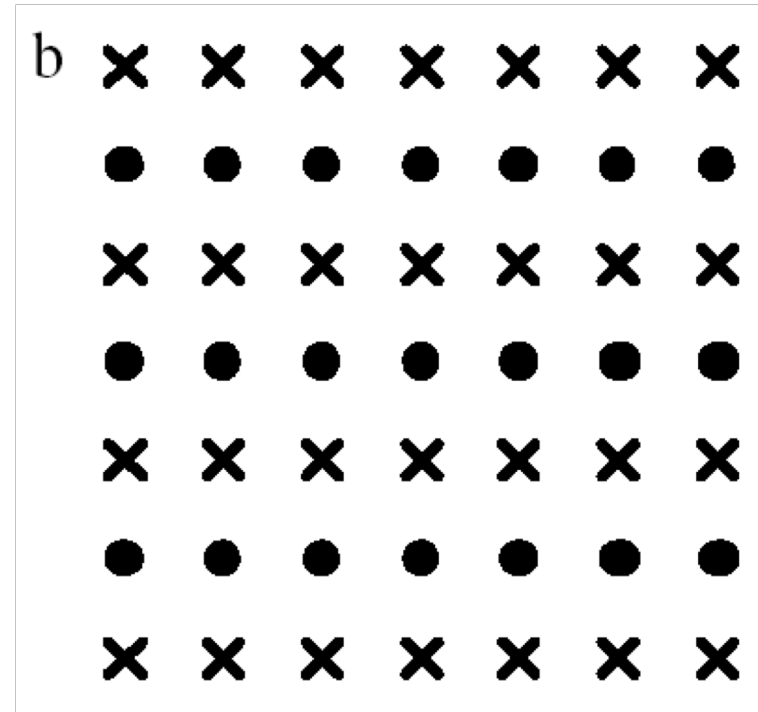
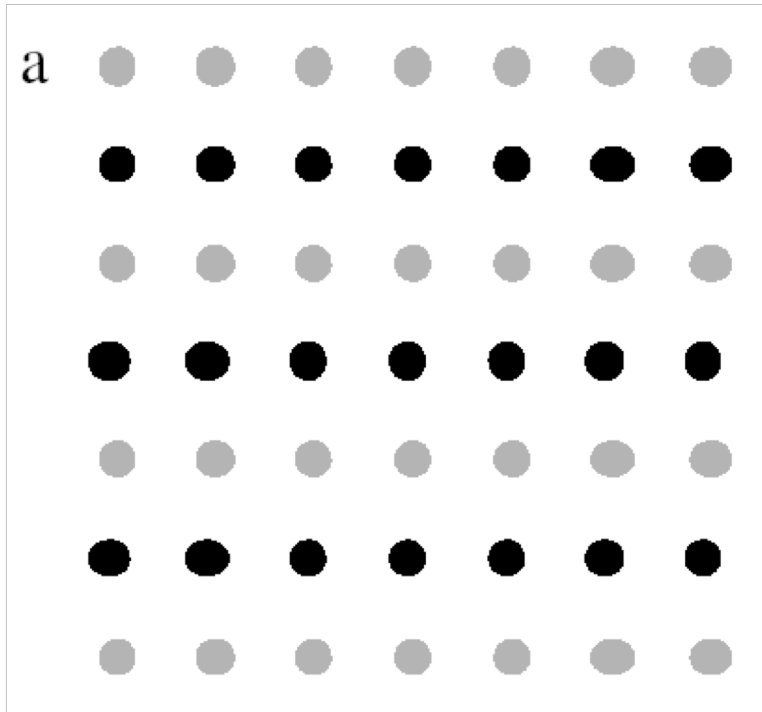
Dots appear as **two groups**



X is in group a.

Gestalt Principle #2:

Similarity



How is similarity used to convey meaning?

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

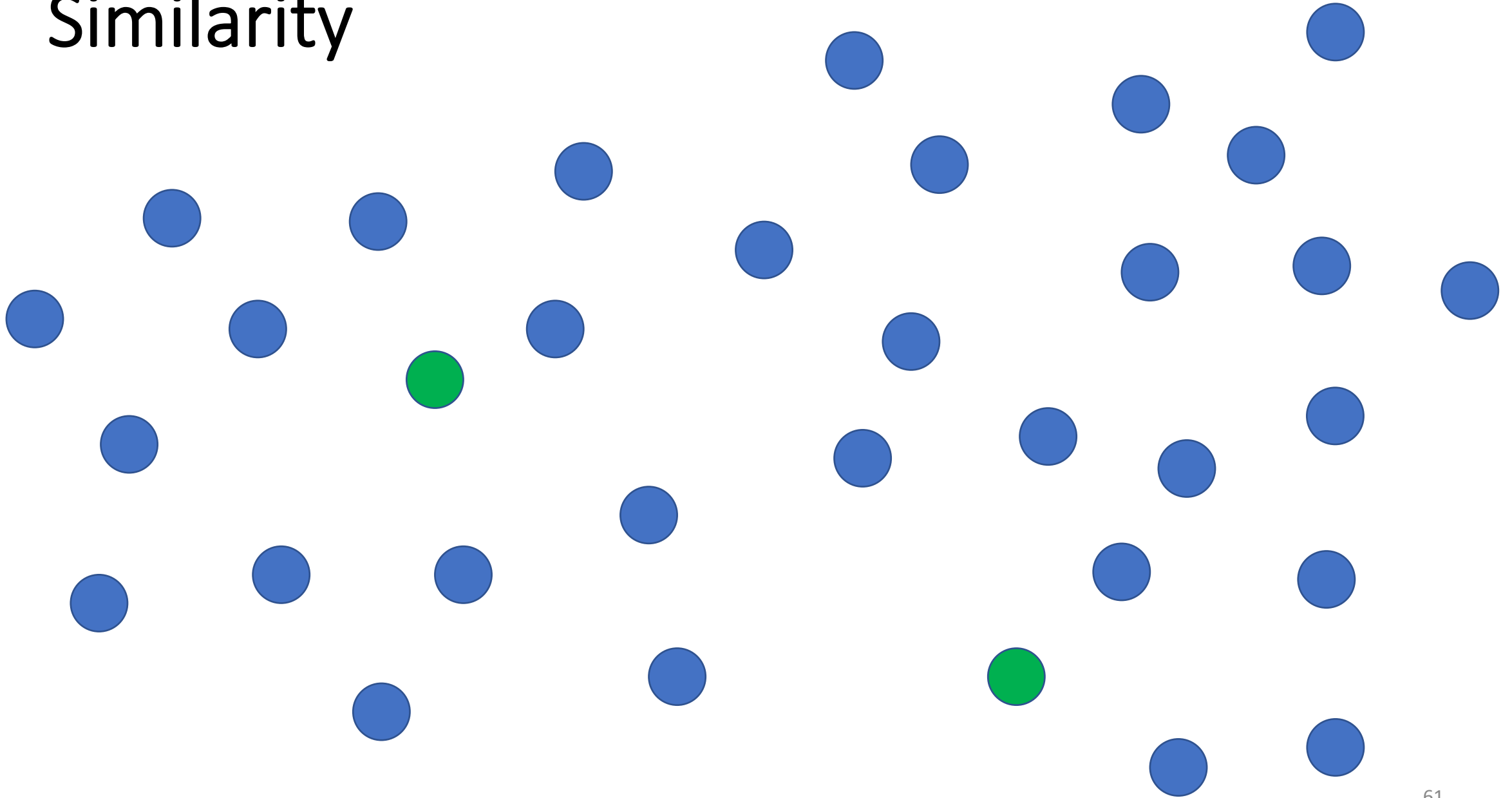
Gestalt Principle #2:

Similarity

How many **green circles** are there?

Gestalt Principle #2:

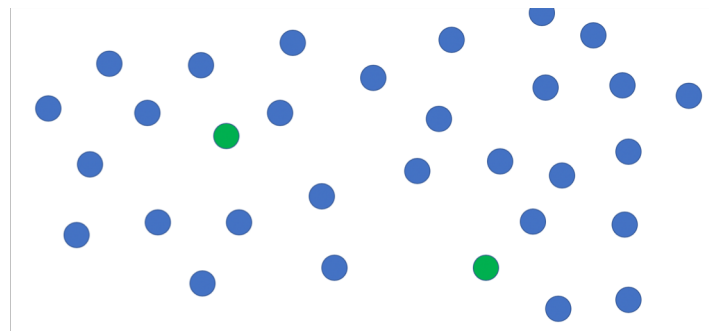
Similarity



Similarity

How many **green circles** are there?

2



Colors are easy to scan for

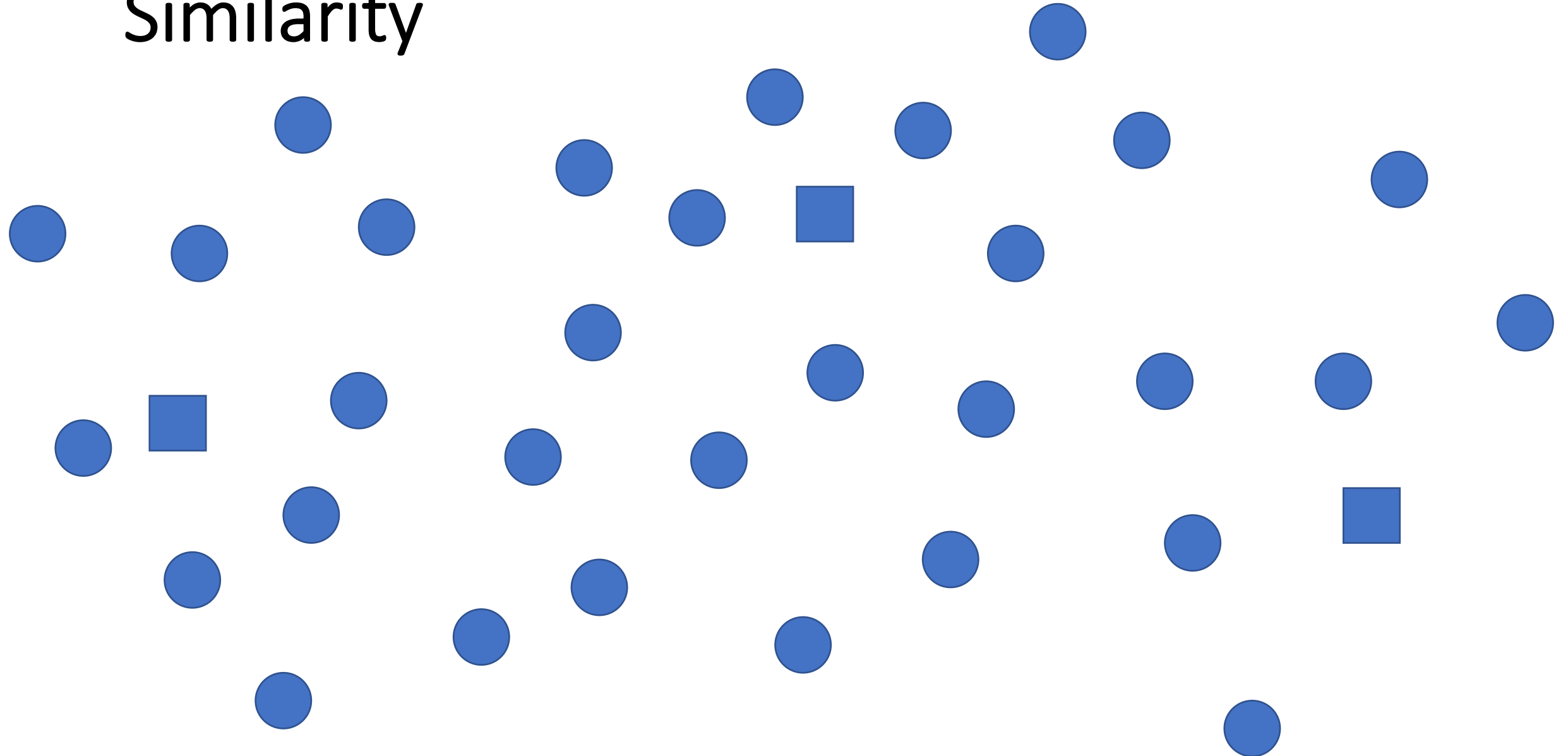
Gestalt Principle #2:

Similarity

How many **rectangles** are there?

Gestalt Principle #2:

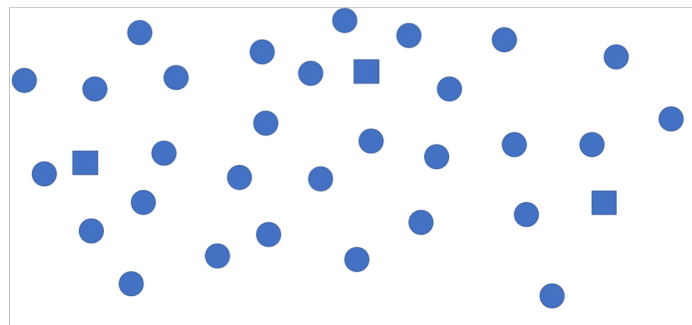
Similarity



Similarity

How many **rectangles** are there?

3



Shapes are hard to scan for

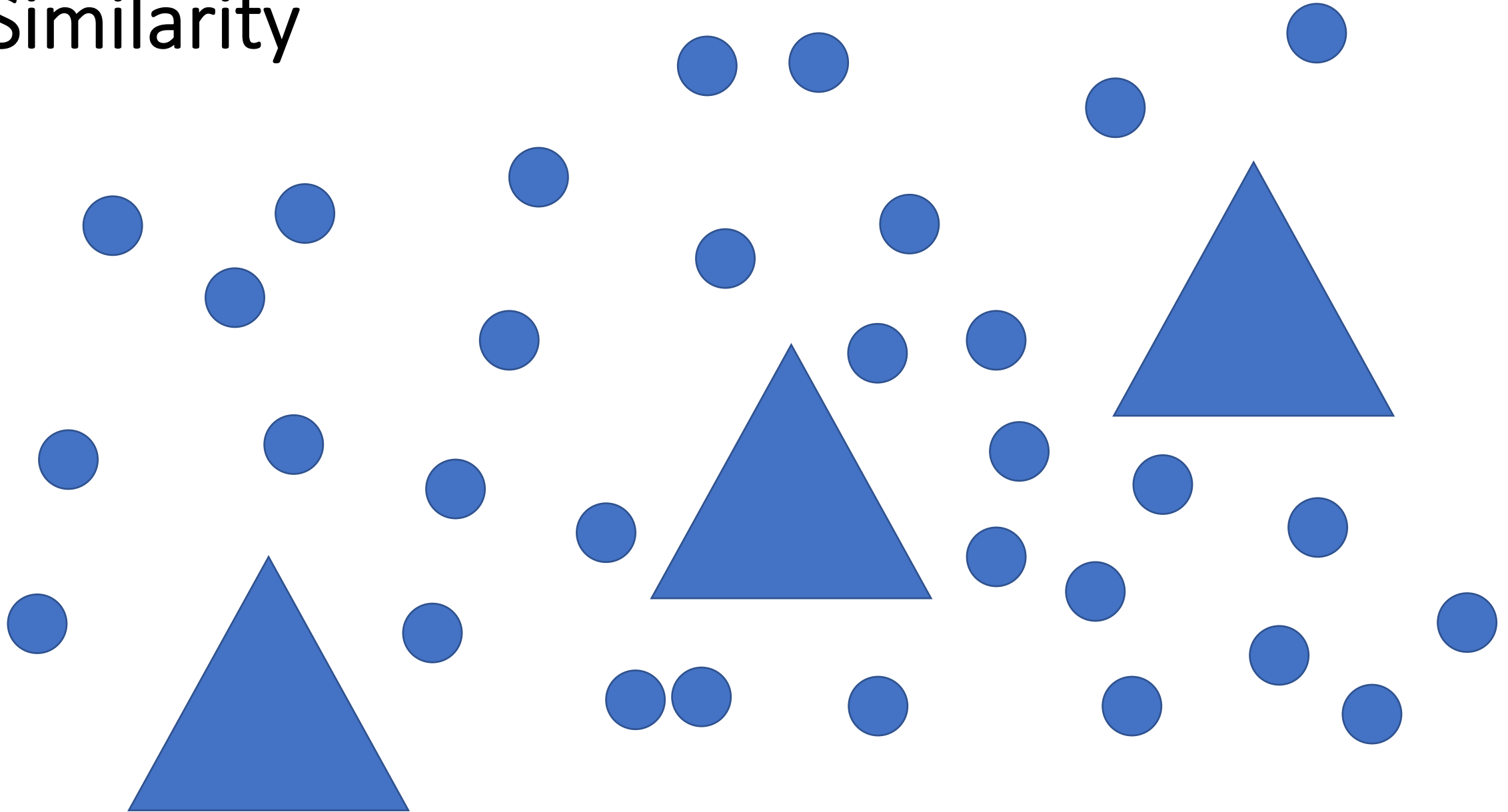
Gestalt Principle #2:

Similarity

How many **triangles** are there?

Gestalt Principle #2:

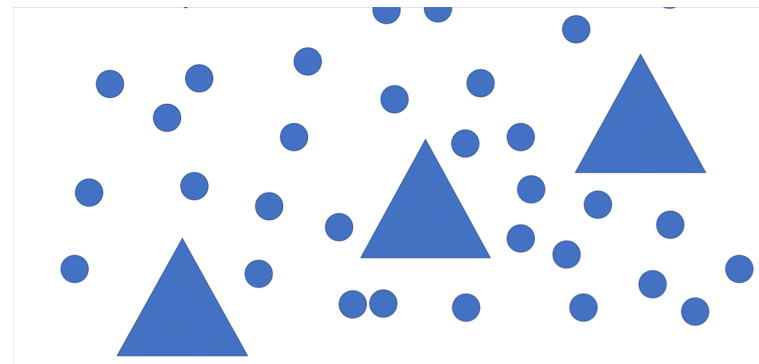
Similarity



Similarity

How many **triangles** are there?

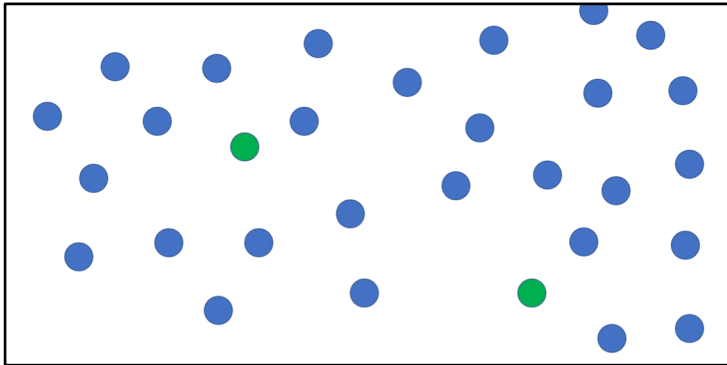
3



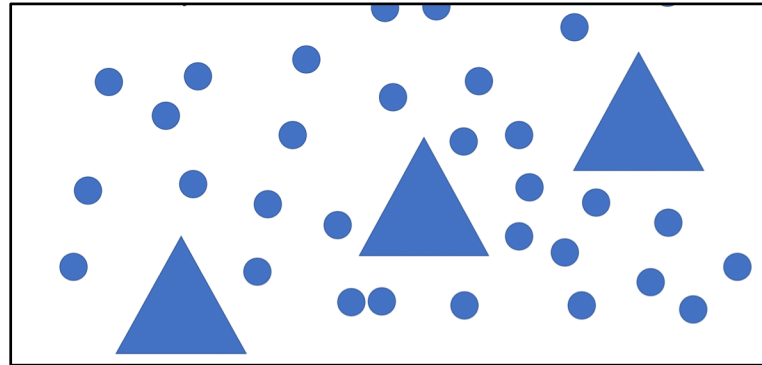
Size is easy to scan for

What properties are easy to scan for similarity?

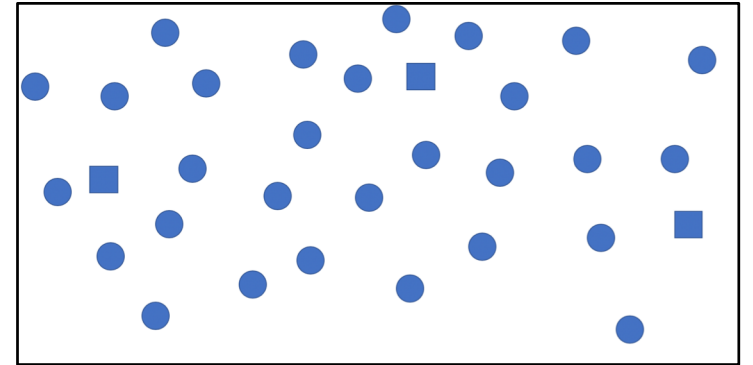
Color



Size



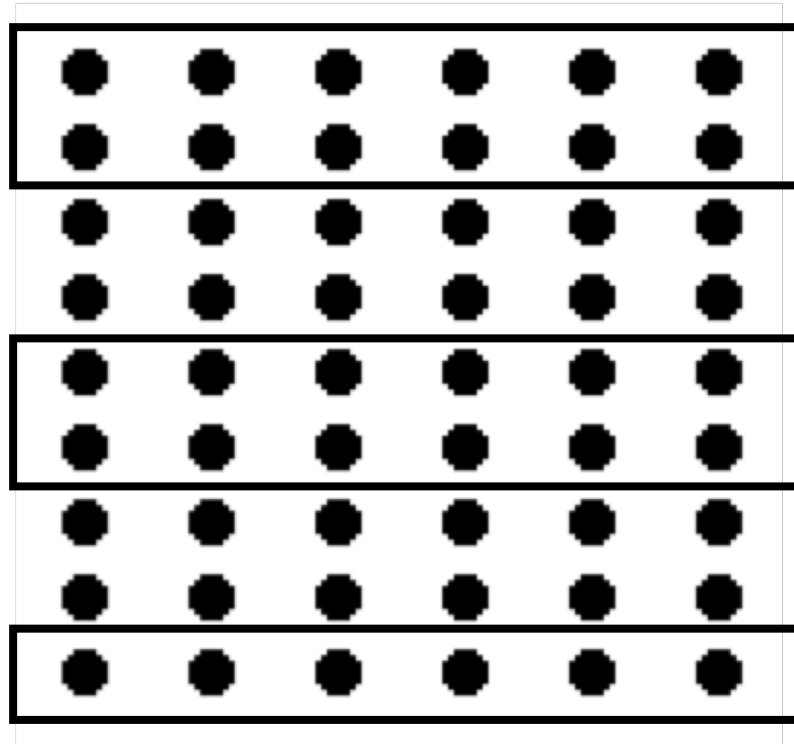
Shape



Color and **Size** scans better than **shape**

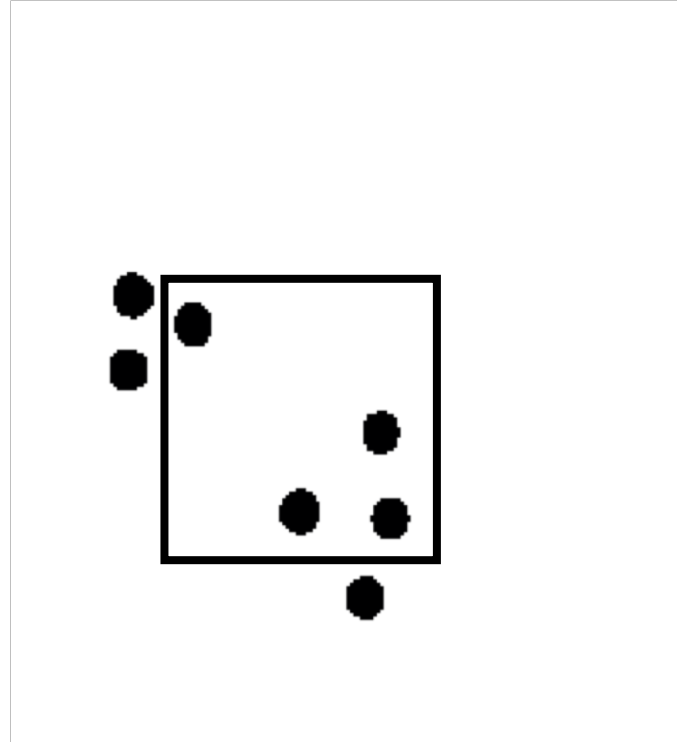
Gestalt Principle #3:

Enclosure



Gestalt Principle #3:

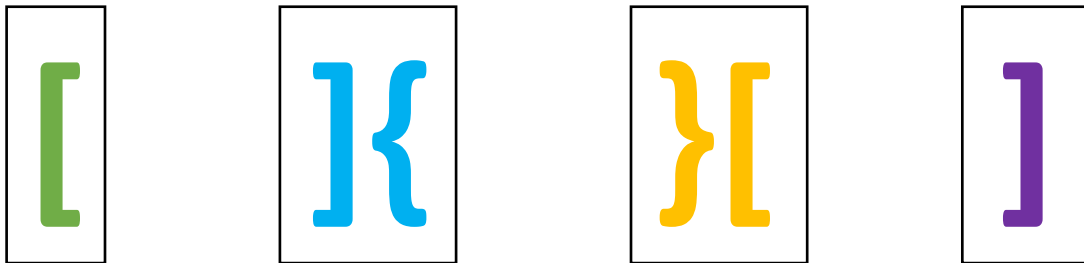
Enclosure



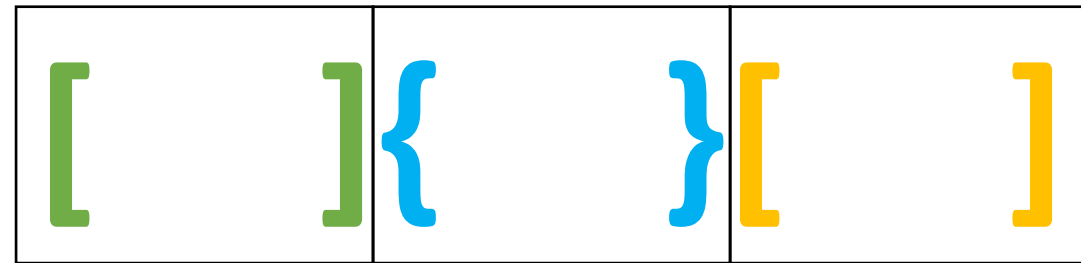
Gestalt Principle #4:

Symmetry

[] { } []



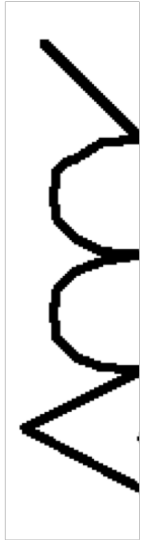
Proximity indicates 4 groups



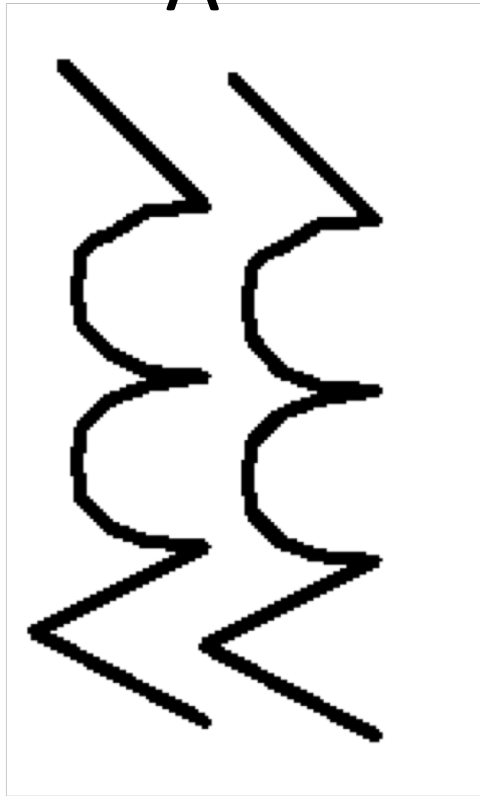
Symmetry indicates 3 groups

Gestalt Principle #4:

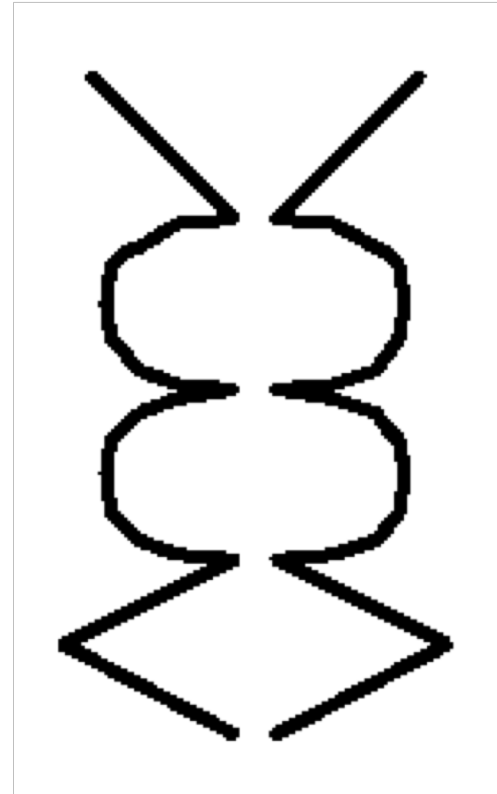
Symmetry



A

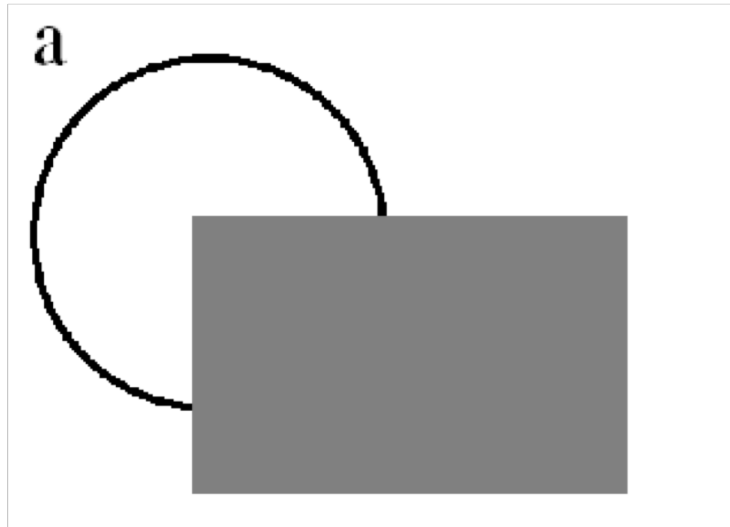


B



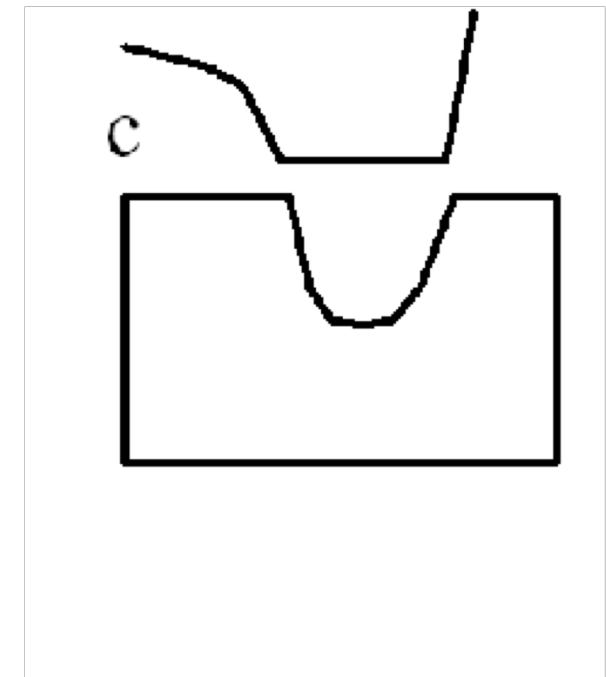
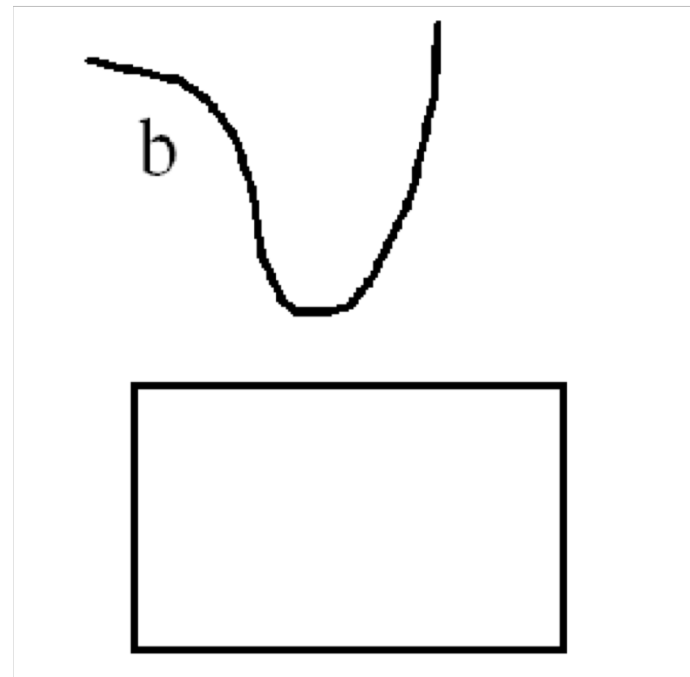
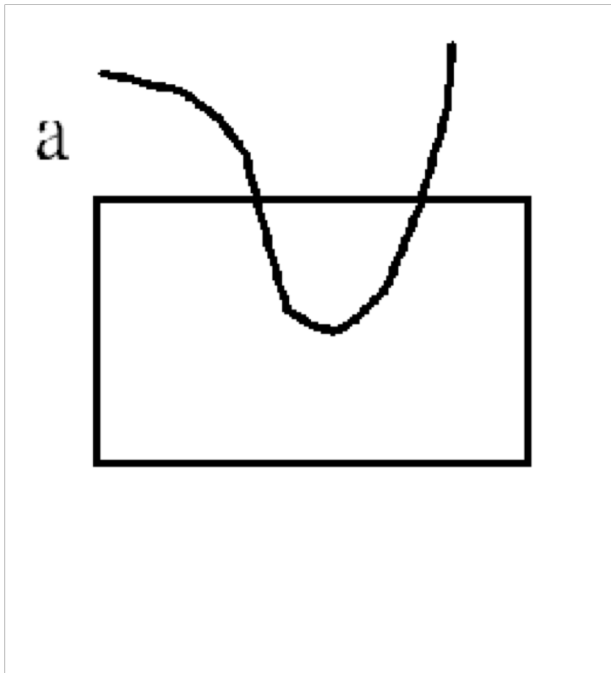
Gestalt Principle #5:

Closure



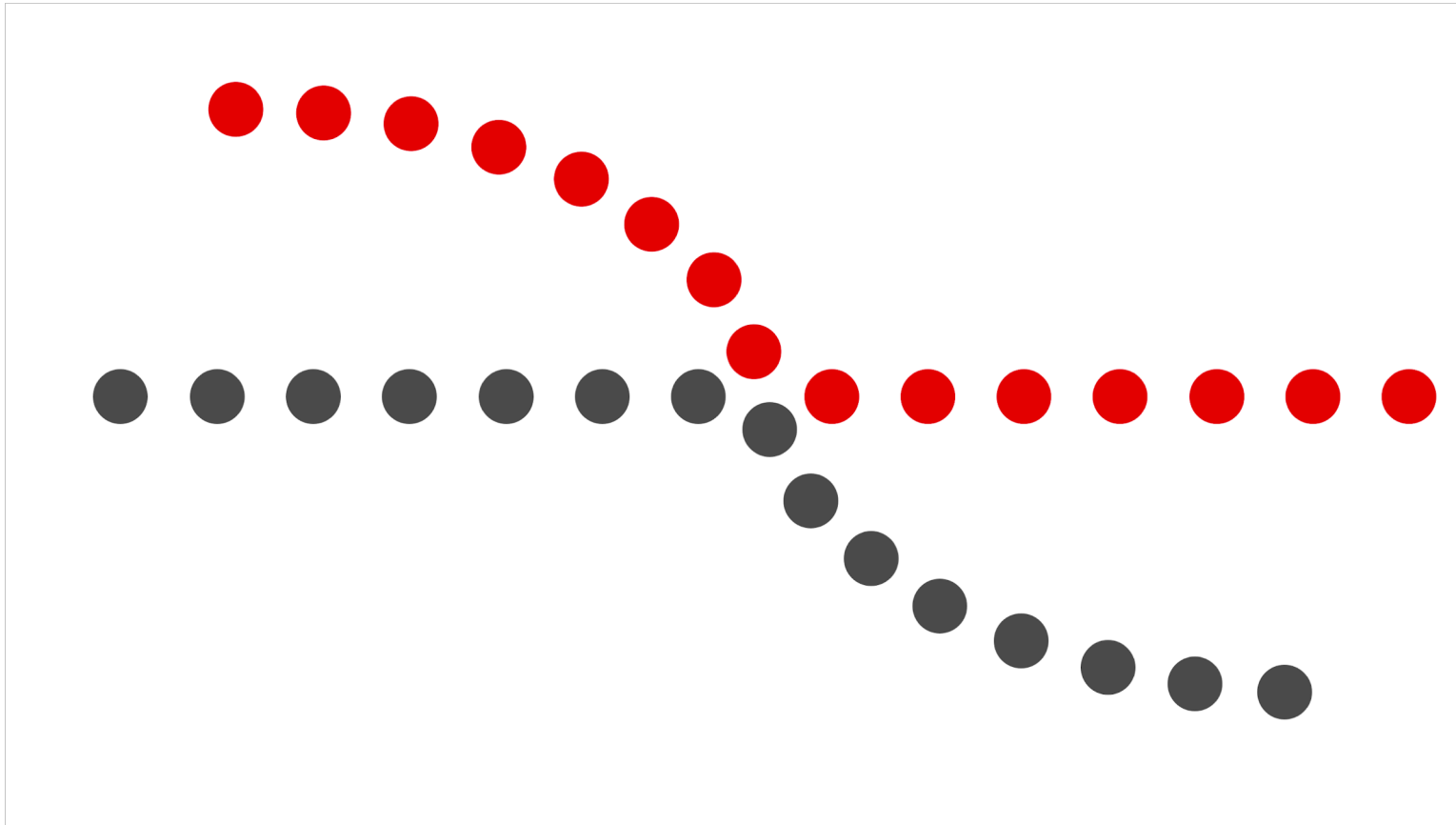
Gestalt Principle #6:

Continuity

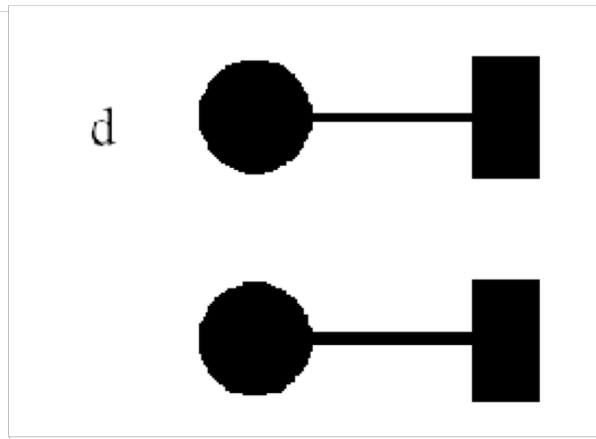
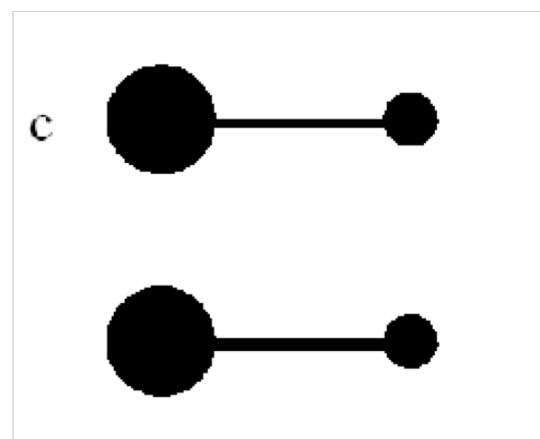
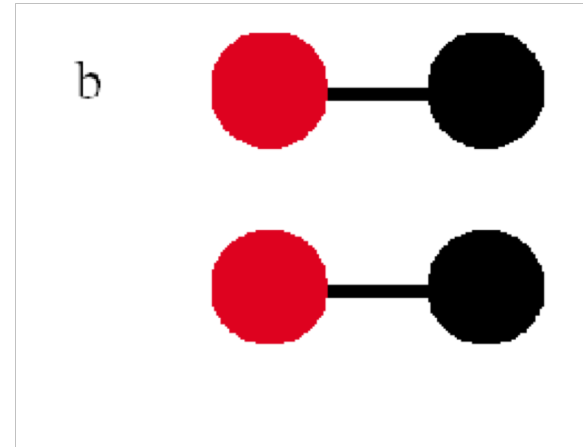
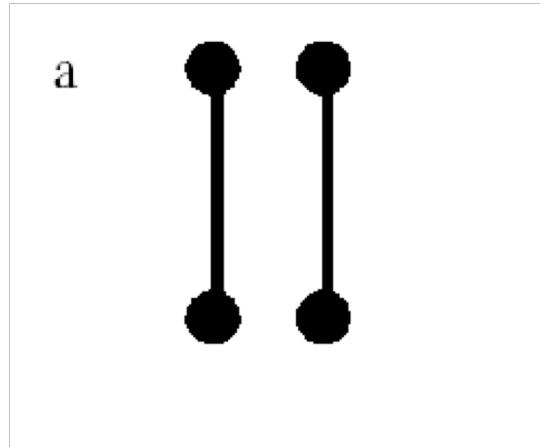


Gestalt Principle #6:

Continuity

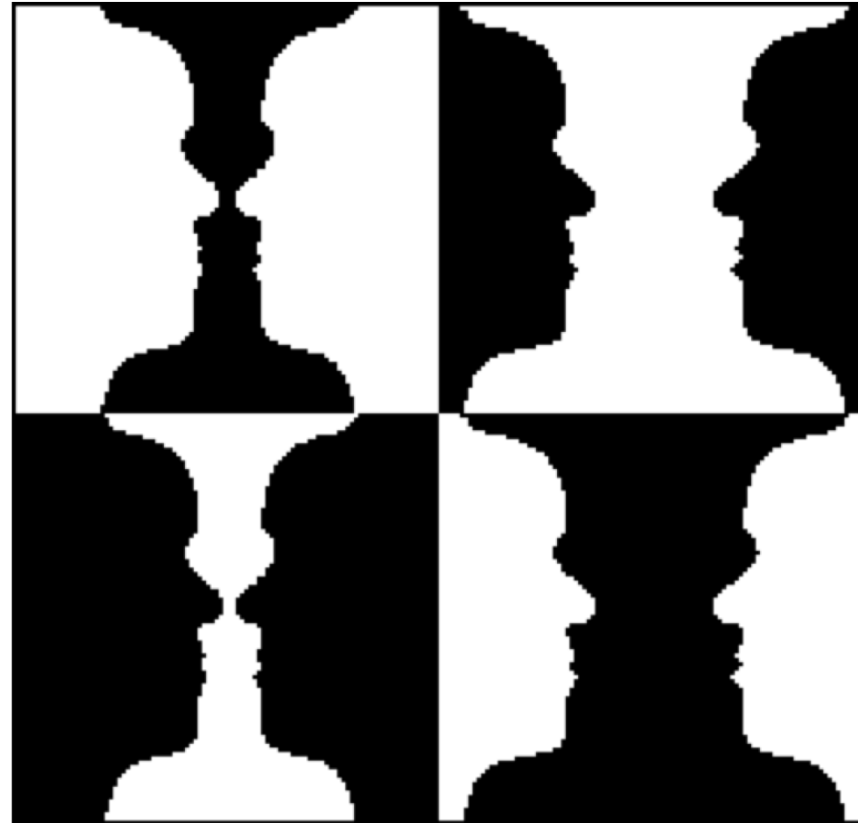


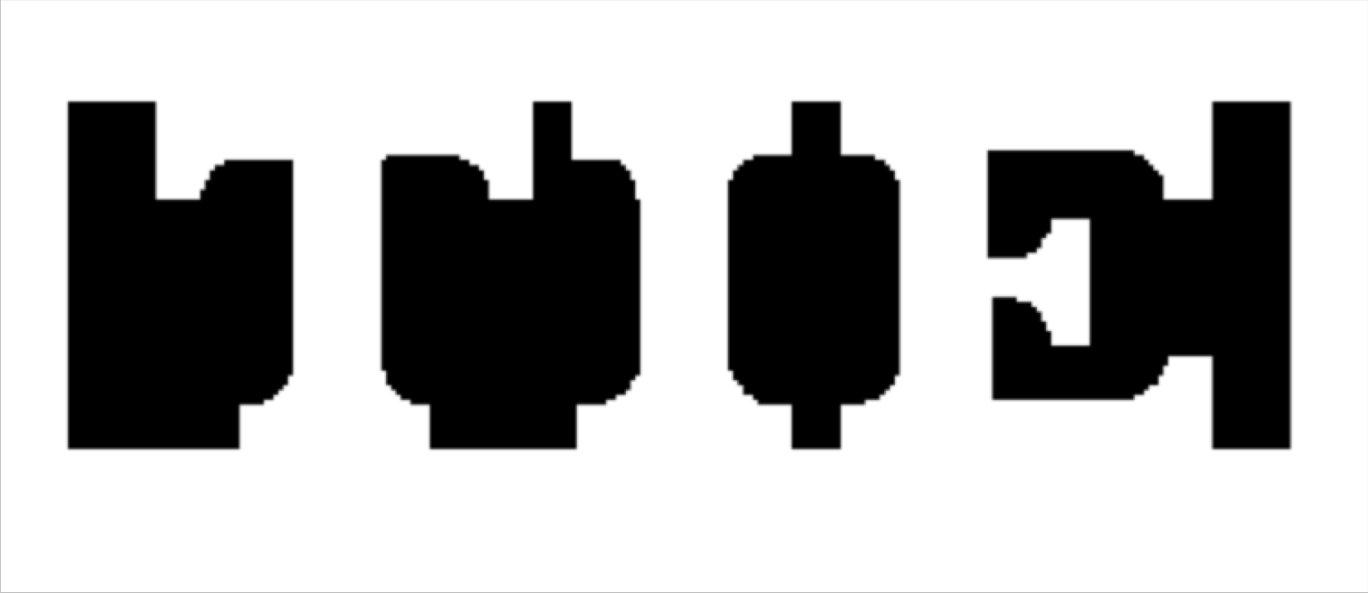
Connection



Gestalt Principle #8:

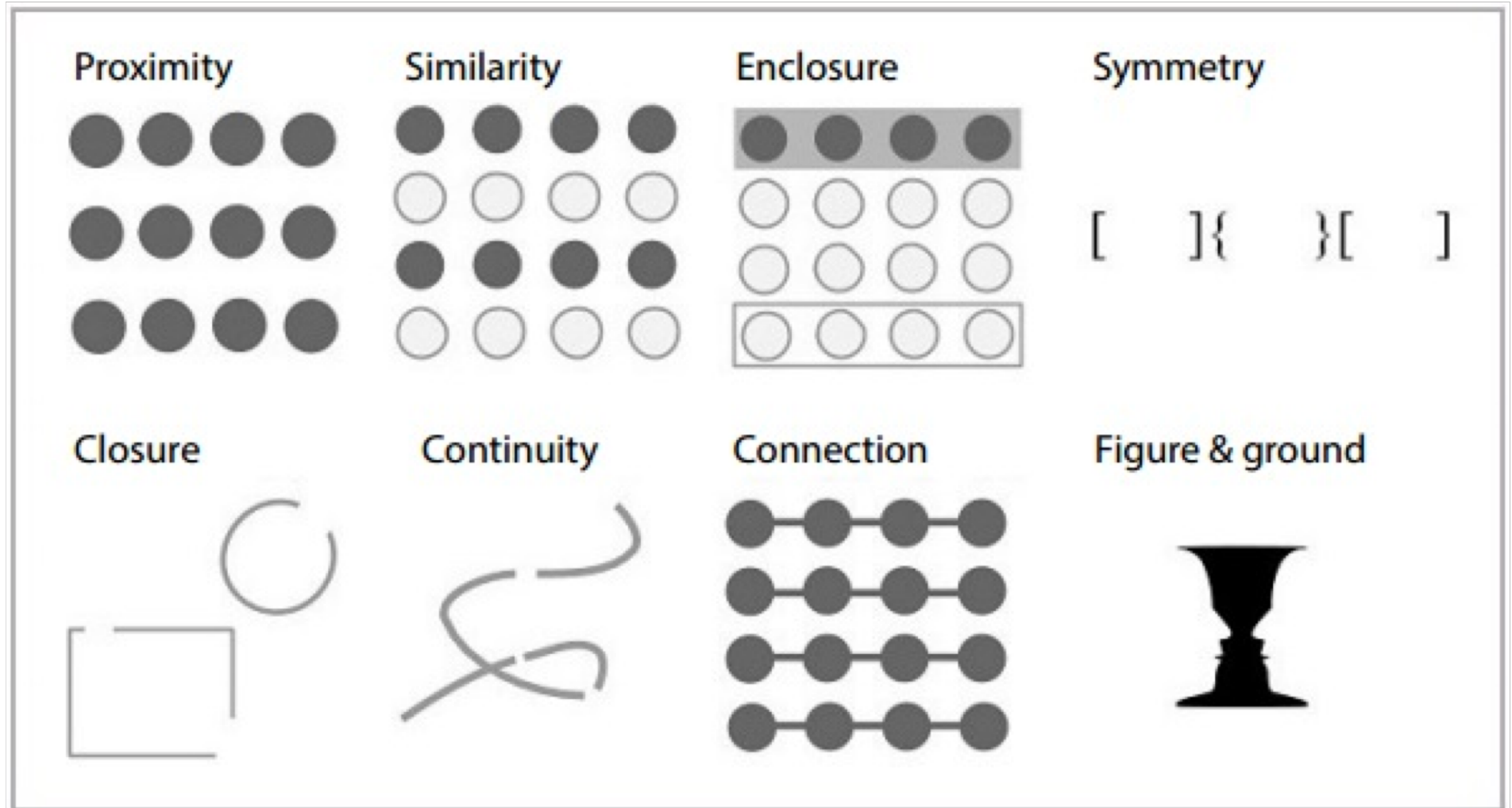
Figure and Ground



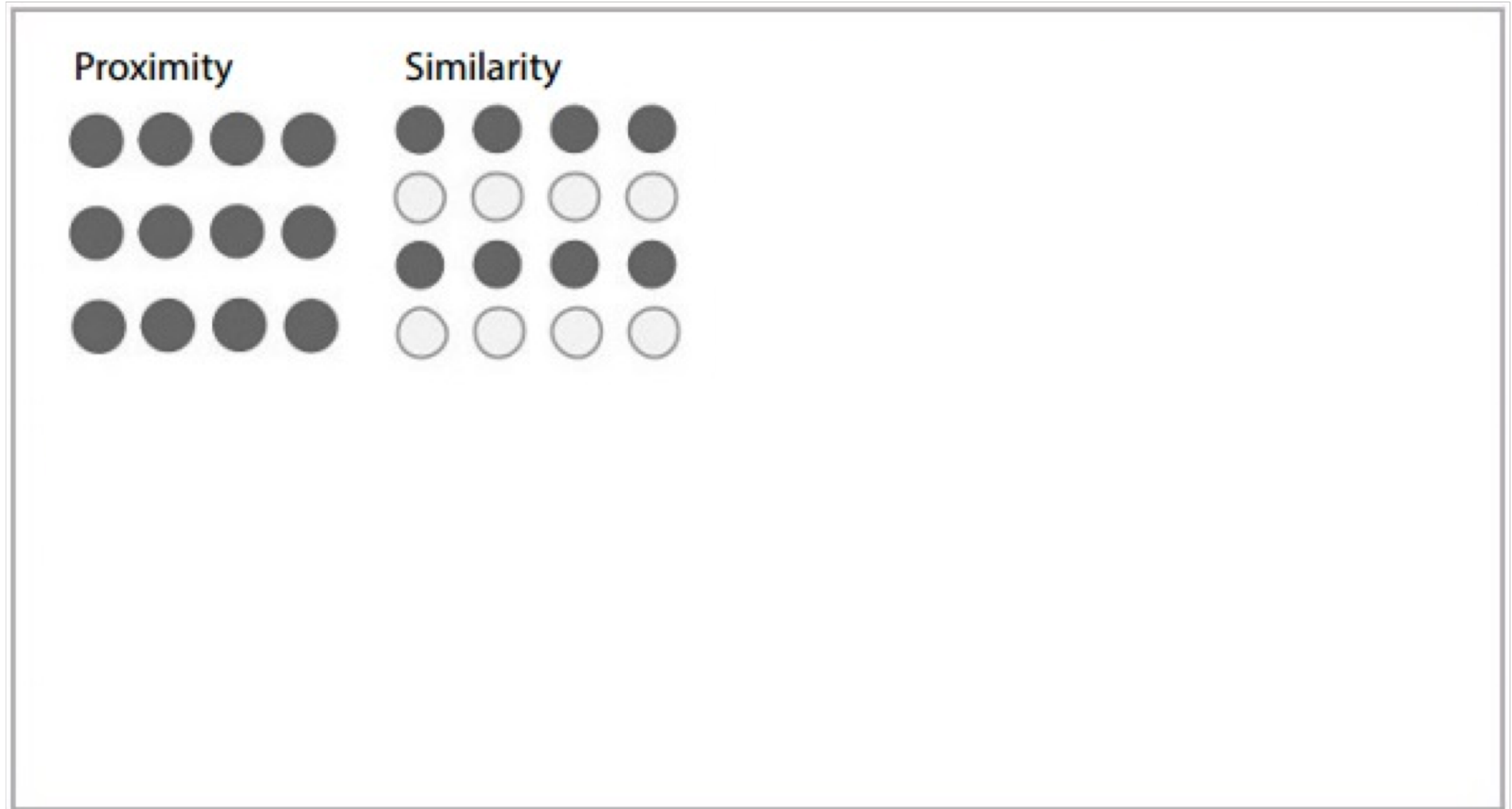




8 Gestalt Principles



2 Gestalt Principles I actually use



I use proximity and color/contrast similarity

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

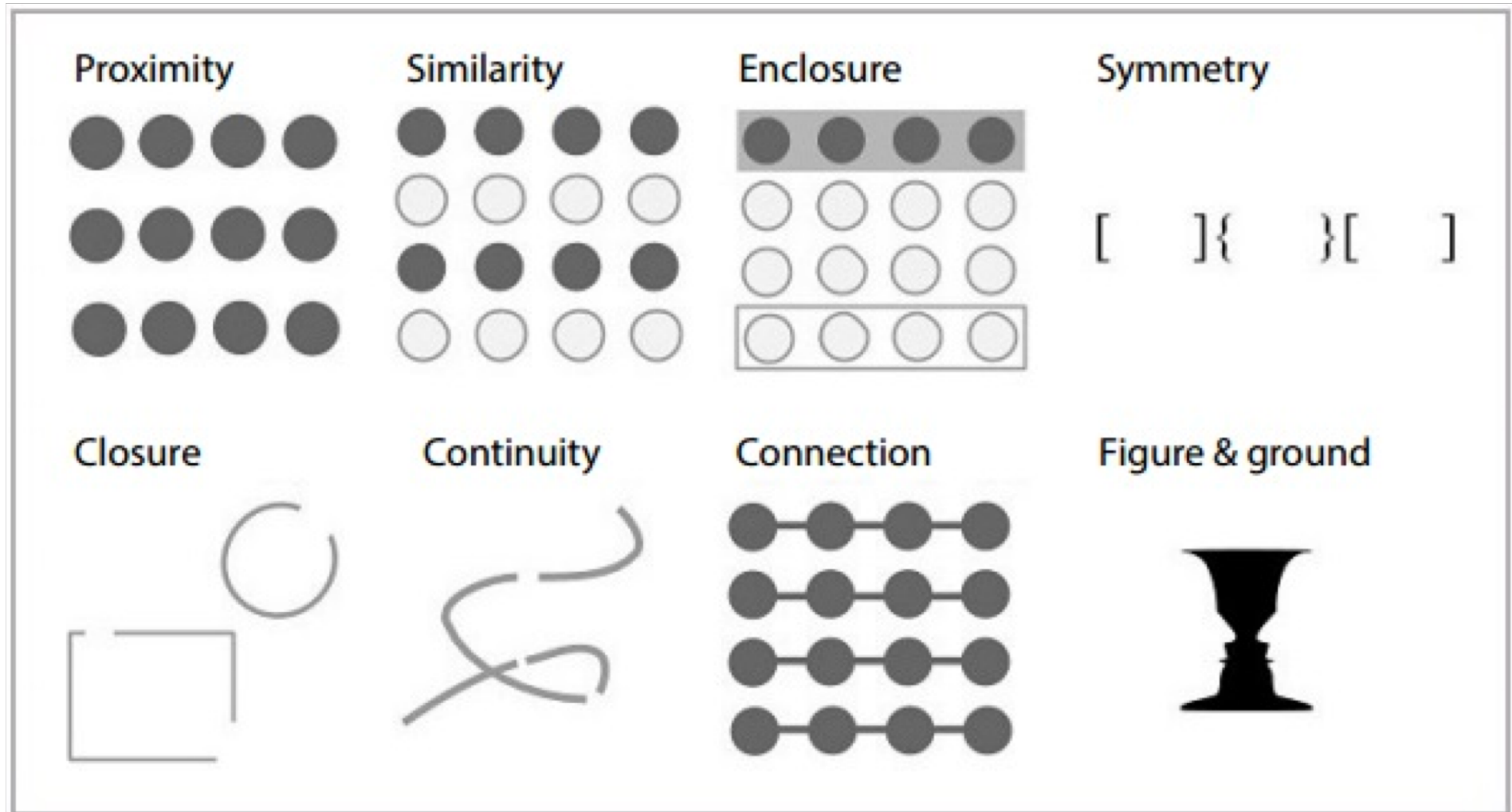
Caesar salad
with anchovies, egg, and Parmesan cheese

Clam chowder
with Maine lobster and pancetta

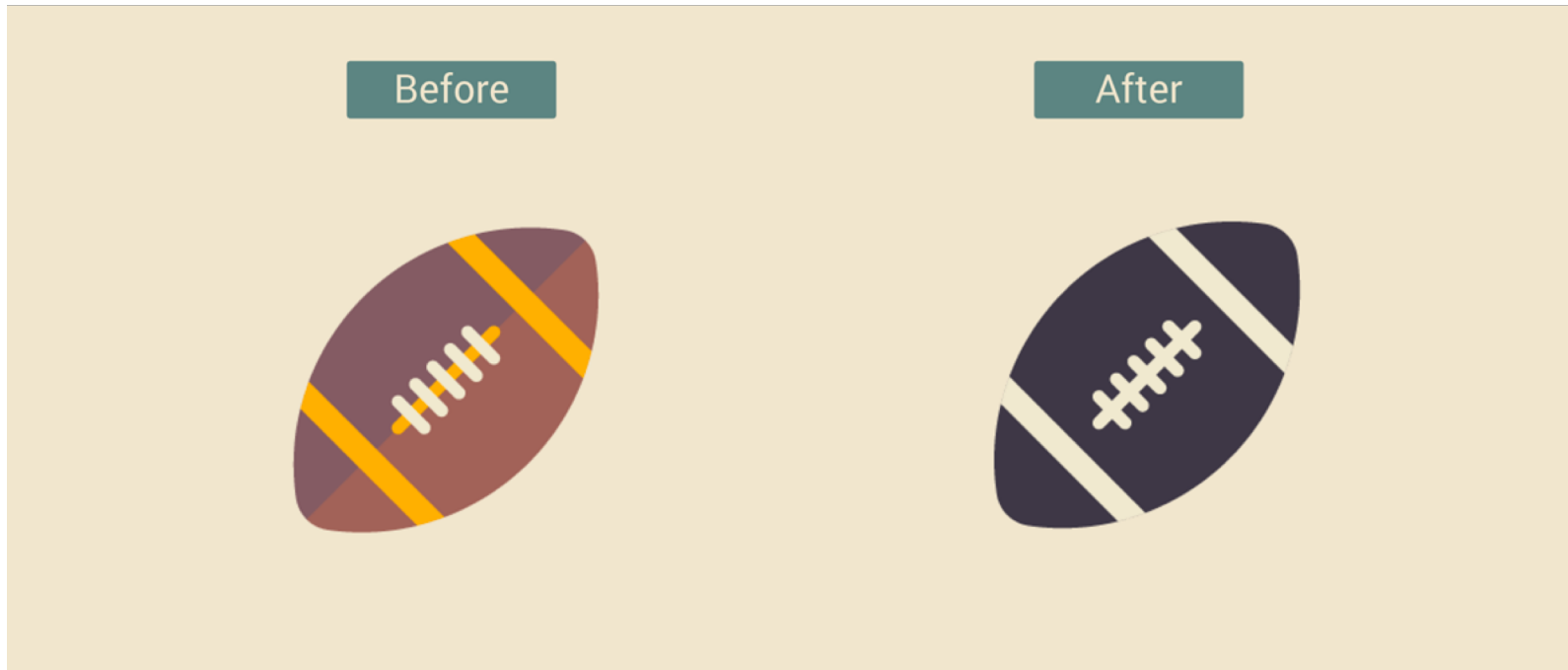
Grilled chicken
with house-made barbeque sauce with
potato purée and greens

Apple and raspberry pecan crisp
with vanilla ice cream

Quiz: 8 Gestalt Principles



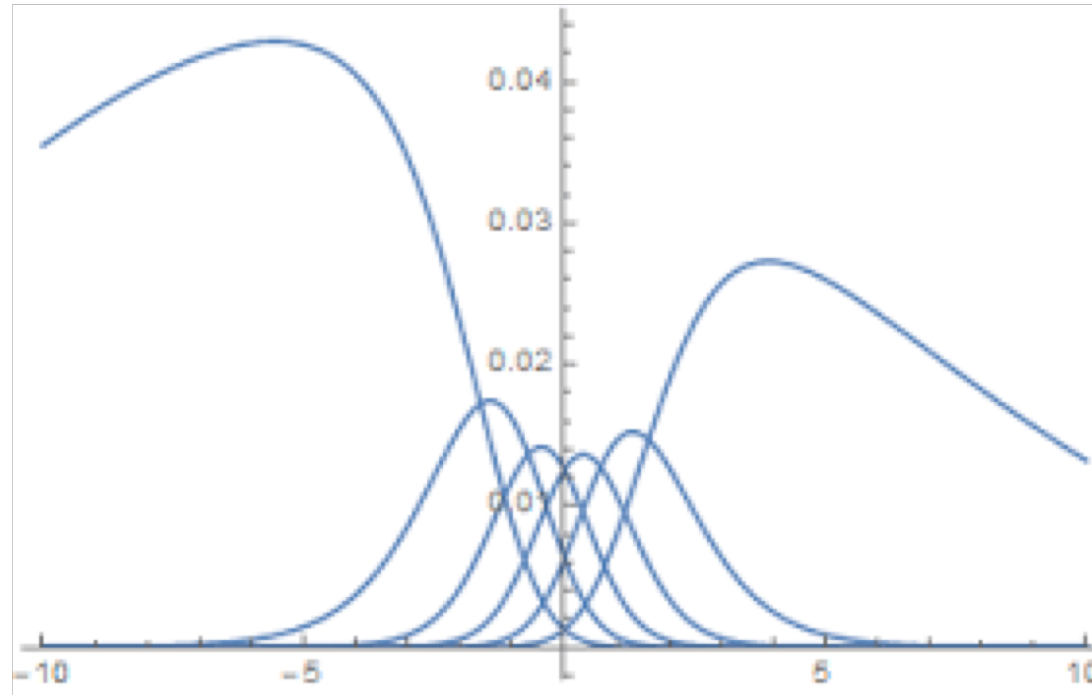
Quiz: what property is being used here?



Closure

Our minds fill in missing details

Quiz: what property is being used here?



Continuity

Our minds perceive lines and curves
as continuing on their trajectory

Quiz: what property is being used here?

For other uses, see [Design \(disambiguation\)](#).

Design can have different connotations in different fields of application (see [design](#) disciplines below), but there are two basic meanings of **design**: as a verb and as a noun.

Design (as a verb: to [design](#)) is the intentional creation of a plan or specification for the construction of an object or system or for the implementation of an activity or process.

Design (as a noun: a [design](#)) can refer to such a plan or specification (e.g. a drawing or other document) or to the created object, etc., and features of it such as aesthetic, functional, economic or socio-political.

The process of creating a [design](#) can be brief (a quick sketch) or lengthy and complicated, involving considerable research, negotiation, reflection, modelling, interactive adjustment and re-[design](#). In some cases, the direct construction of an object without an explicit prior plan (such as in craftwork and some engineering, coding, and graphic [design](#)) is also considered to be a [design](#) activity.

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- 1 [Definitions](#)
- 2 [Design as a process](#)
 - 2.1 [The rational model](#)
 - 2.1.1 [Example sequence of stages](#)
 - 2.1.2 [Criticism of the rational model](#)
 - 2.2 [The action-centric model](#)
 - 2.2.1 [Descriptions of \[design\]\(#\) activities](#)
- 3 [Design disciplines](#)
- 4 [Philosophies and studies of \[design\]\(#\)](#)
 - 4.1 [Philosophies for guiding \[design\]\(#\)](#)
 - 4.2 [Approaches to \[design\]\(#\)](#)

Similarity of Color

It is easy to scan for color

Quiz: what property is being used here?






Figure and ground

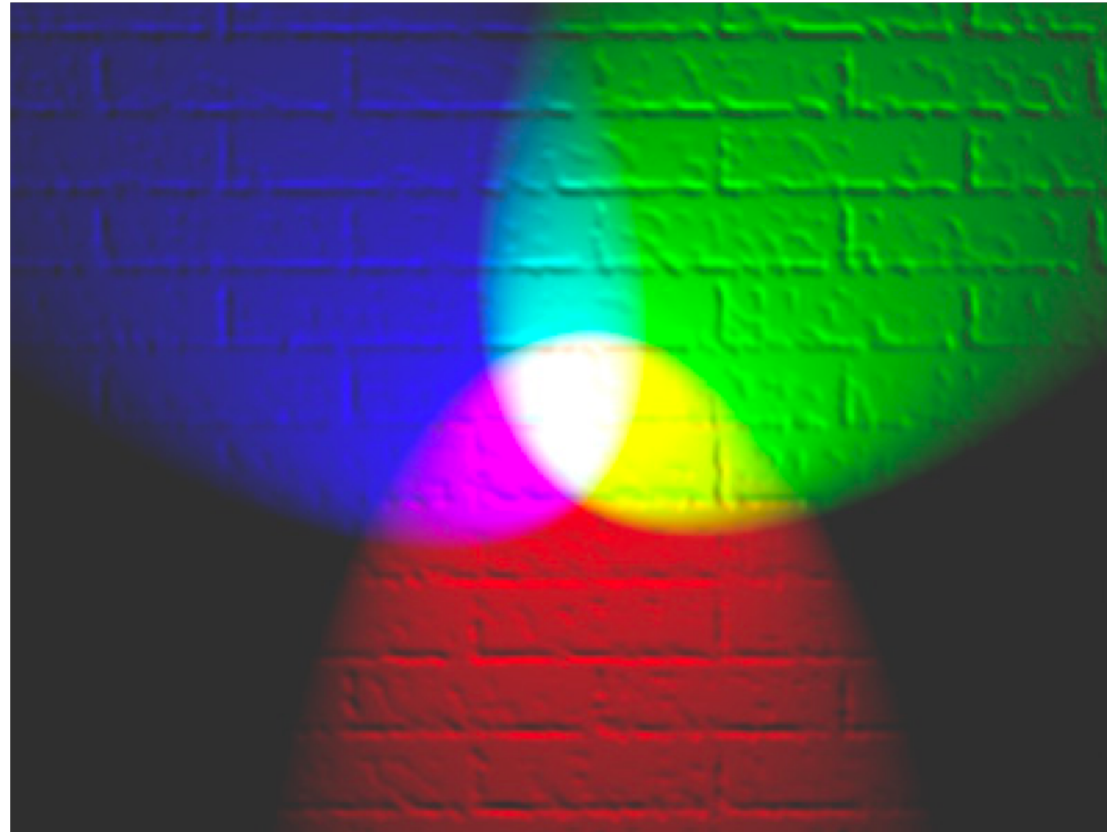
Summary

The human brain is always interpreting meaning, even if it's not there.



Color Meaning and Representation

			
Culture	Red	Blue	Green
United States	Danger	Masculinity	Safety
France	Aristocracy	Freedom Peace	Criminality
Egypt	Death	Virtue Faith Truth	Fertility Strength
India	Life Creativity		Prosperity Fertility
Japan	Anger Danger	Villainy	Future Youth Energy
China	Happiness	Heavens Clouds	Ming Dynasty Heavens Clouds



```
.blue_text{
  color: blue;
}

.blue_text{
  color: rgb(0,0, 255);
}

.blue_text{
  color: #000FF;
}

.blue_transparent_text{
  color: rgba(0,0, 255, 0.5);
}
```

Typography Terms



Serif fonts are faster to read.

The little hooks indicate where your eyes should move next.

There is no evidence to support this.

Any differences in reading speed are dwarfed by individual differences, or familiarity.

Your font should enhance you message,
Not detract from it.

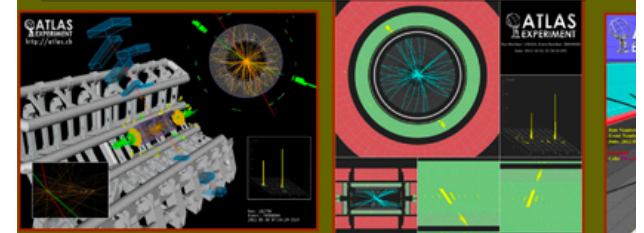
Baskerville

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

**Status of Standard Model
Higgs searches in ATLAS**

Using the full datasets recorded in 2011 at $\sqrt{s}=7$ TeV
and 2012 at $\sqrt{s}=8$ TeV: up to 10.7 fb^{-1}

Fabiola Gianotti (CERN), representing the ATLAS Collaboration



8 Gestalt Principles

