

Design Day

Thurs, Feb 27th

Kraft Center

Design Industry Keynote

6-7PM

Professor Harry West,
Former CEO at frog design

🍕 *Pizza Included* 🍕

Breaking into Design Panel

7-8PM

Columbia designers from companies
including Google, United Nations, Airbnb,
IDEO, Tencent, and Nike

Fri, Feb 28th

Pulitzer Hall, 1st Floor

How to Get a Design Job

2-3PM

Portfolio & Design Recruiting

Building Practical Design Skills

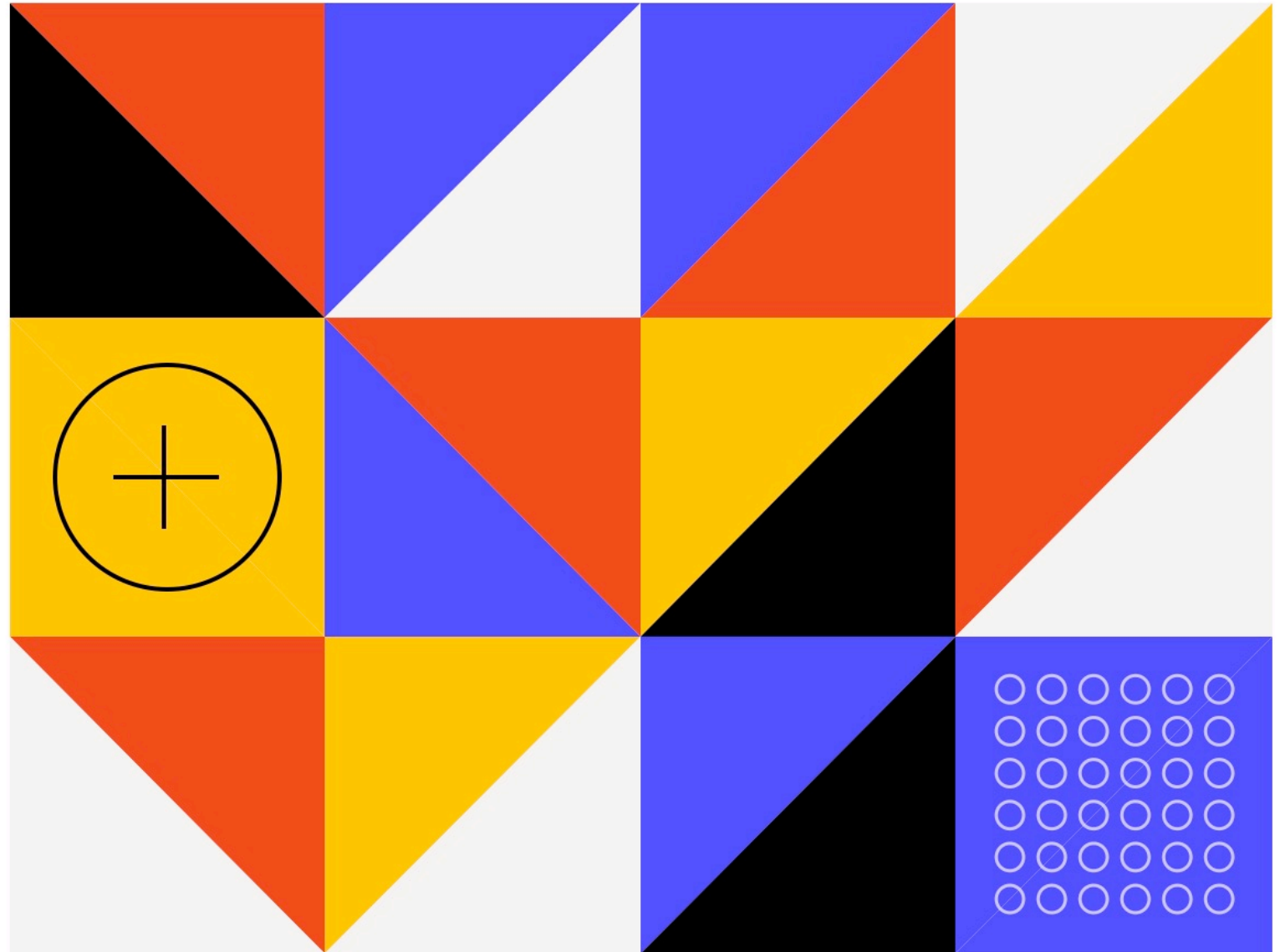
3-4PM

Figma 101

Creating Your Design Story

4-5PM

Branding & Storytelling



RSVP & get more info: bit.ly/designcolumbia

design at columbia

Color, Typography, Gestalt

No screens



Prof. Lydia Chilton
COMS 4170
24 February 2020

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. At the top, there's a browser window with the URL <https://mail.google.com/mail/u/0/#inbox>. Below the browser, the Gmail interface is visible. The left sidebar shows navigation options: **Mail**, **Compose**, **Inbox (2)**, **Sent Mail**, **Drafts (54)**, **Need to Read**, **Technology Coach**, and **More**. The main area displays a list of emails under the **Primary** tab. The email list includes columns for checkboxes, stars, senders, subjects, and timestamps. The right sidebar shows a **Search people...** search bar and a list of contacts, with **Cadwallader, Julie** highlighted.

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

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 sections:

- 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. Price: \$25.65. Prime badge.
- A Manual for Writers of Research Papers, Theses, and Dissertations, 7th Edition** by Kate L. Turabian and Wayne C. Booth. Price: \$18.00. Prime badge.
- Academic Writing for Graduate Students, 3rd Edition** by John M. Swales and Christine B. Feak. Price: \$25.65. Prime badge.
- The Craft of Research, 2nd Edition** by Wayne C. Booth and Joseph M. Williams. Price: \$18.00. Prime badge.
- A Manual for Writers of Research Papers, Theses, and Dissertations, Ninth Edition** by Kate L. Turabian and Wayne C. Booth. Price: \$18.00. Prime badge.

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

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
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China	Happiness	Heavens Clouds	Ming Dynasty Heavens Clouds	Birth Wealth Power	Death Purity

Do you see any contradictions?

					
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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

What does blue mean in India?

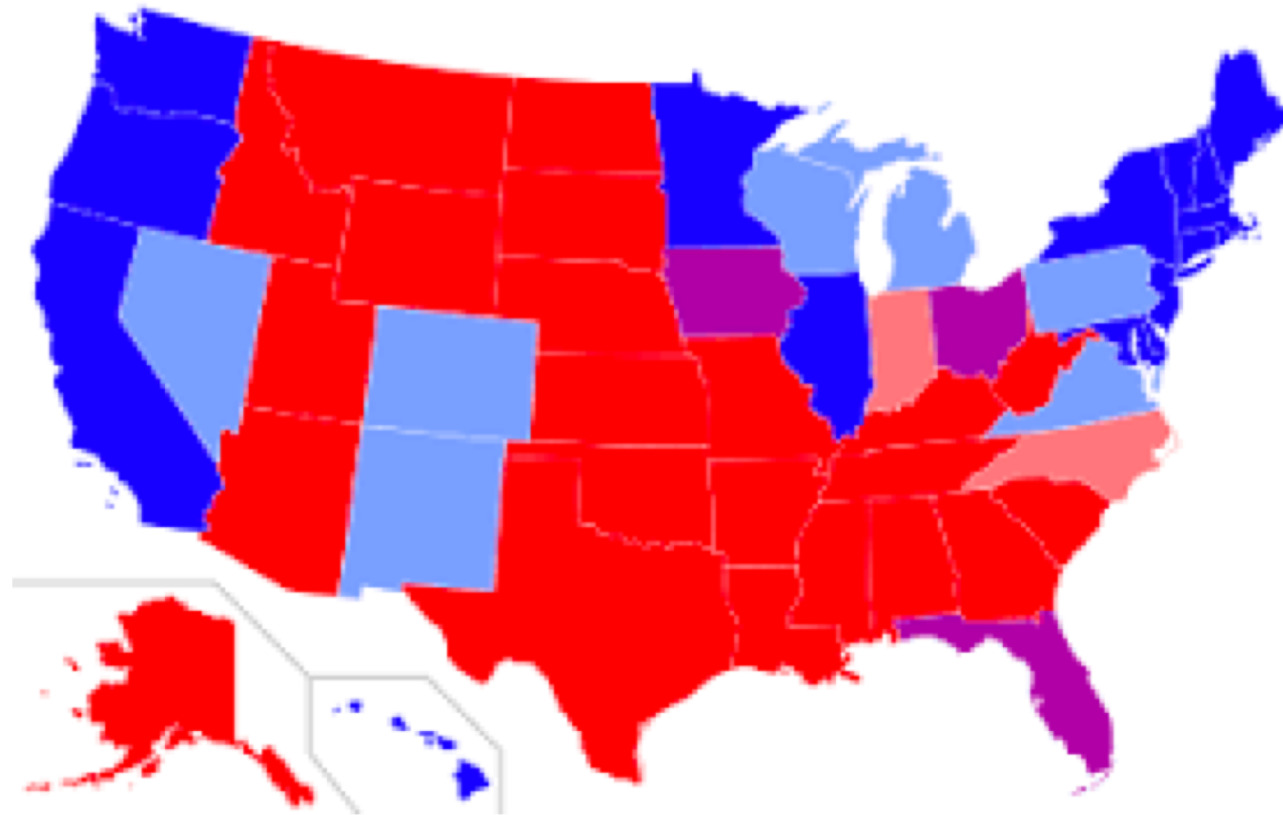


Culture	Red	Blue	Green	Yellow	White
United States	Danger	Masculinity	Safety	Cowardice	Purity
France	Aristocracy	Freedom Peace	Criminality	Temporary	Neutrality
Egypt	Death	Virtue Faith Truth	Fertility Strength	Happiness Prosperity	Joy
India	Life Creativity		Prosperity Fertility	Success	Death Purity
Japan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

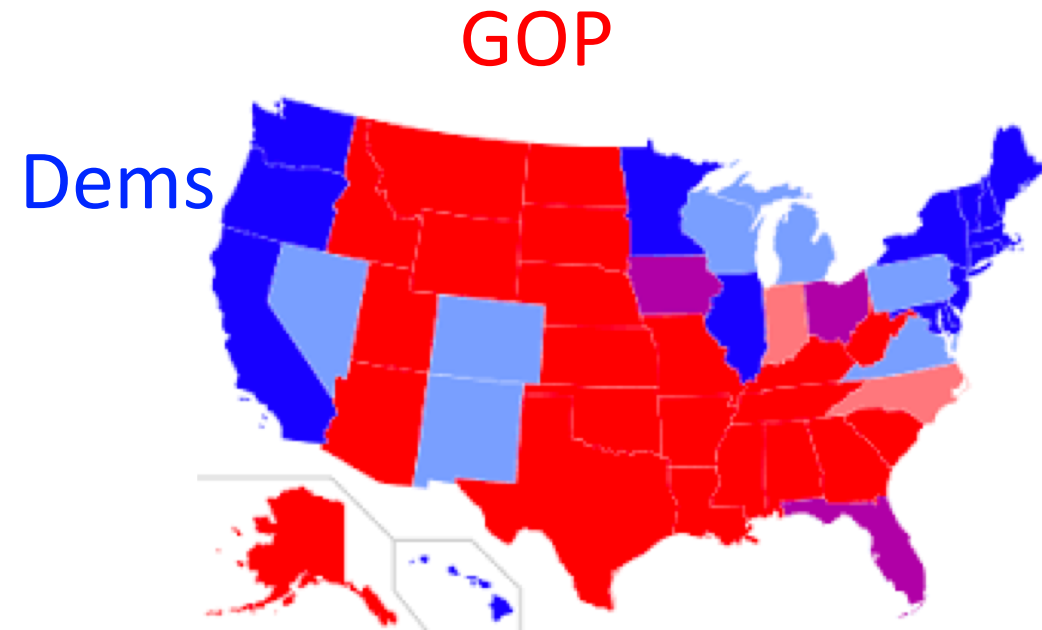
What cultural associations do these colors have?

Republicans

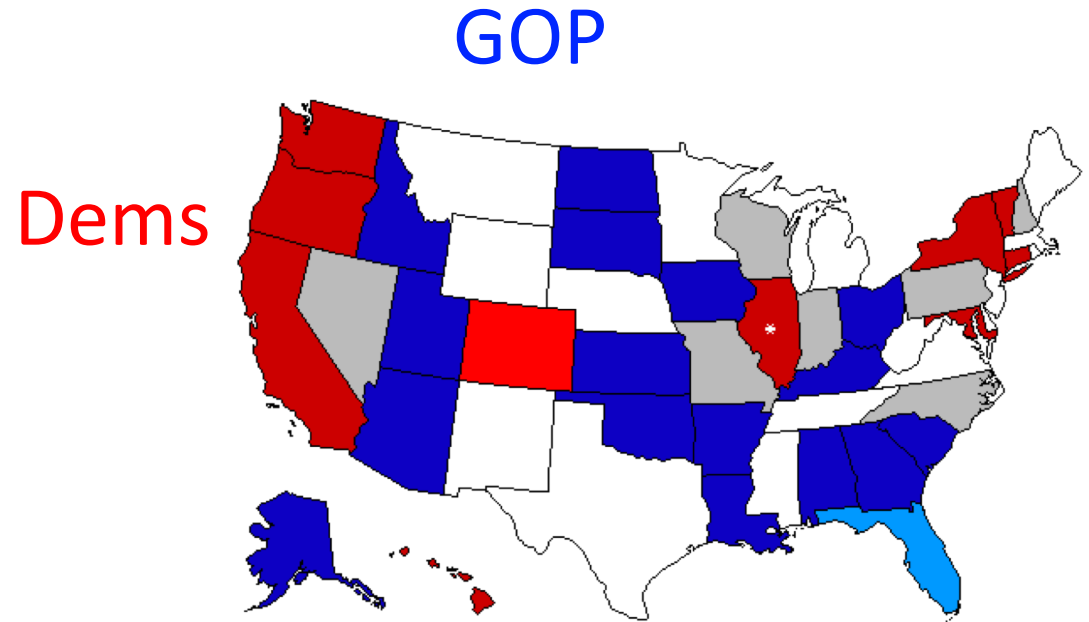
Democrats



What cultural associations do these colors have?

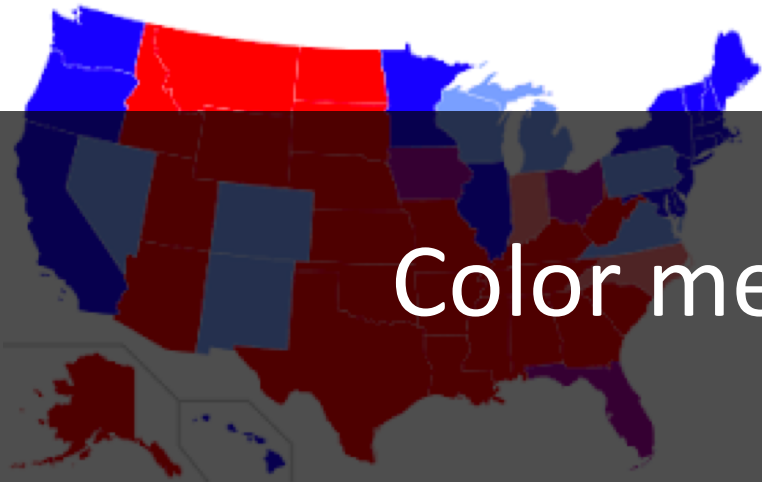


2016



1992

Are color meanings arbitrary?



Color meanings are not absolute.

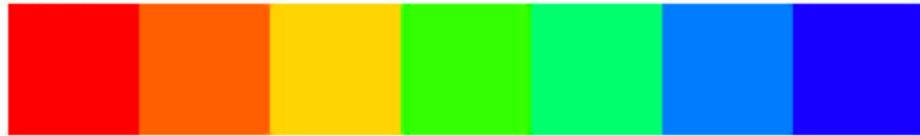
But at any time and place,
they may mean something you don't intend.

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 Fertility	Success	Death Purity
Japan	Anger Danger	Villainy	Future Youth Energy	Grace Nobility	Death
China	Happiness	Heavens Gold	Ming Dynasty Heavens Clouds	Birth Wealth Power	Death Purity

Color Representation

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

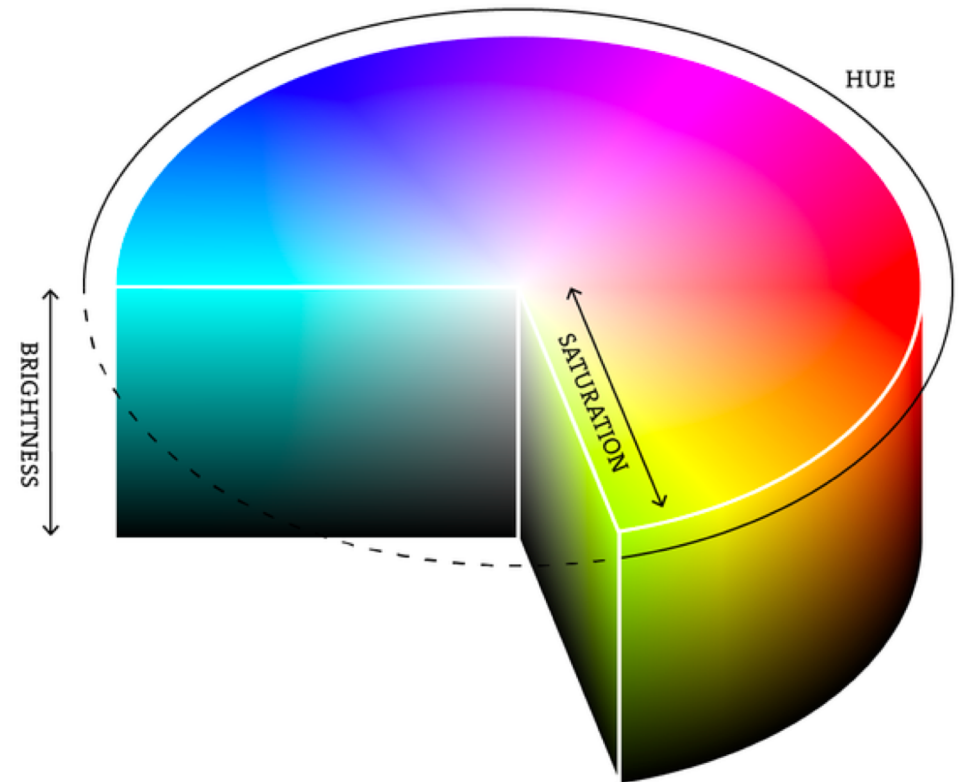
Hue



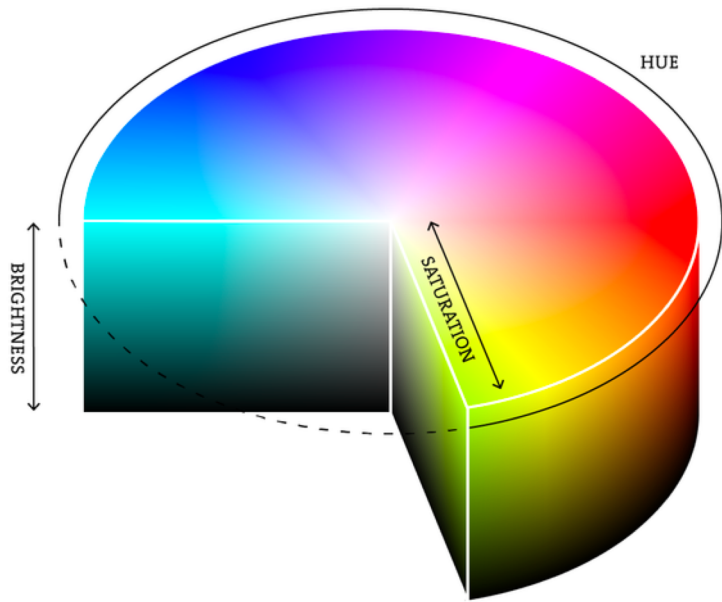
Saturation



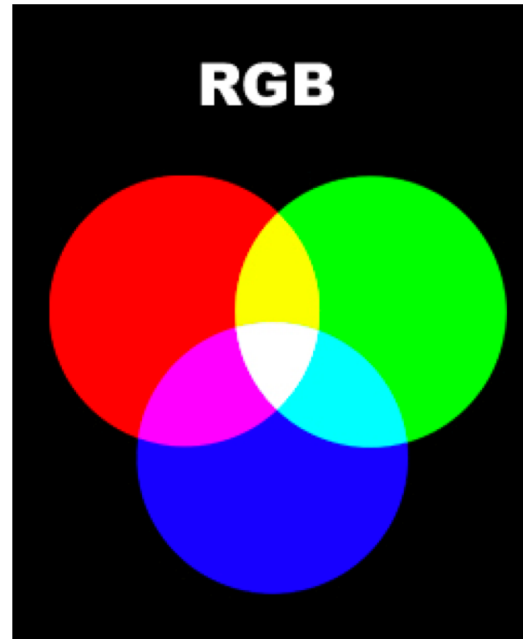
Brightness



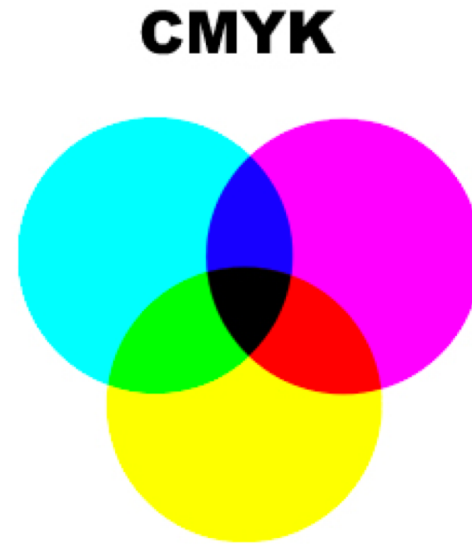
There are many ways to represent Color



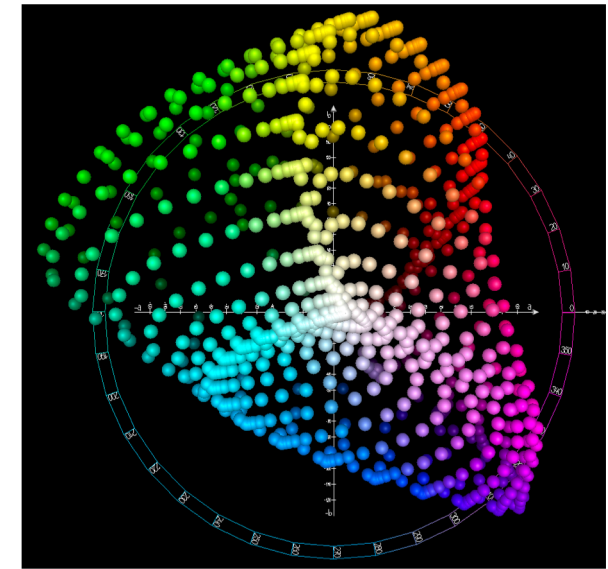
Hue, Saturation, Value



Red, Green, Blue

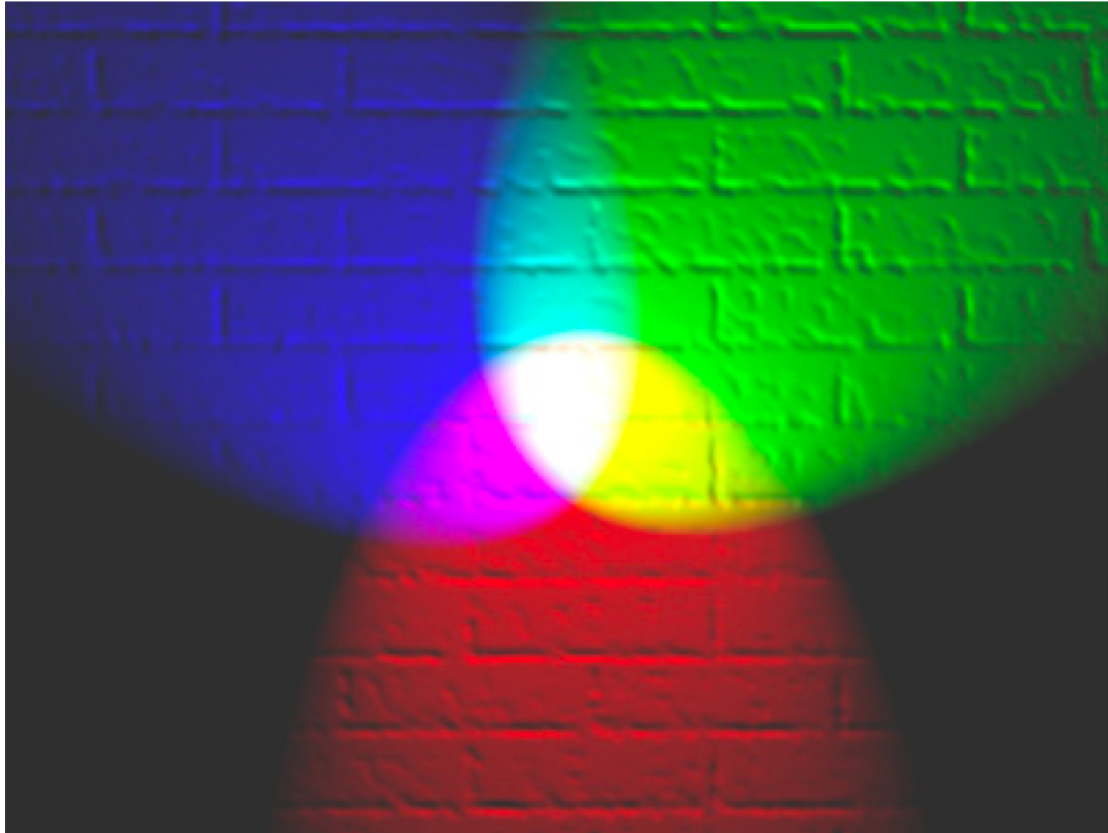


Cyan, Magenta, Yellow
(Black)



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

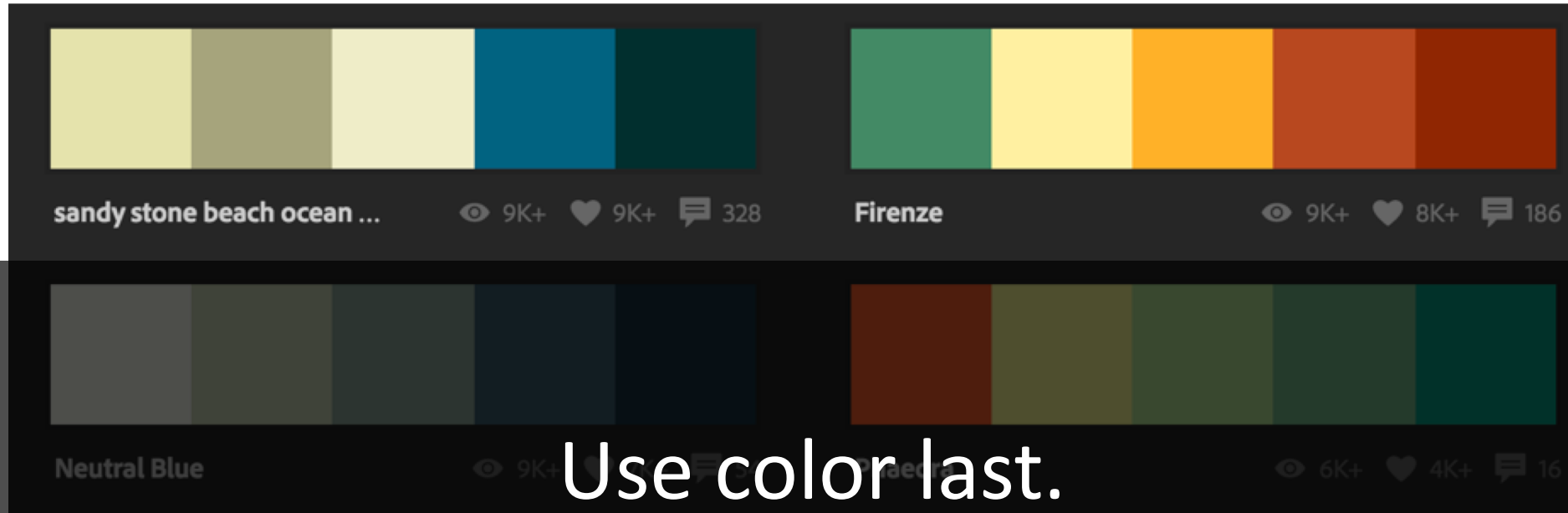
complementary contrasting color

split complementary color

analogous color

triad color

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



Typography

Typography is an art form

A large, bold, black capital letter 'R' in the Gill Sans typeface. The letter is centered on the page and is the primary focus of the image. It has a clean, geometric design with a thick vertical stem and a curved top 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 the title "Six Typographic Terms" in a white serif font against a dark grey background. Two horizontal white lines are drawn across the text. The word "ascenders" is written in a smaller white font above the top line, with a red rectangular highlight under the letter 'i'. The word "descenders" is written in a smaller white font below the bottom line, with a red rectangular highlight under the letter 'g'.

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*

What indicates a serif font?

Oldstyle

The image shows the word "Oldstyle" in a black serif font. Four red square boxes are drawn around the top and bottom serifs of the lowercase letters 'l', 'd', 't', and 'l' to illustrate the characteristic features of a serif font.

Serifs – there's more!



Serif vs. Sans serifs

Diagonal stress

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

Serifs on lowercase
letters are slanted

Oldstyle Goudy

Moderate thick/thin
transition in the
strokes

The diagram shows the word 'Oldstyle' in a classic serif font. A diagonal line passes through the 'O' and 'l', labeled 'Diagonal stress'. A small circle is placed at the top of the 'l' stem, with a line pointing to the text 'Serif (pronounced "sair iff," not "suh reef")'. Another small circle is at the top of the 'e' stem, with a line pointing to 'Serifs on lowercase letters are slanted'. The name 'Goudy' is written to the right of the word. A bracket under the 'd' and 's' is labeled 'Moderate thick/thin transition in the strokes'.

No serifs
anywhere

No stress because
there's no thick/thin

Sans serif Franklin Gothic

No thick/thin transition
in the strokes

The diagram shows the words 'Sans serif' in a modern sans-serif font. A small circle is placed at the top of the 'S' stem, with a line pointing to 'No serifs anywhere'. Another small circle is at the top of the 'n' stem, with a line pointing to 'No stress because there's no thick/thin'. The name 'Franklin Gothic' is written below the word. A bracket under the 'S' and 'n' is labeled 'No thick/thin transition in the strokes'.

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.

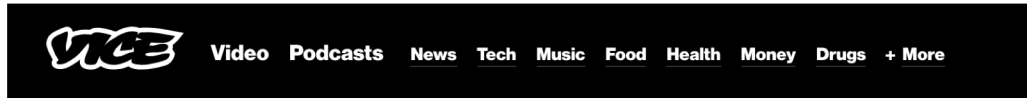
Subscribe



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.

Like Colors, there are cultural connotations for fonts



MOTHERBOARD
TECH BY VICE

Scientists Found Breathable Carbon Dioxide in Another Galaxy for the First Time

Molecular oxygen is a key component of the air humans breathe, and now astronomers have spotted it a half-billion light years away. But don't hold your breath for quasar whippets.

San Serif =
Modern, simple

The New York Times

Microbes Point the Way to Shipwrecks

Distinct microbiomes flourish around sunken ships as they become artificial reefs, new research in the Gulf of Mexico reveals.

Serif =
Intellectual, Elite

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

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

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

BAD font mix: Conflicting 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).

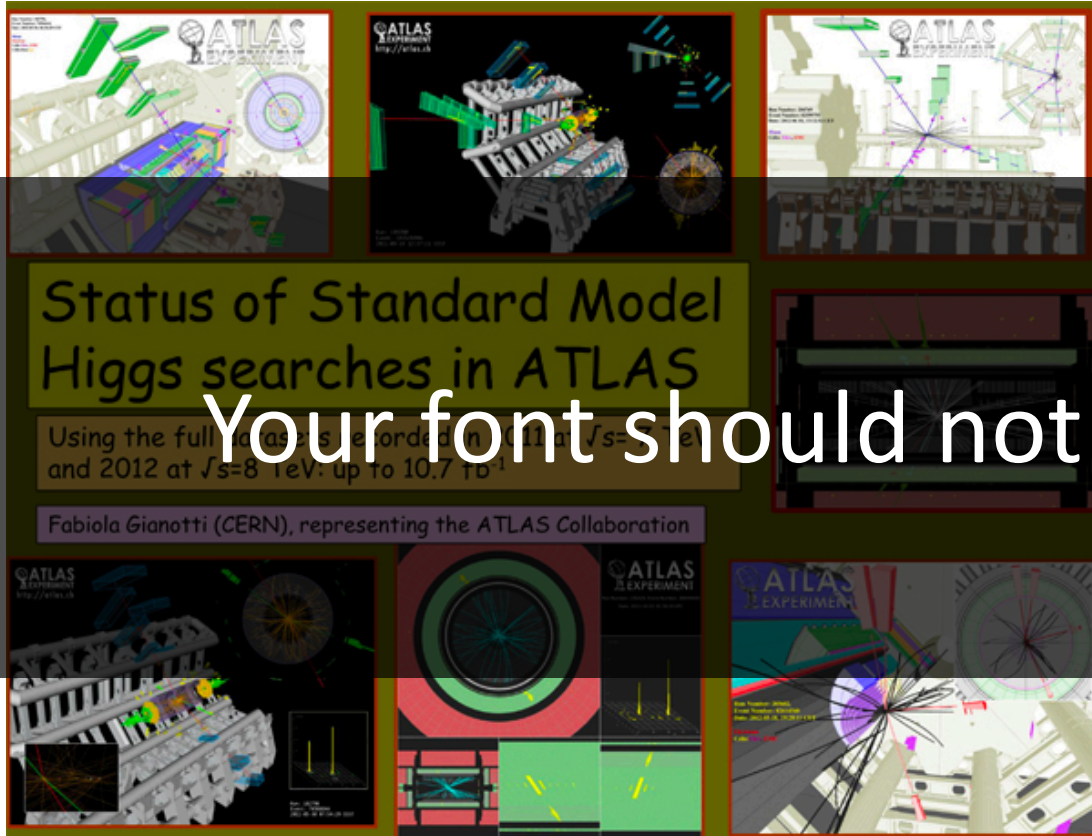
Arial
36 pt

Futura Medium, 14 pt

Myriad Regular, 12 pt

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

What connotation does this font have?



Your font should not detract from your message.

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.

This was announced with a several day, narcissistic, self-promotional build-up culmin

You're an idiot.






Eight Gestalt Principles

ge·stalt

/gə'SHtält/ 

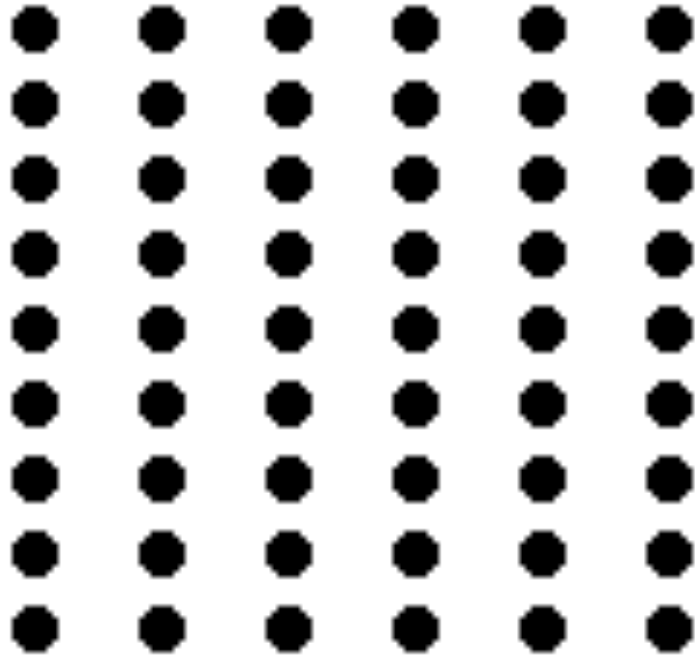
noun PSYCHOLOGY

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

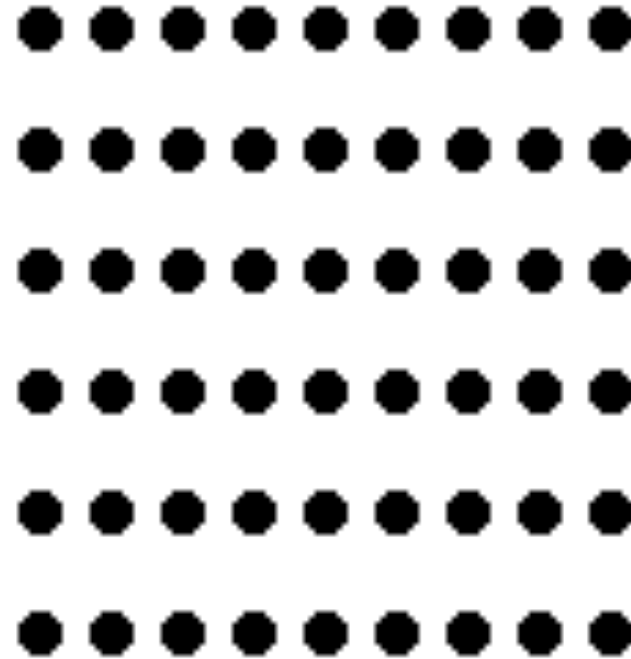
German ▾   	English ▾  
gestalt	shape

Gestalt Principle #1:

Proximity



Dots appear as **columns**



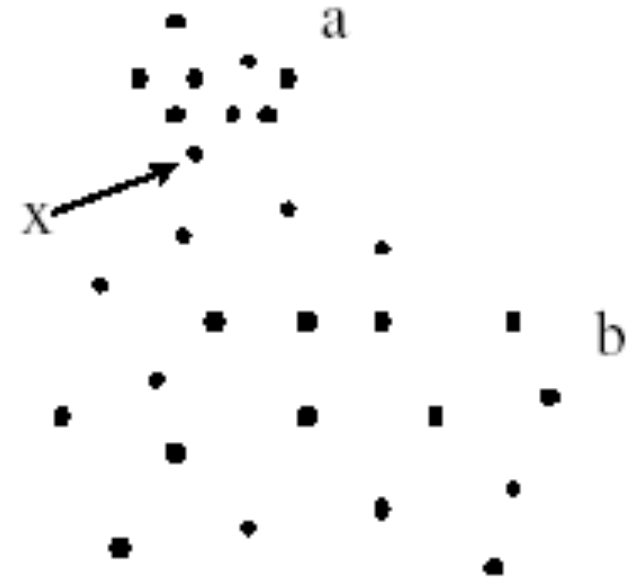
Dots appear as **rows**

Gestalt Principle #1:

Proximity



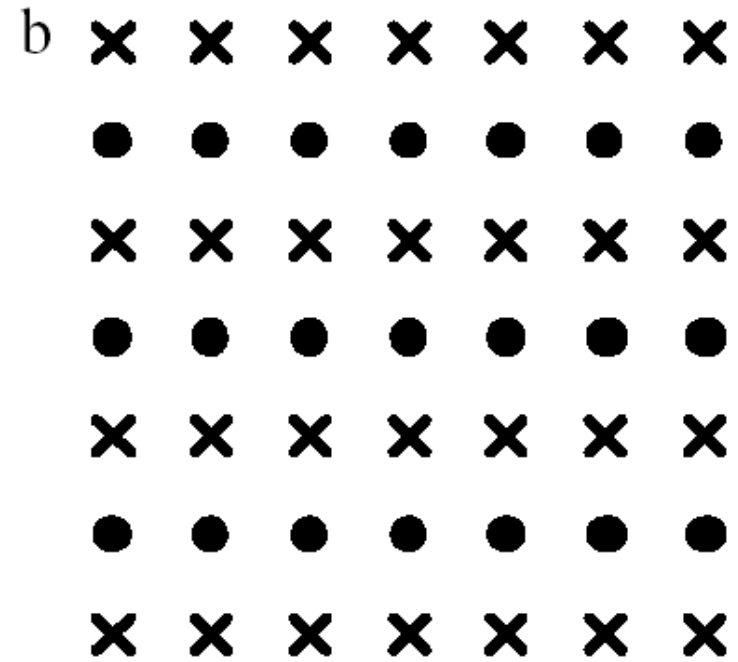
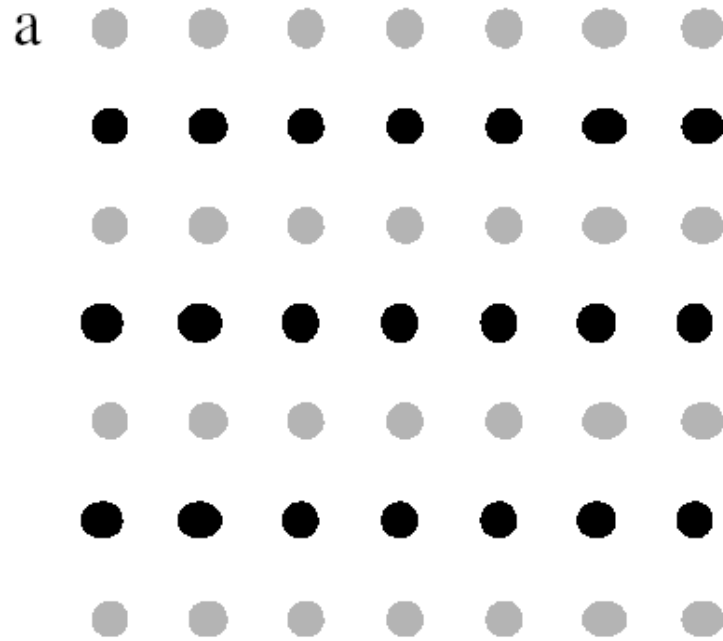
Dots appear as **two groups**



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
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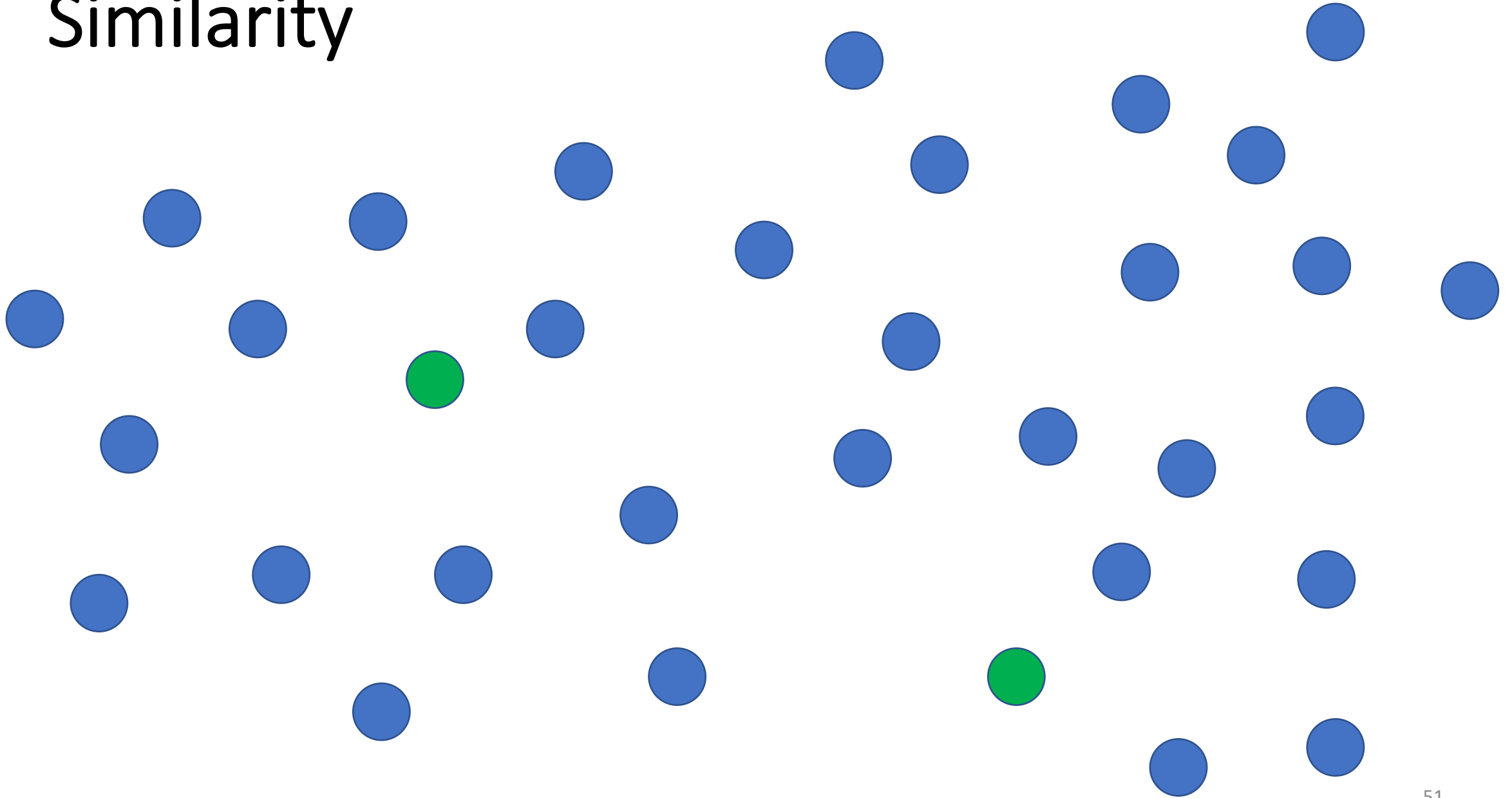
Gestalt Principle #2:

Similarity

How many **green circles** are there?

Gestalt Principle #2:

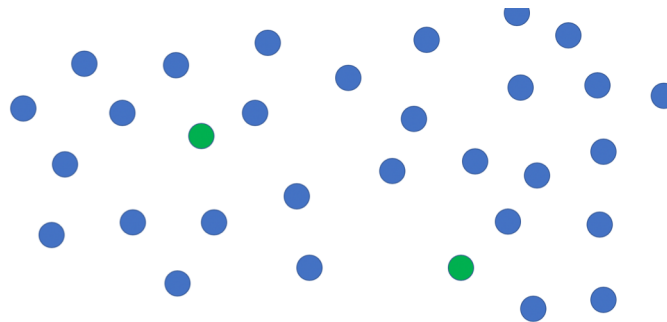
Similarity



Similarity

How many **green circles** are there?

2



Colors are easy to scan for

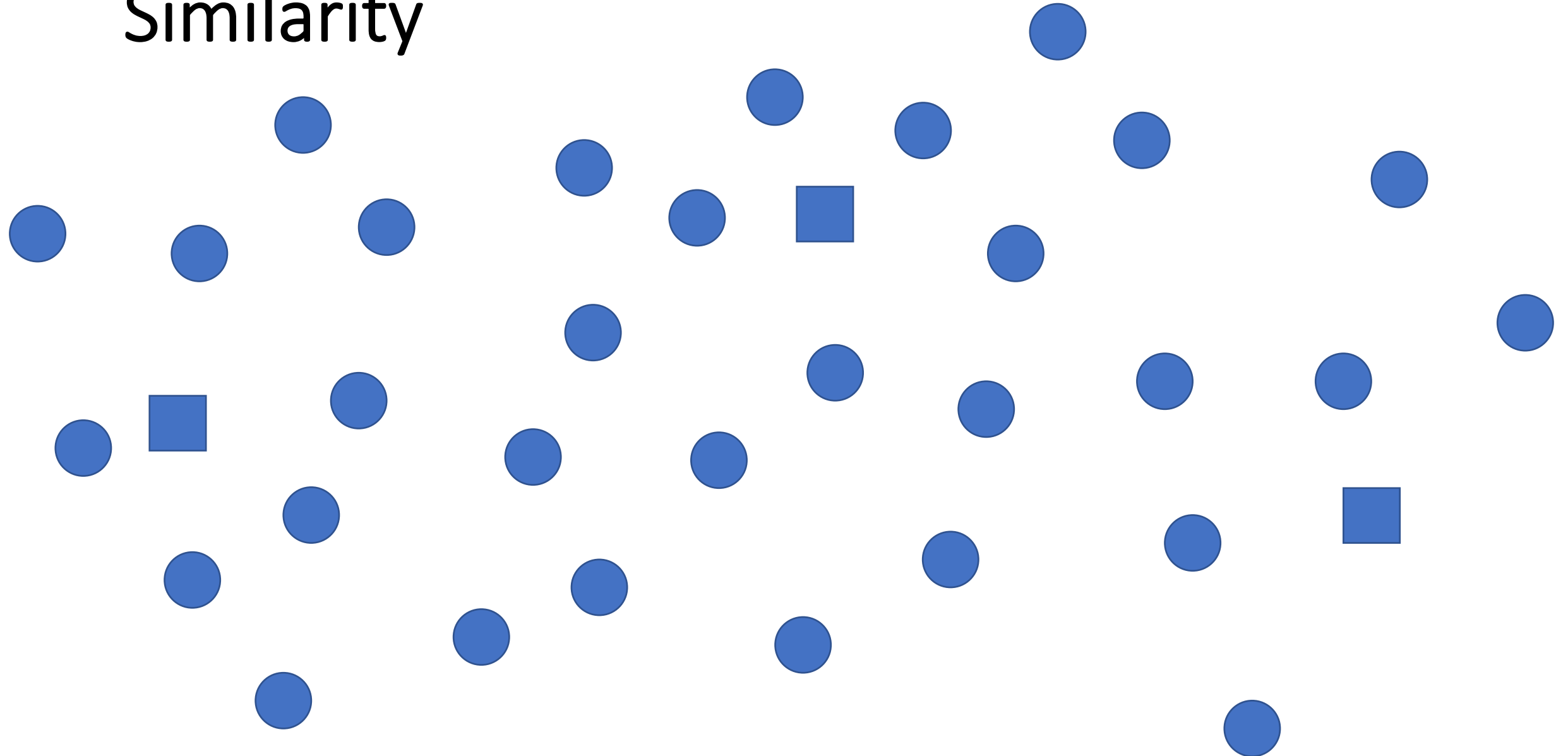
Gestalt Principle #2:

Similarity

How many **rectangles** are there?

Gestalt Principle #2:

Similarity



Similarity

How many **rectangles** are there?

3



Shapes are hard to scan for

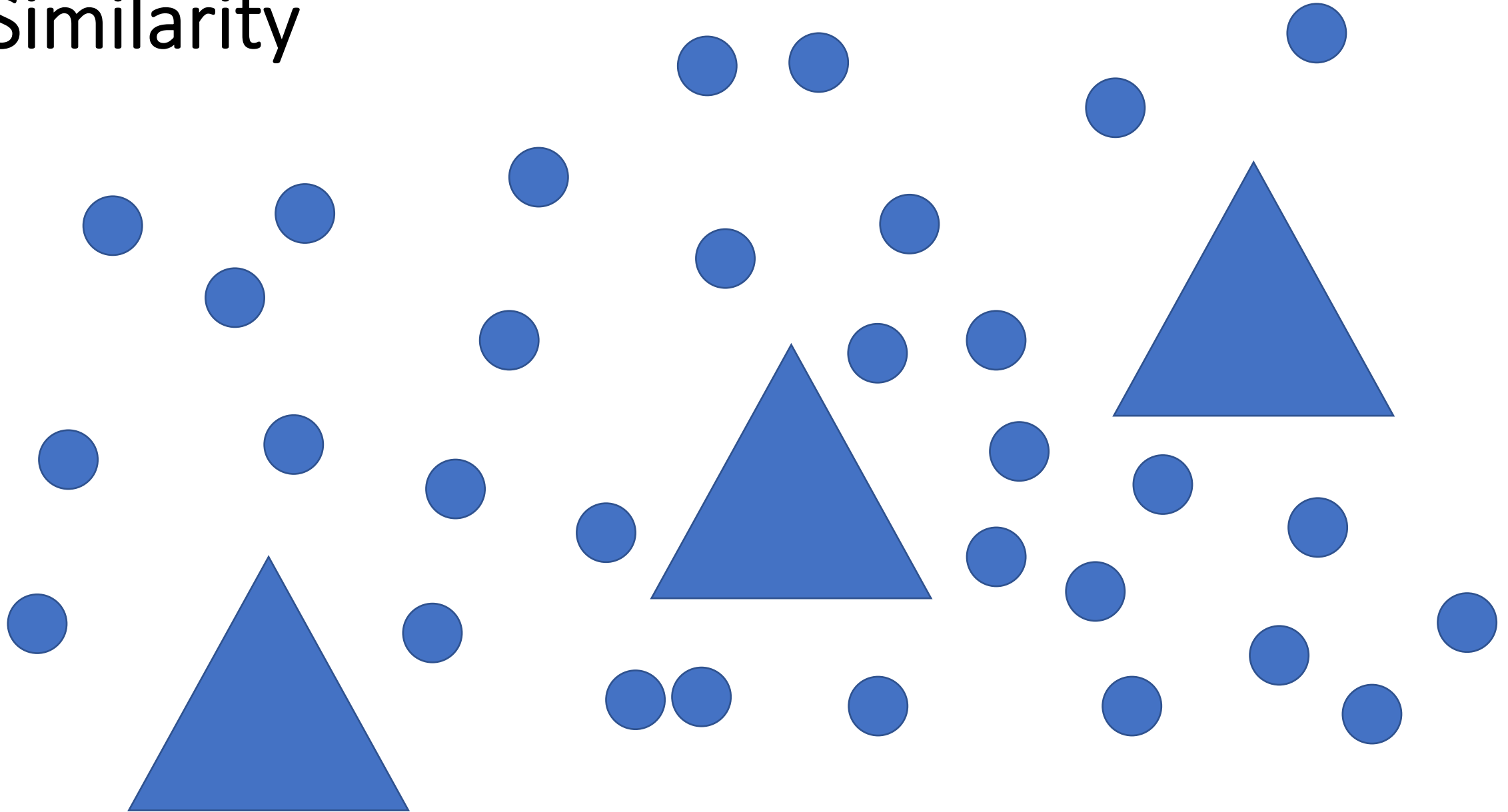
Gestalt Principle #2:

Similarity

How many **triangles** are there?

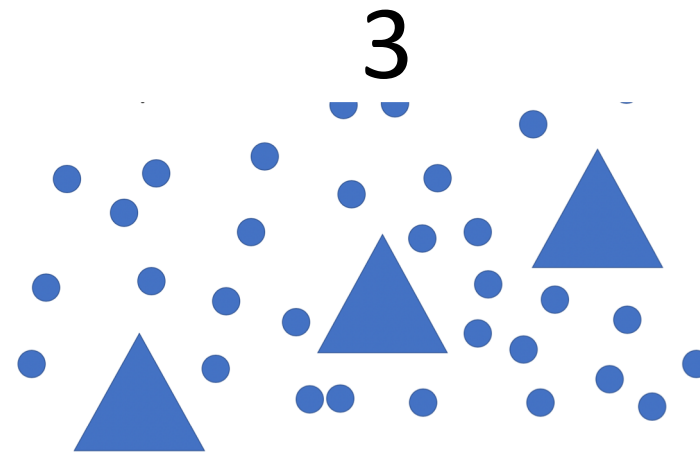
Gestalt Principle #2:

Similarity



Similarity

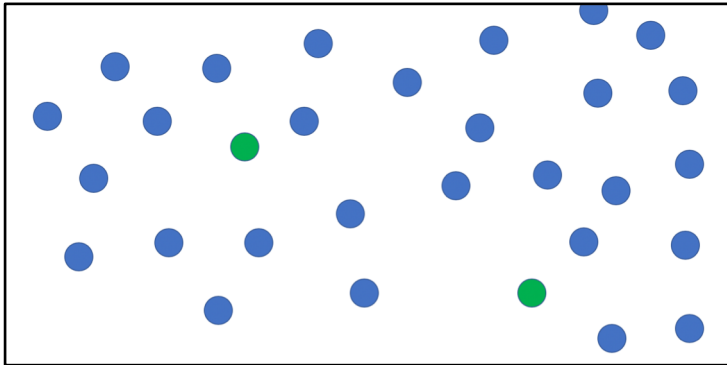
How many **triangles** are there?



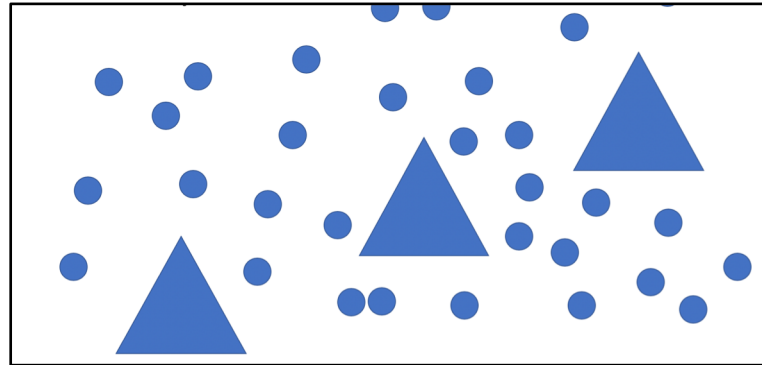
Size is easy to scan for

What properties are easy to scan for similarity?

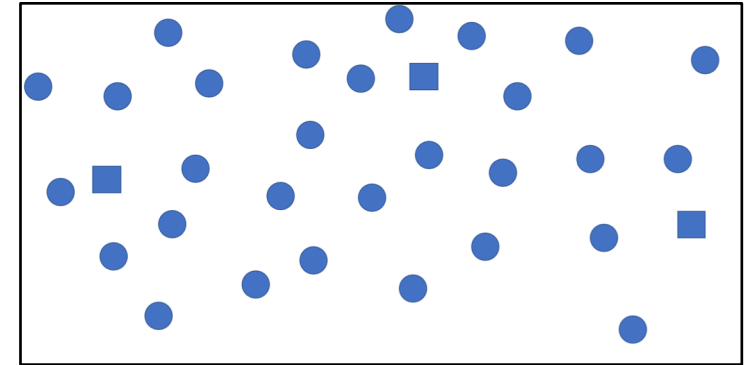
Color



Size



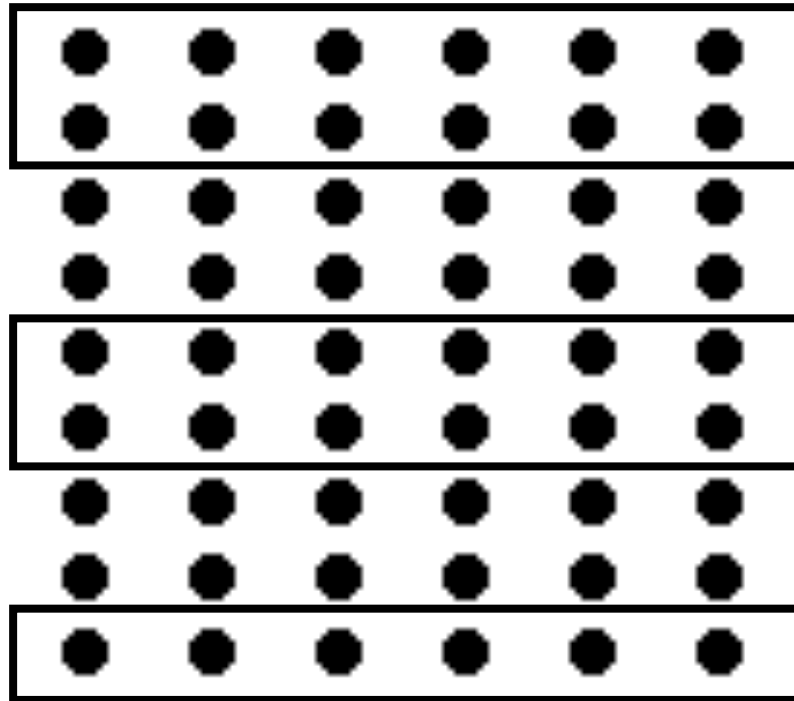
Shape



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

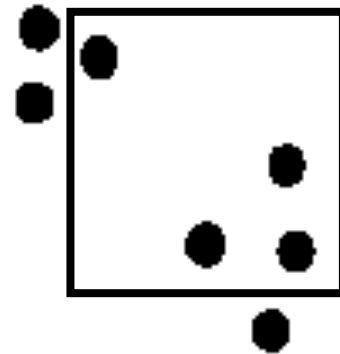
Gestalt Principle #3:

Enclosure



Gestalt Principle #3:

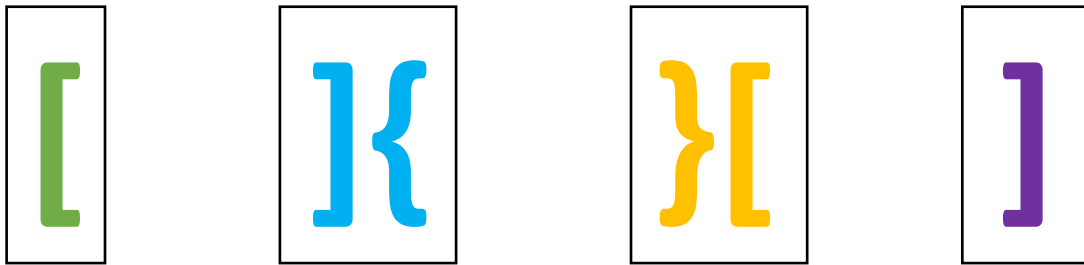
Enclosure



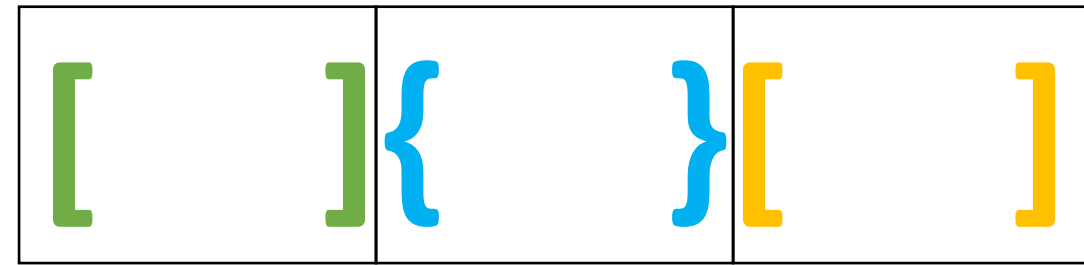
Gestalt Principle #4:

Symmetry

[] { } []



Proximity indicates 4 groups



Symmetry indicates 3 groups

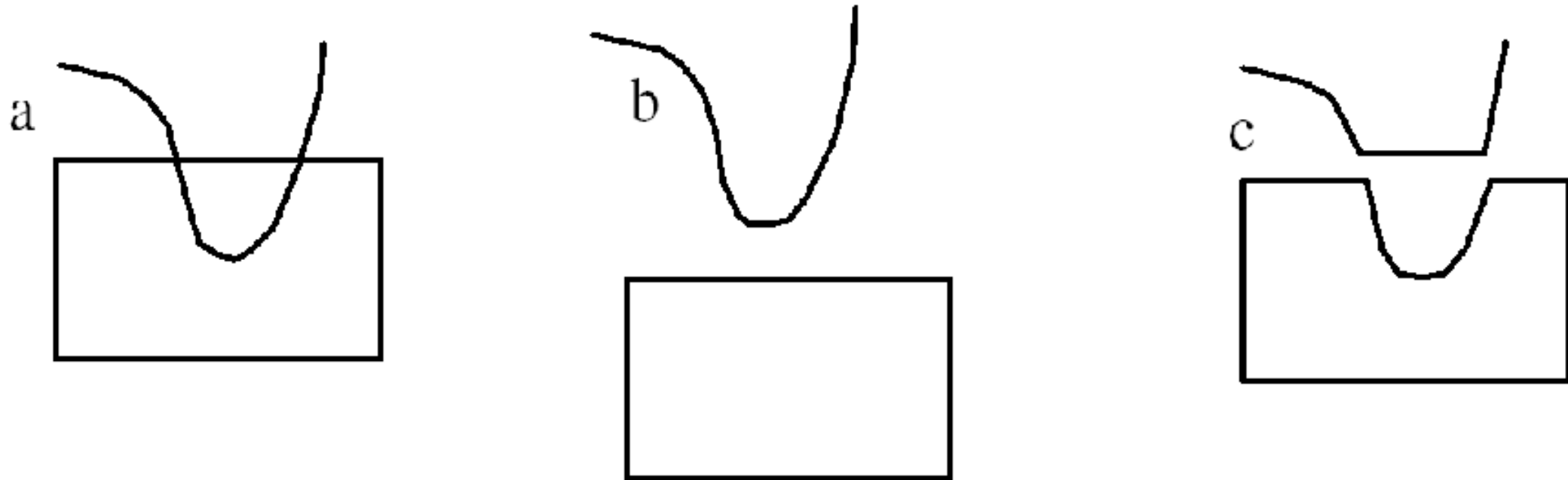
Gestalt Principle #5:

Closure



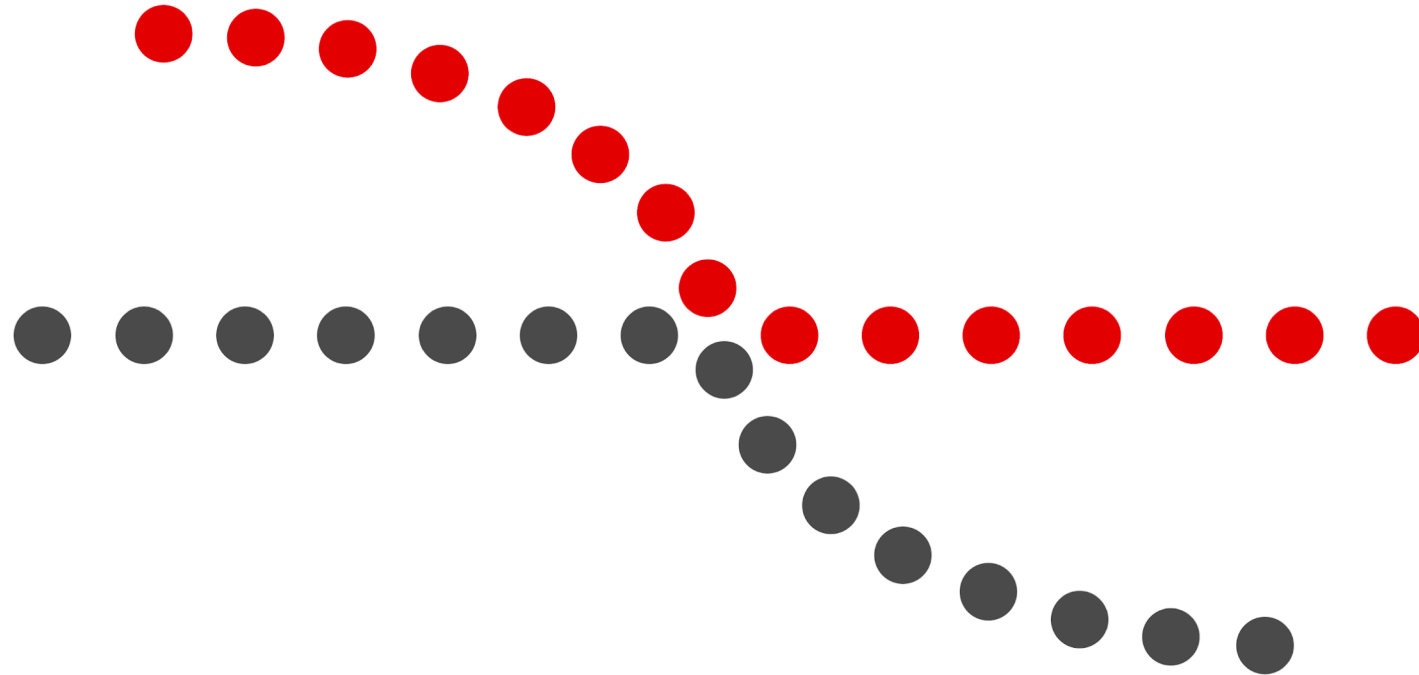
Gestalt Principle #6:

Continuity

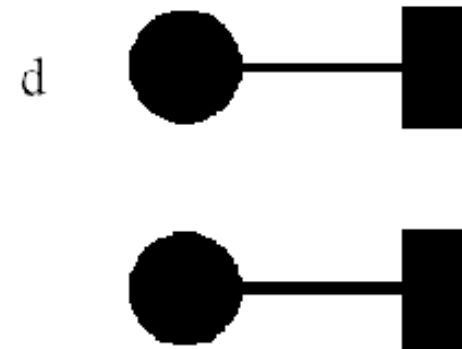
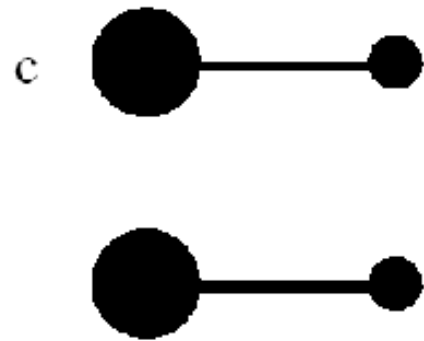
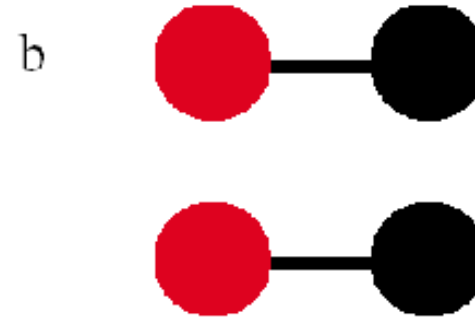
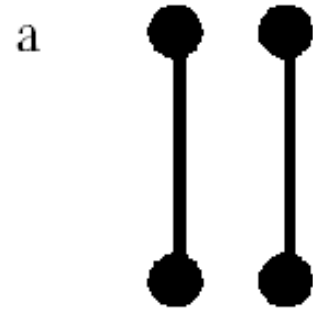


Gestalt Principle #6:

Continuity

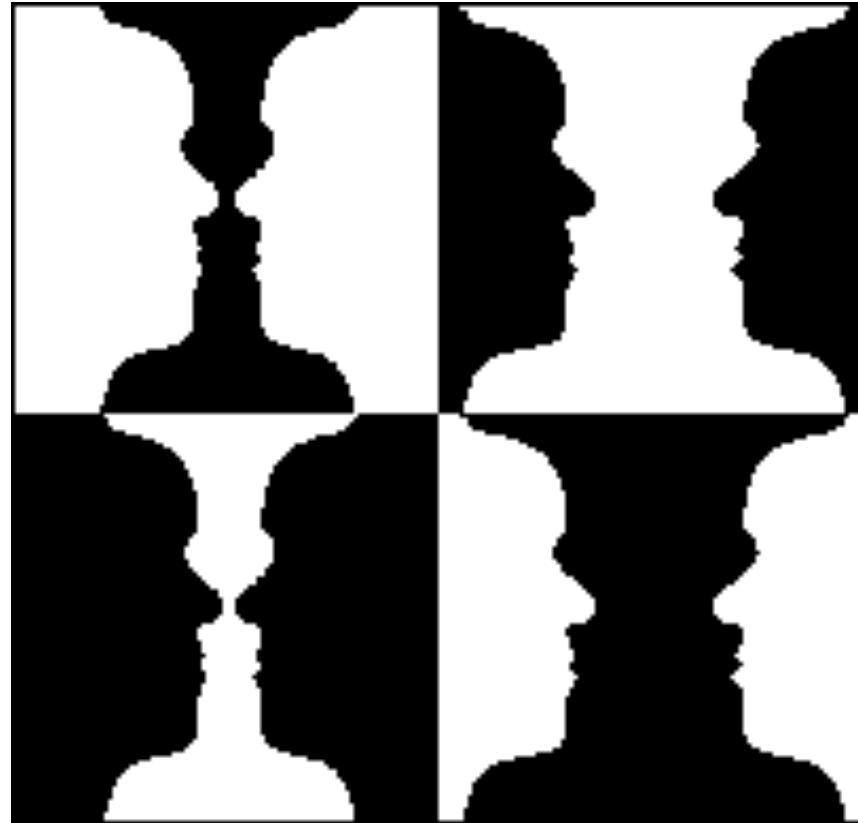


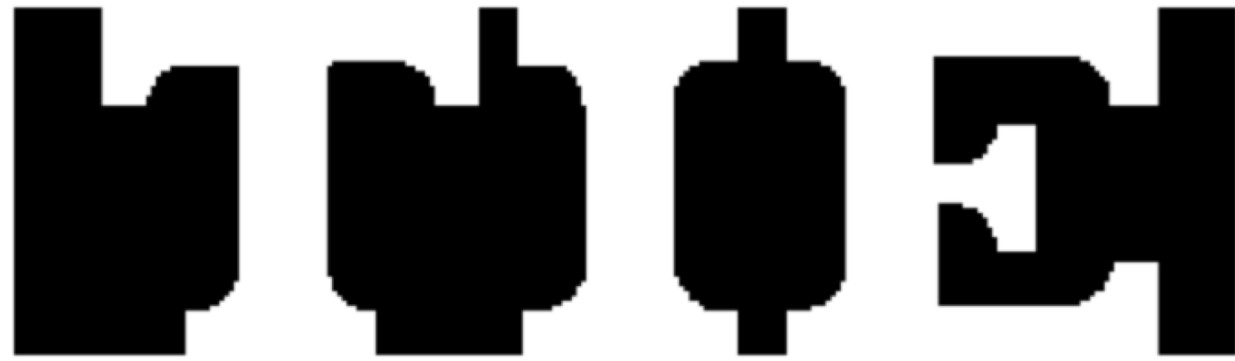
Connection



Gestalt Principle #8:

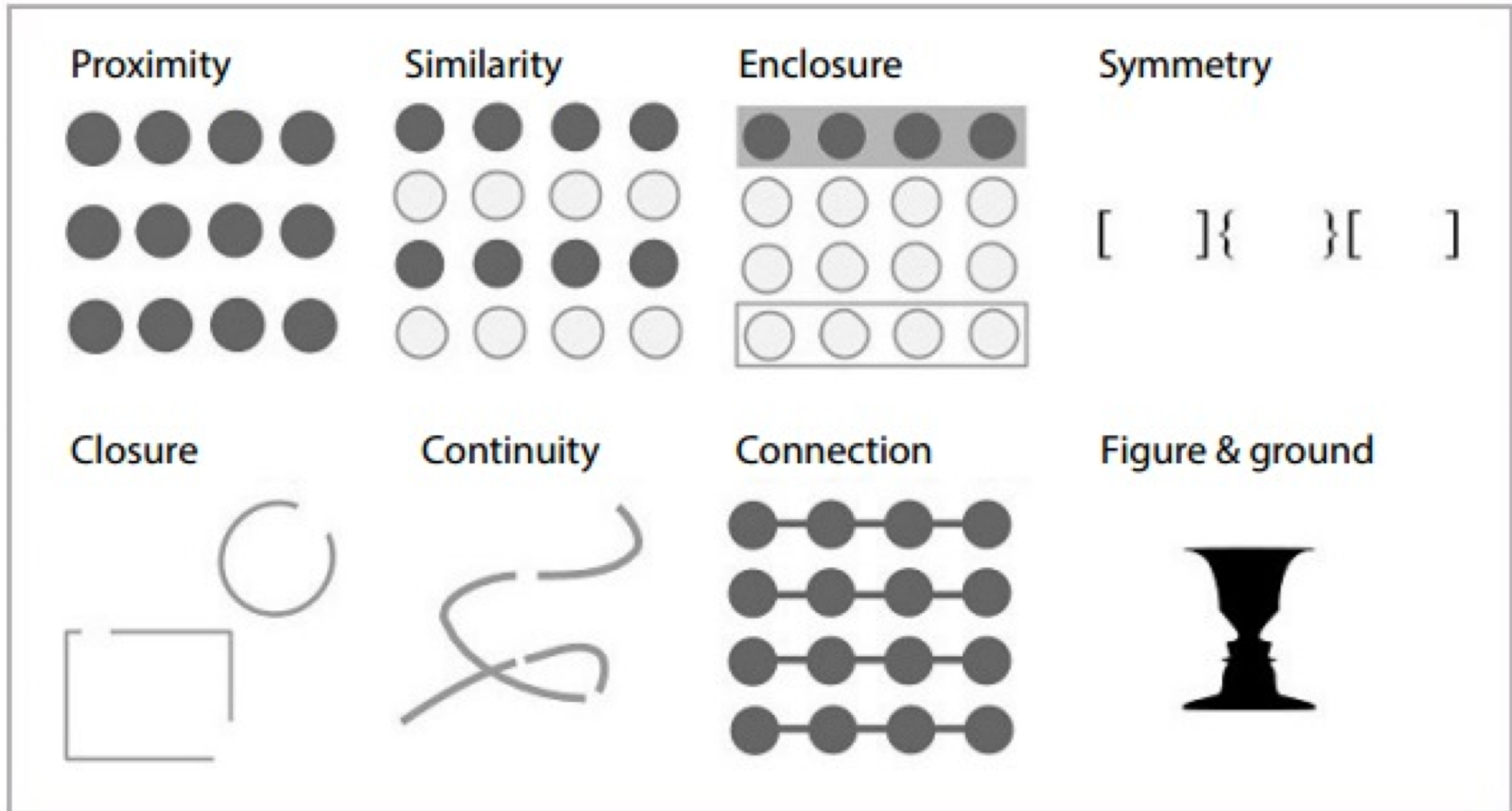
Figure and Ground



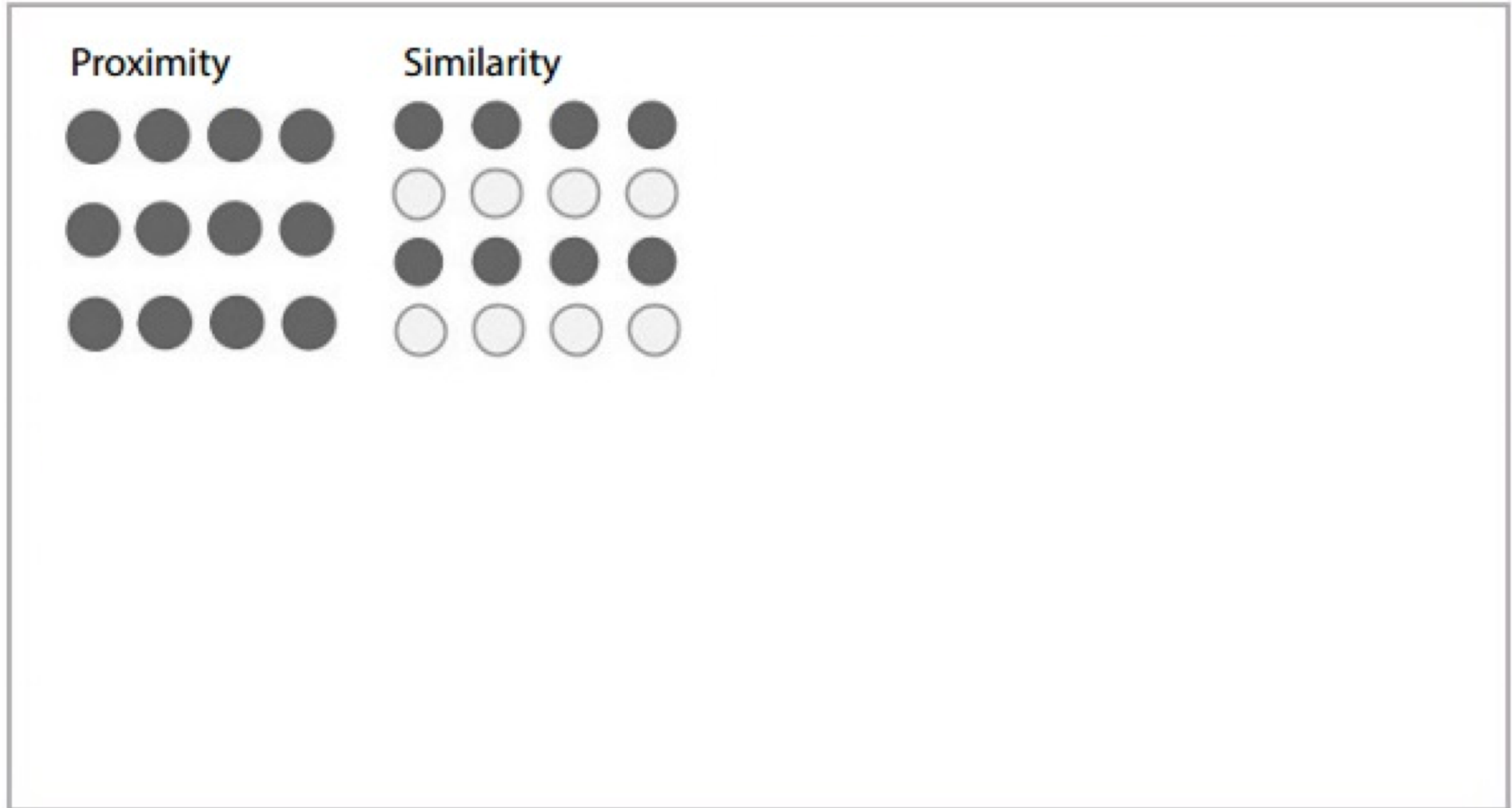




8 Gestalt Principles



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

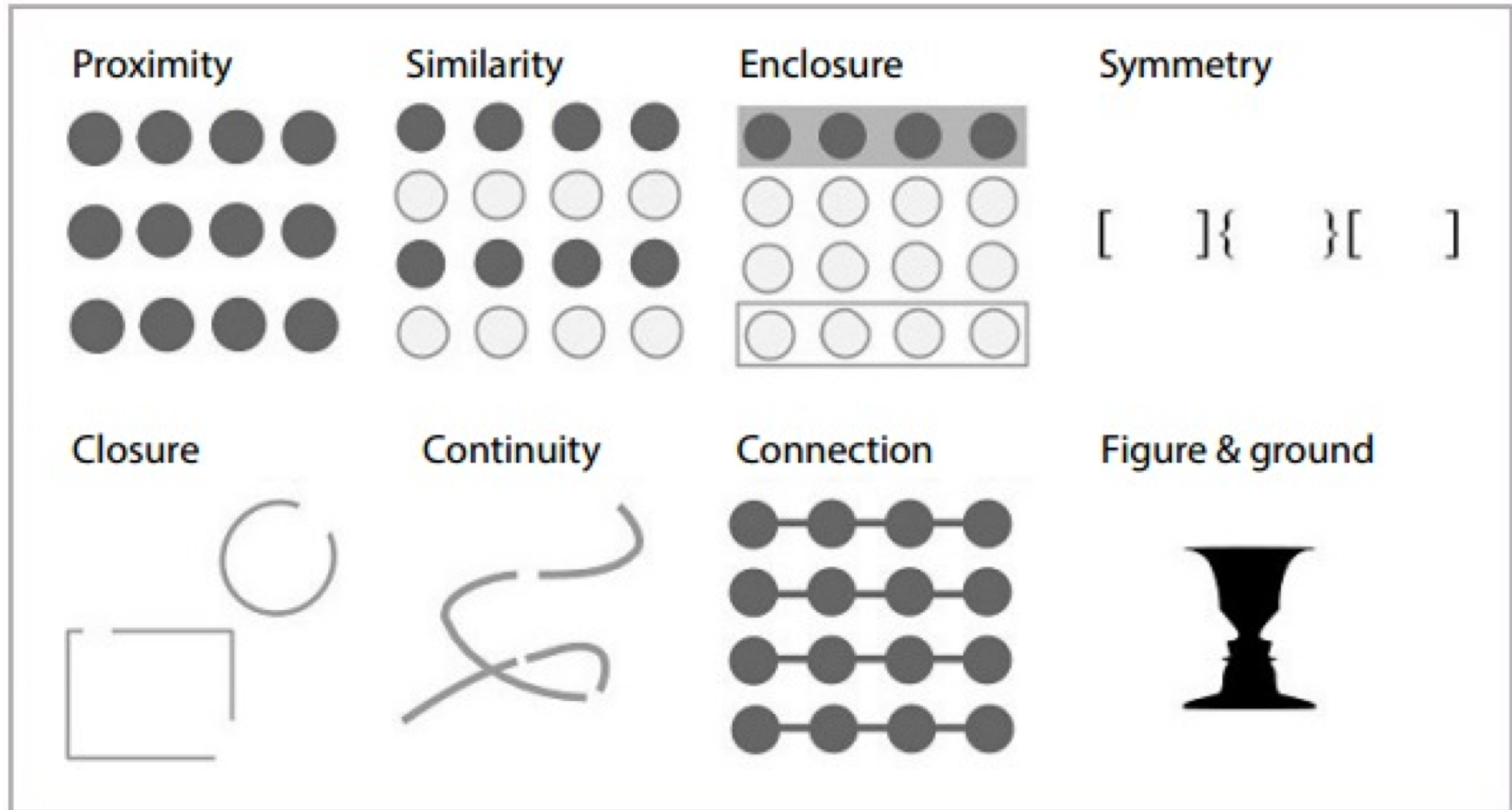
Caesar salad
with anchovies, egg, and Parmesan cheese

Clam chowder
with Maine lobster and pancetta

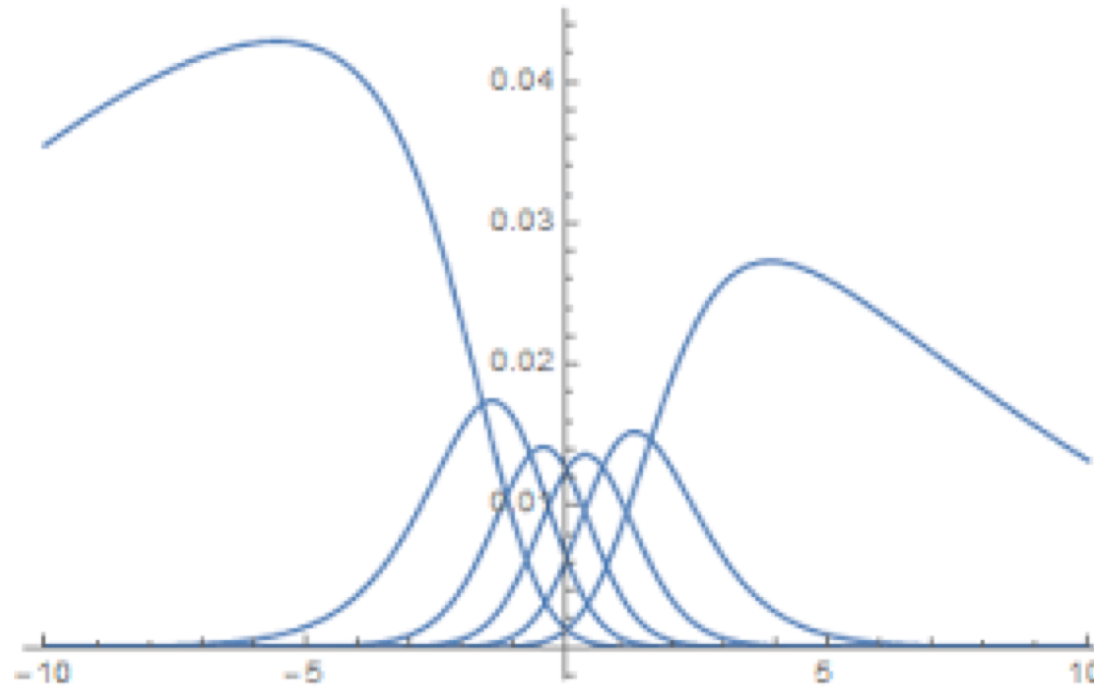
Grilled chicken
with house-made barbeque sauce with
potato purée and greens

Apple and raspberry pecan crisp
with vanilla ice cream

Quiz: 8 Gestalt Principles



Quiz: what property is being used here?



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.

Contents [hide]	
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

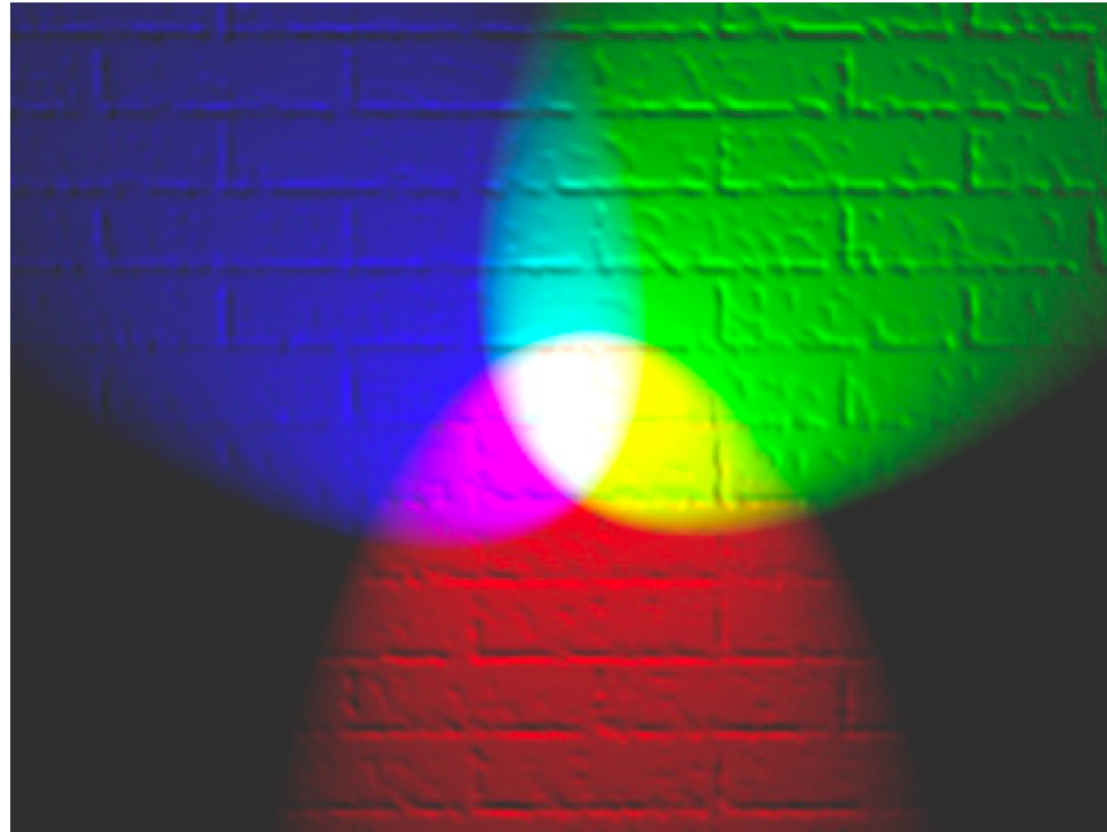
Summary

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: #0000FF;
}

.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 your message,
Not detract from it.

Microbes Point the
Way to Shipwrecks

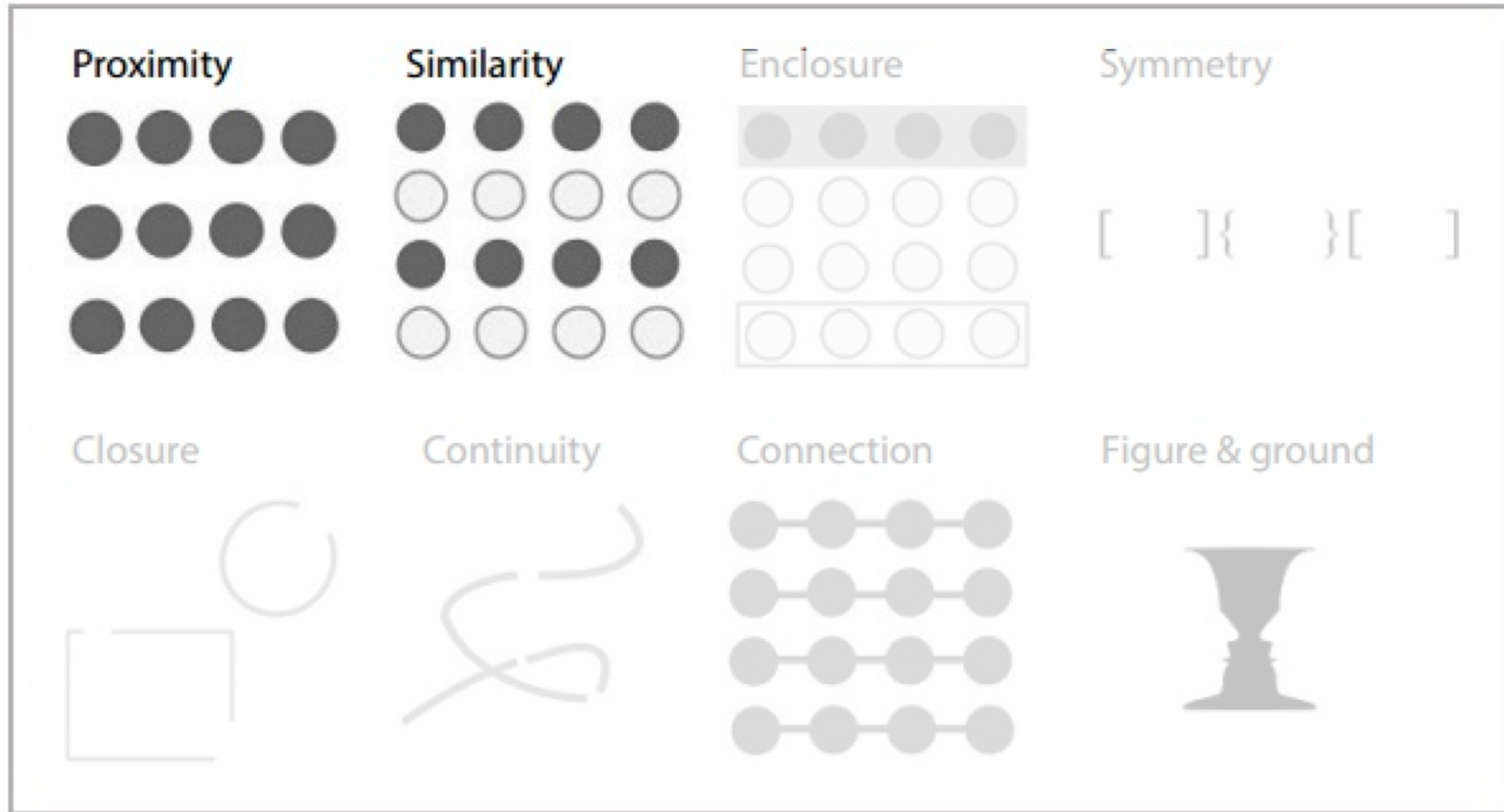
Status of Standard Model Higgs searches in ATLAS

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

ATLAS EXPERIMENT

8 Gestalt Principles



Fill out participation now!
HW 5 is due Wednesday.

Columbia University

User Interface Design

COMS 4170 · Spring 2020

[Home](#)

[Grading](#)

[Syllabus](#)

[Piazza](#)

6

FEBRUARY 24

[Participation Form](#)
[HW4 Review](#)
[Color, Type, Gestalt](#)

FEBRUARY 26

Homework 5 due @ 4pm