

Color, Typography, Gestalt

Prof. Lydia Chilton
COMS 4170
28 February 2022

Raise your hand or type in zoom



The human brain is always interpreting meaning.



Color and Meaning

In addition to signaling importance, colors have meaning.



Where is color used? What does it mean?

The screenshot shows a Gmail inbox interface. The top navigation bar includes the Gmail logo, a search bar with a magnifying glass icon, and the user's name 'Jeffrey'. Below the navigation bar, there are tabs for 'Primary', 'Social', 'Promotions', and 'Updates'. The main area displays a list of 14 email entries, each with a checkbox, star icon, sender name, subject, and timestamp. The right sidebar shows a 'Search people...' search bar and a list of contacts, 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

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.






Featured book covers include:

- 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 featured books, there are sections for:

- More from the Amazon Book Editors:** Best Books of the Month, Celebrity Picks 2017, Best Books of 2017, and Amazon Book Review.

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?



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

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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

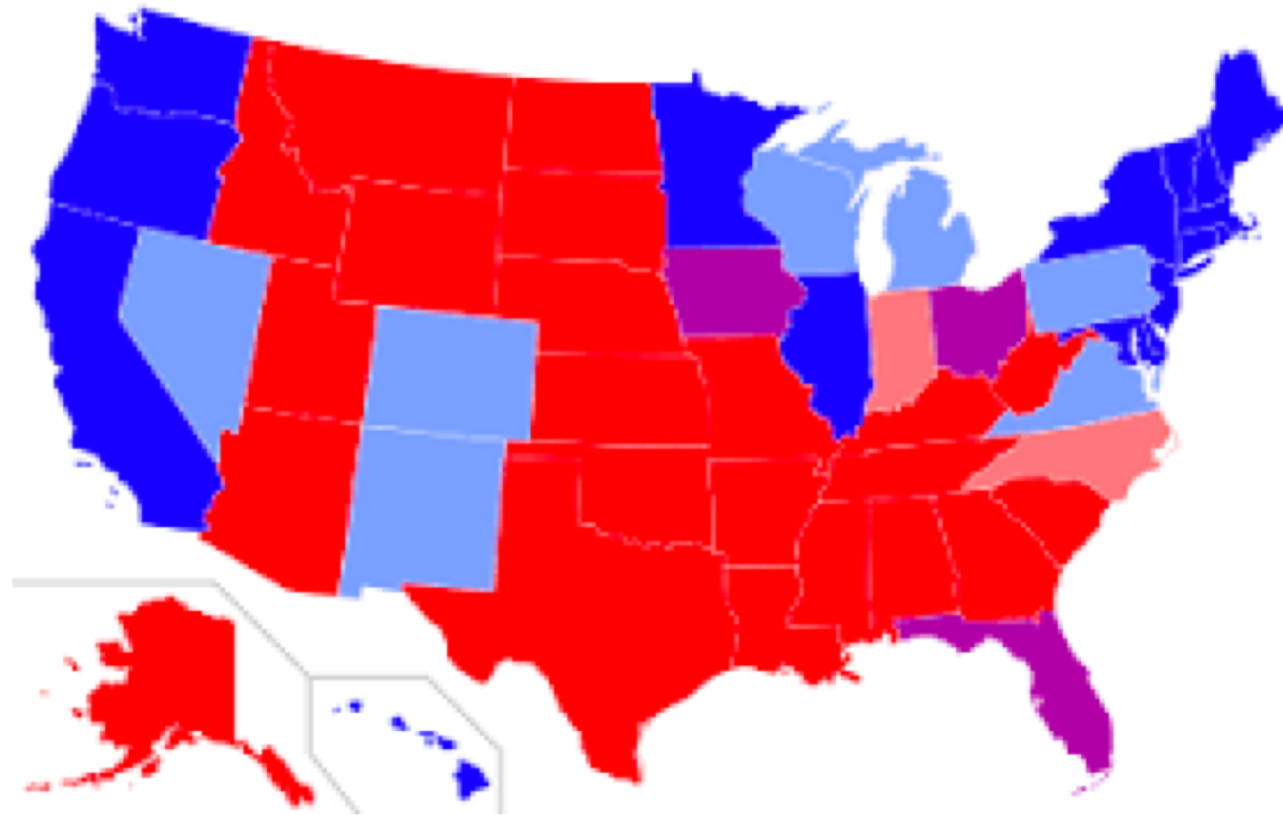
COLOR EMOTION GUIDE



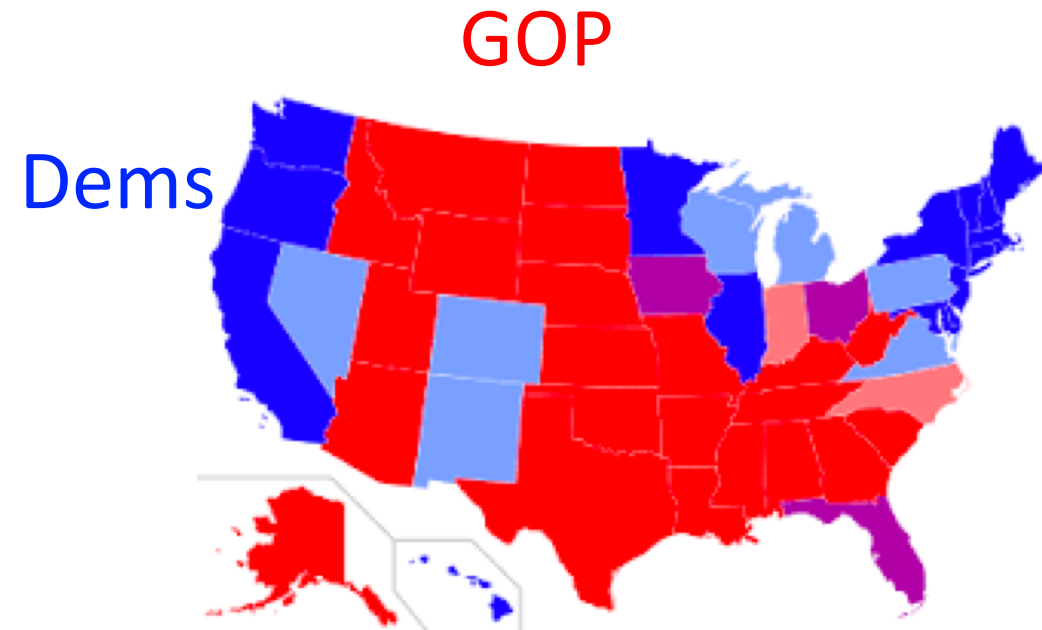
What cultural associations do these colors have?

Republicans

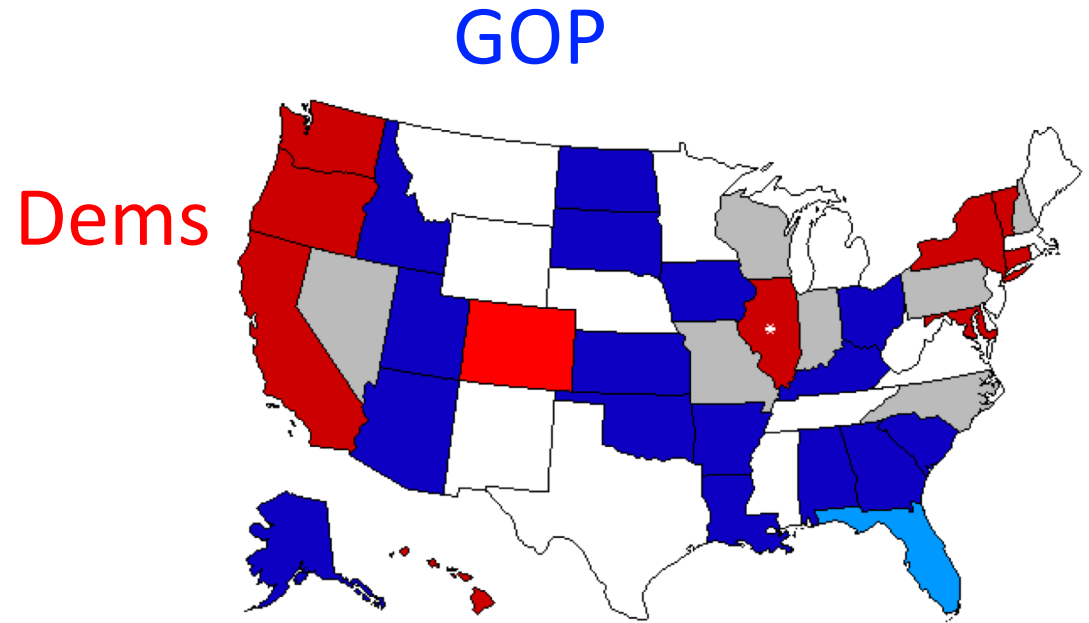
Democrats



What cultural associations do these colors have?

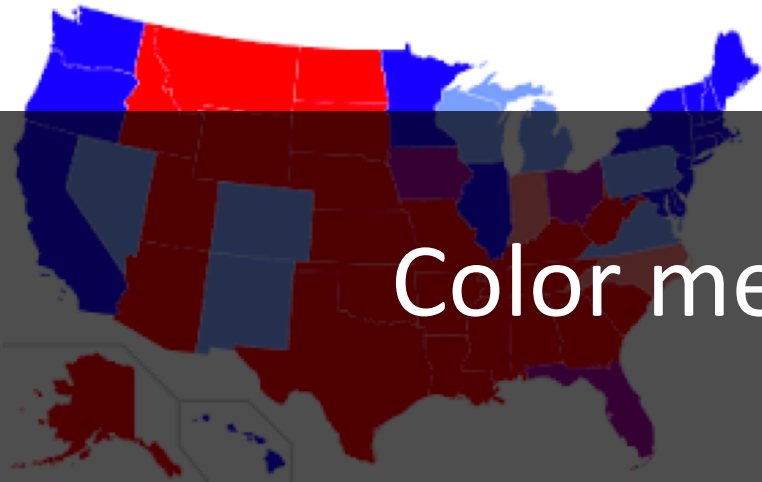


2016



1992

Are color meanings arbitrary?



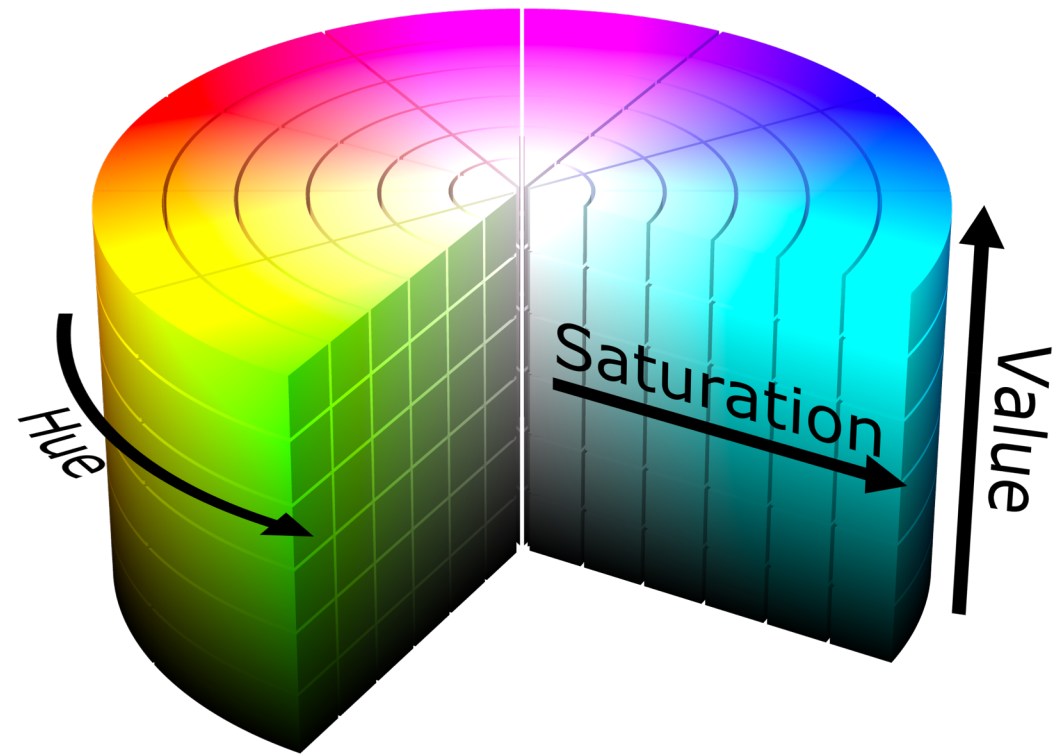
Color meanings are not absolute.

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

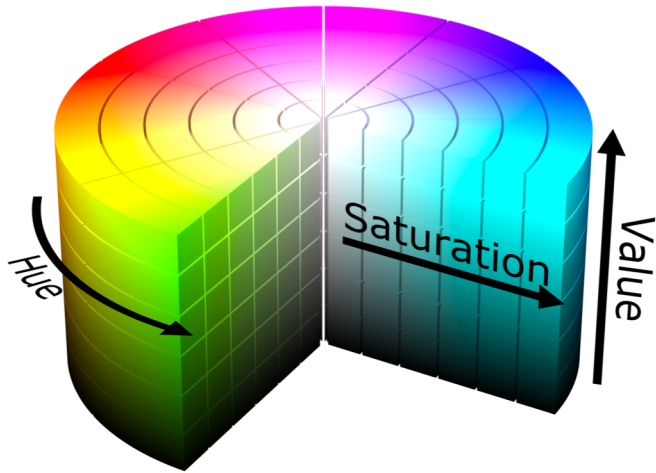
Culture	Red	Blue	Green	Yellow	White
United States	Danger	Masculinity	Safety	Cowardice	Purity
France	Aristocracy	Freedom Peace	Criminality	Temporary	Neutrality
Egypt	Death	Virtue Faith Truth	Fertility Strength	Happiness Prosperity	Joy
India	Life Creativity		Peace Fertility	Success	Death Purity
Japan	Anger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

Color Representation

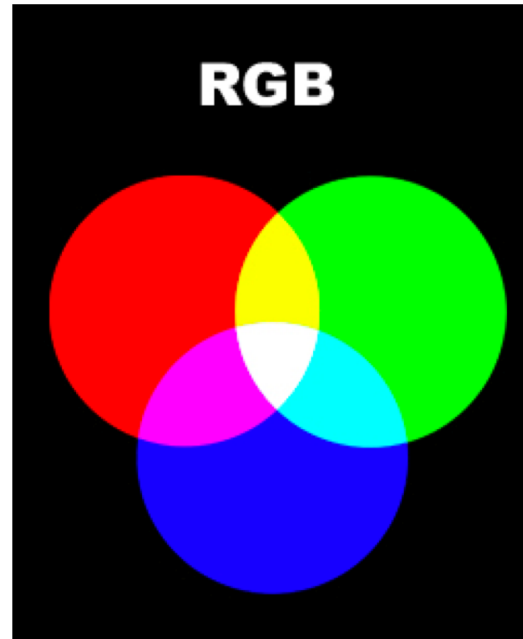
There are three perceptual dimensions of color:
HSV – Hue, Saturation, Value (Brightness)



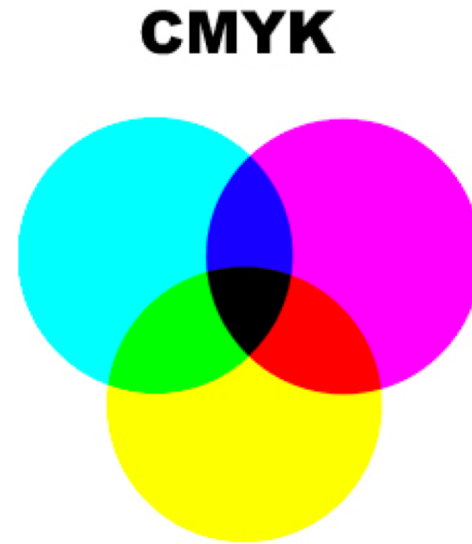
There are many ways to represent Color



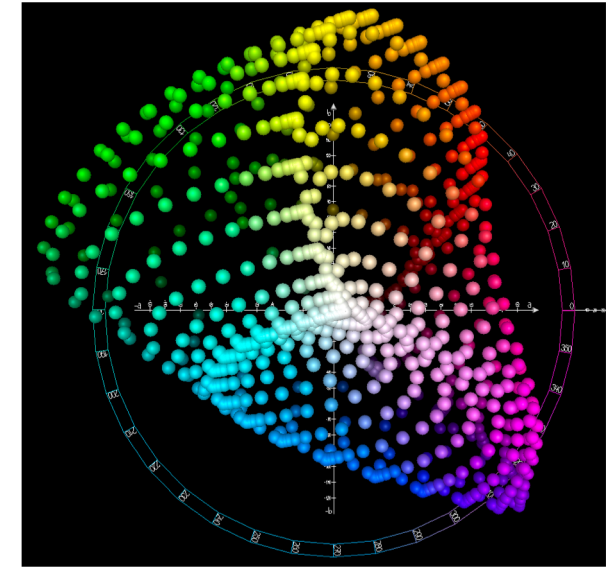
Hue, Saturation, Value



Red, Green, Blue

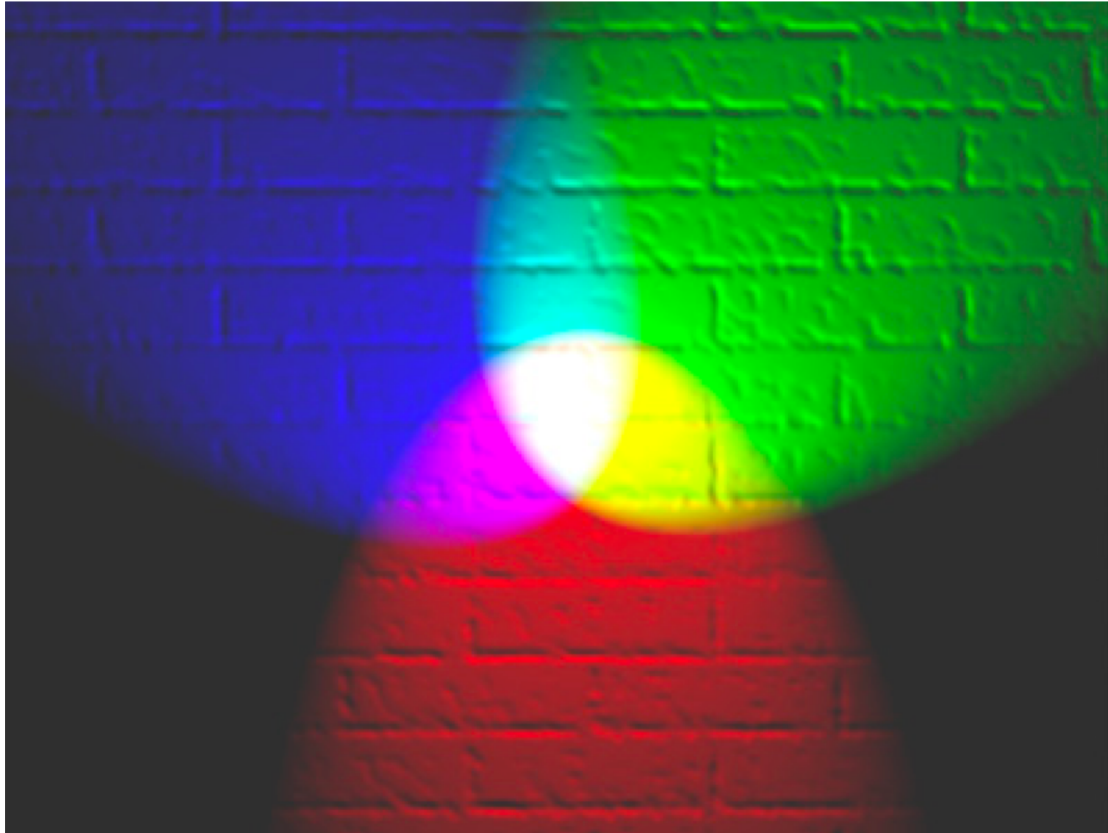


Cyan, Magenta, Yellow
(Black)



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

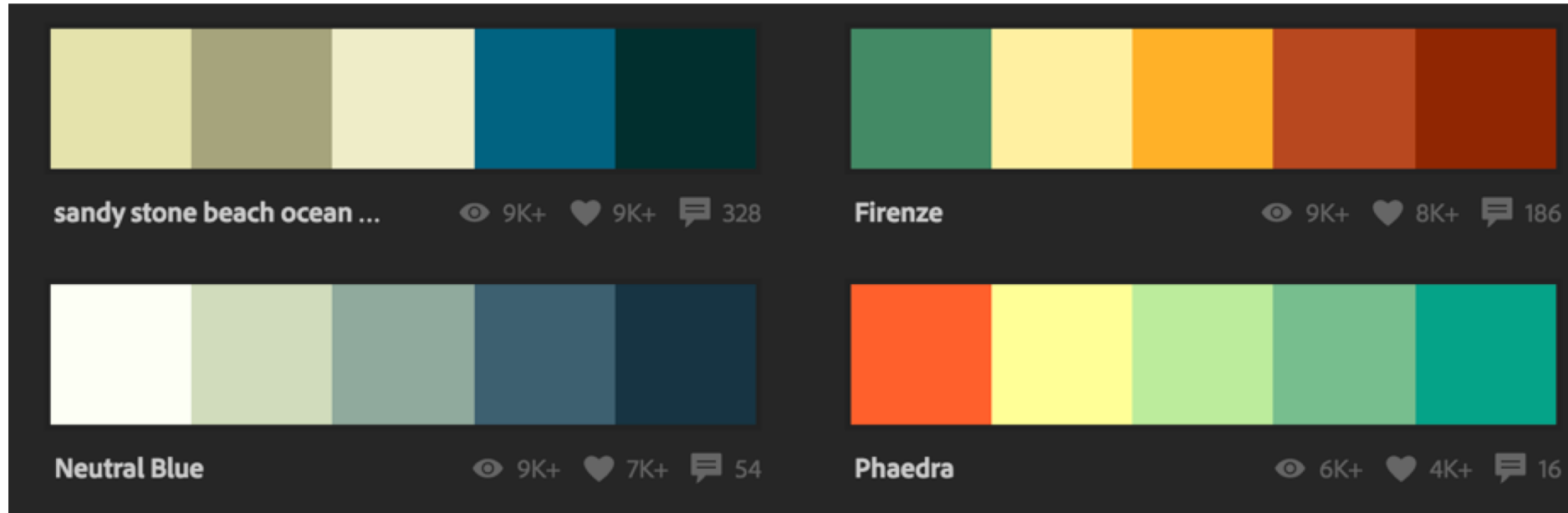
complementary contrasting color

split complementary color

analogous color

triad color

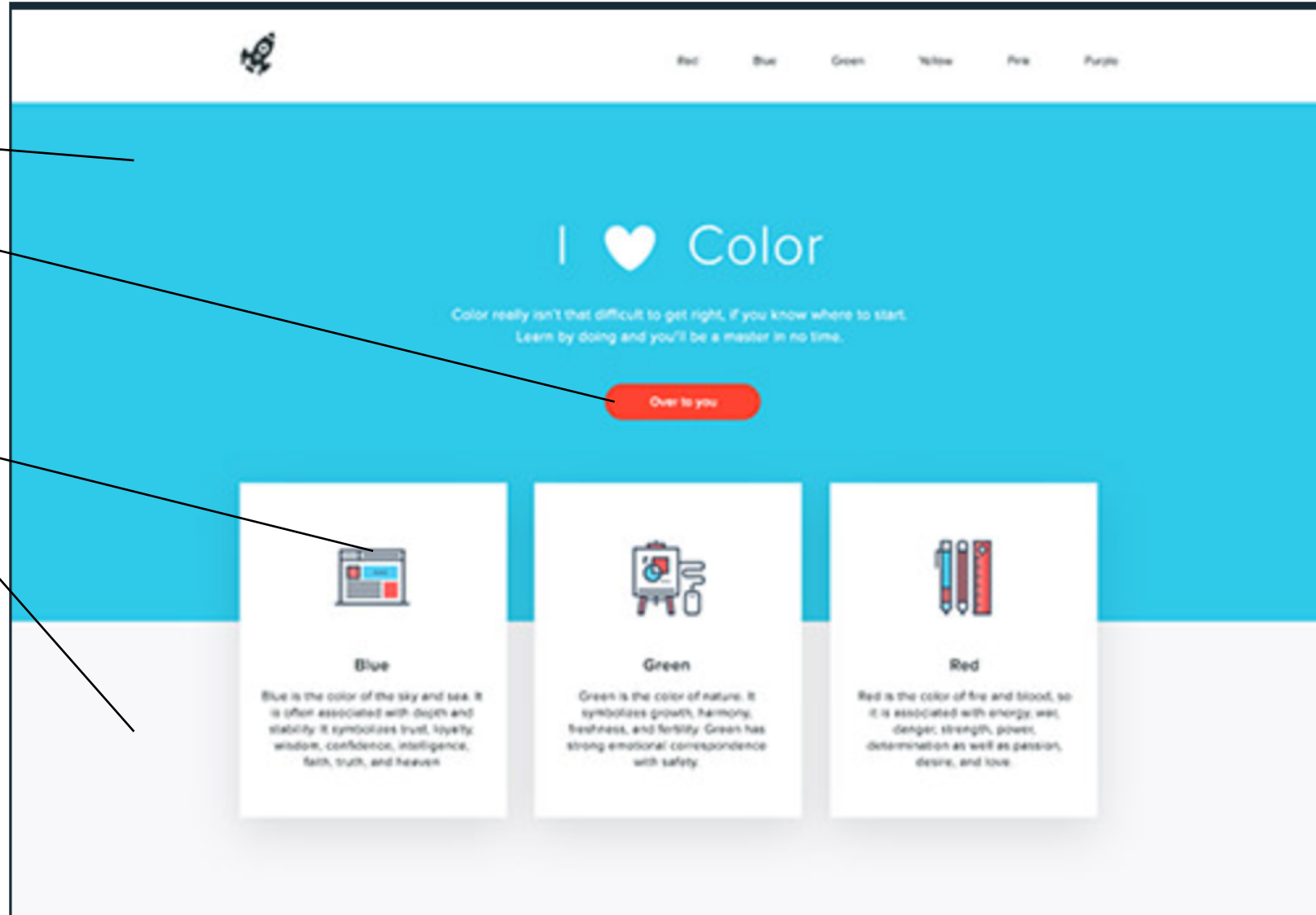
If you are not a color expert, get inspiration from experts.



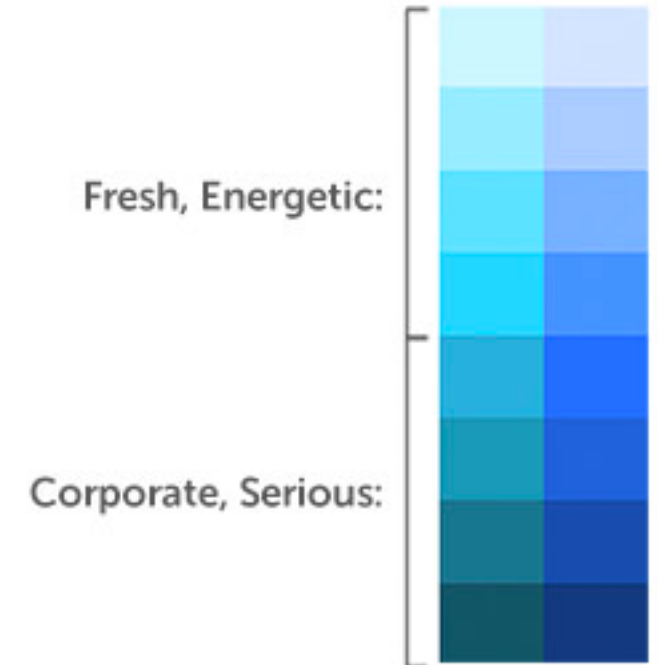
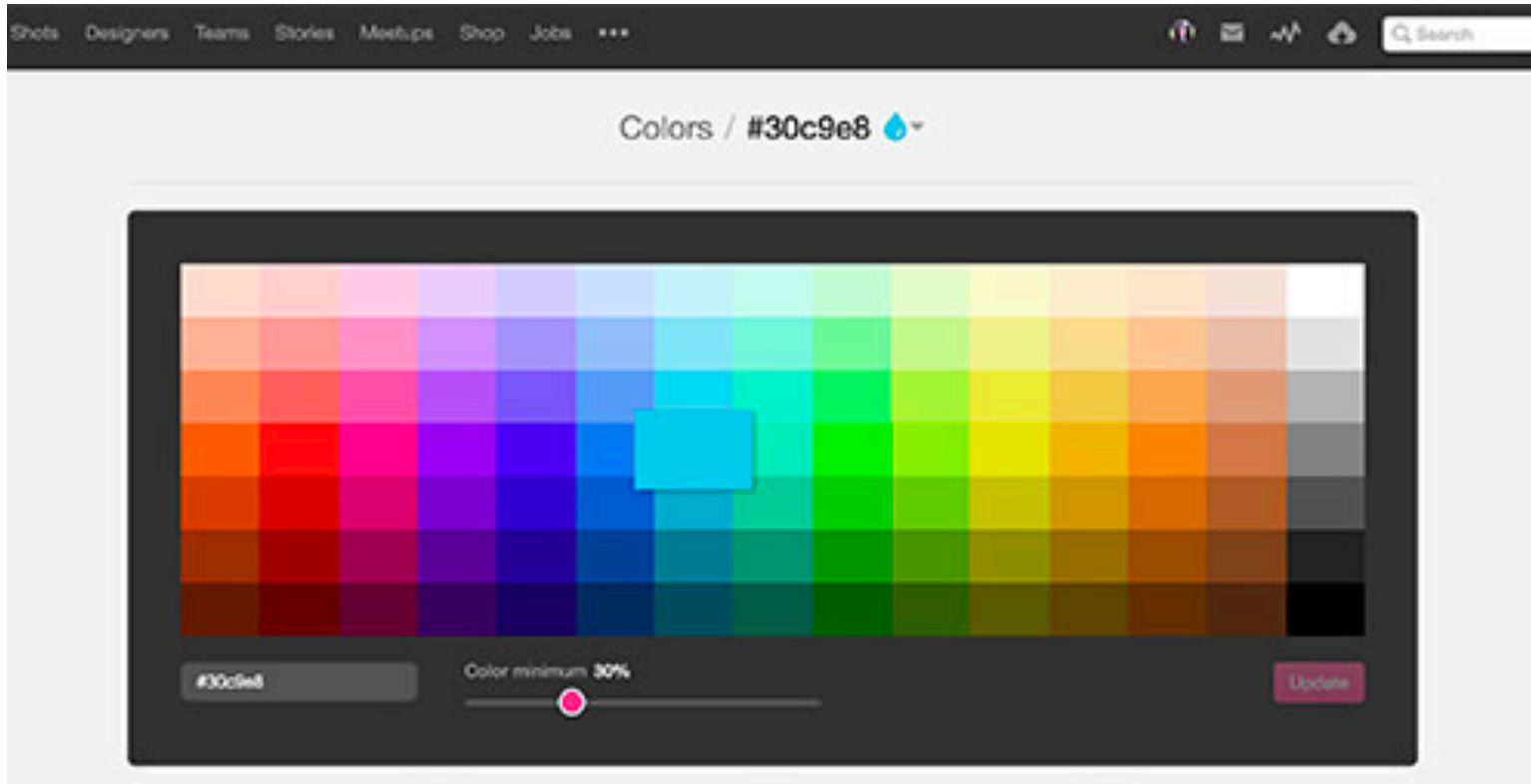
Basic Web Color Advice

Pick four colors (and a white background)

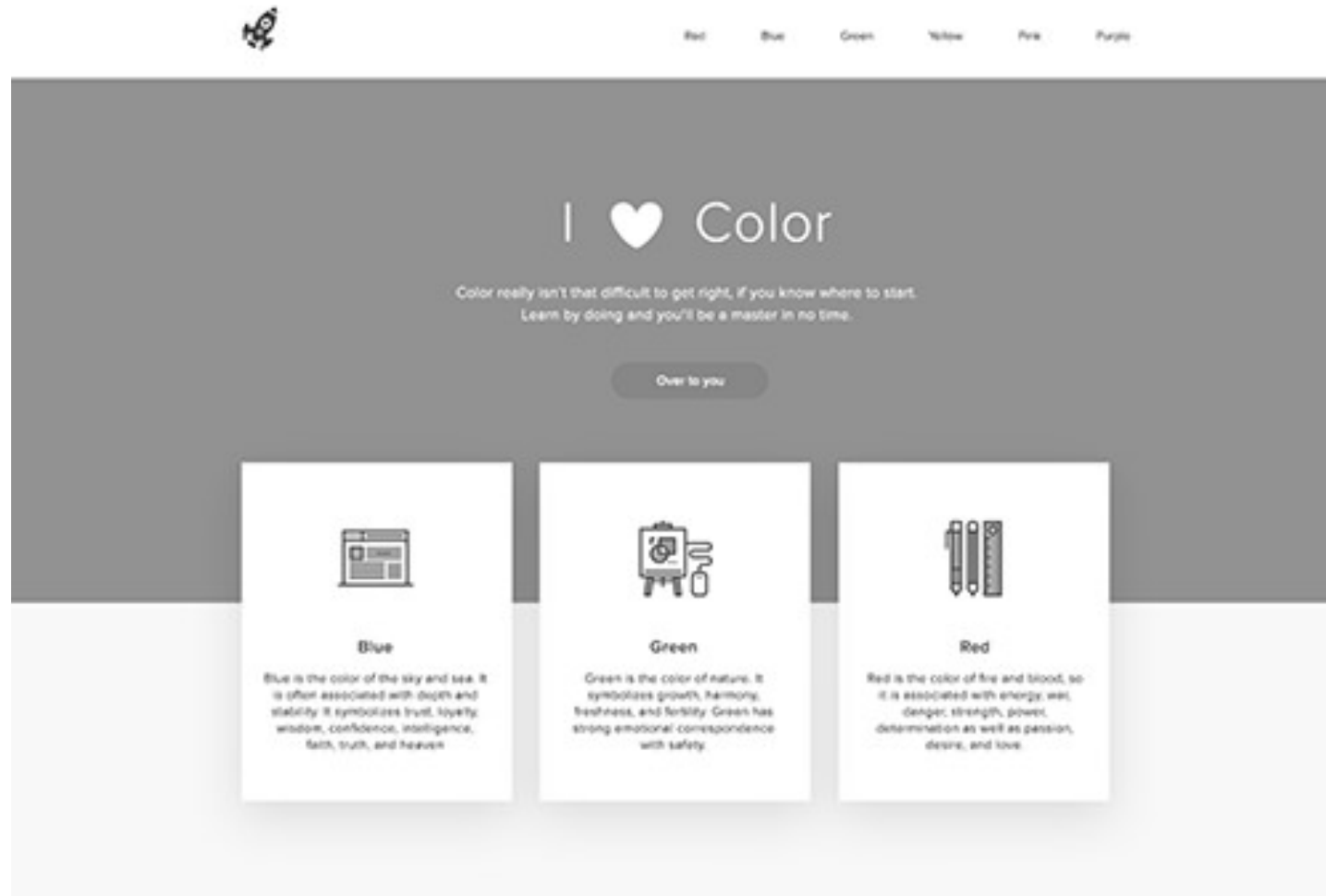
- A base color
- An accent color
- A light grey
- A dark grey



There are tools to help pick base colors



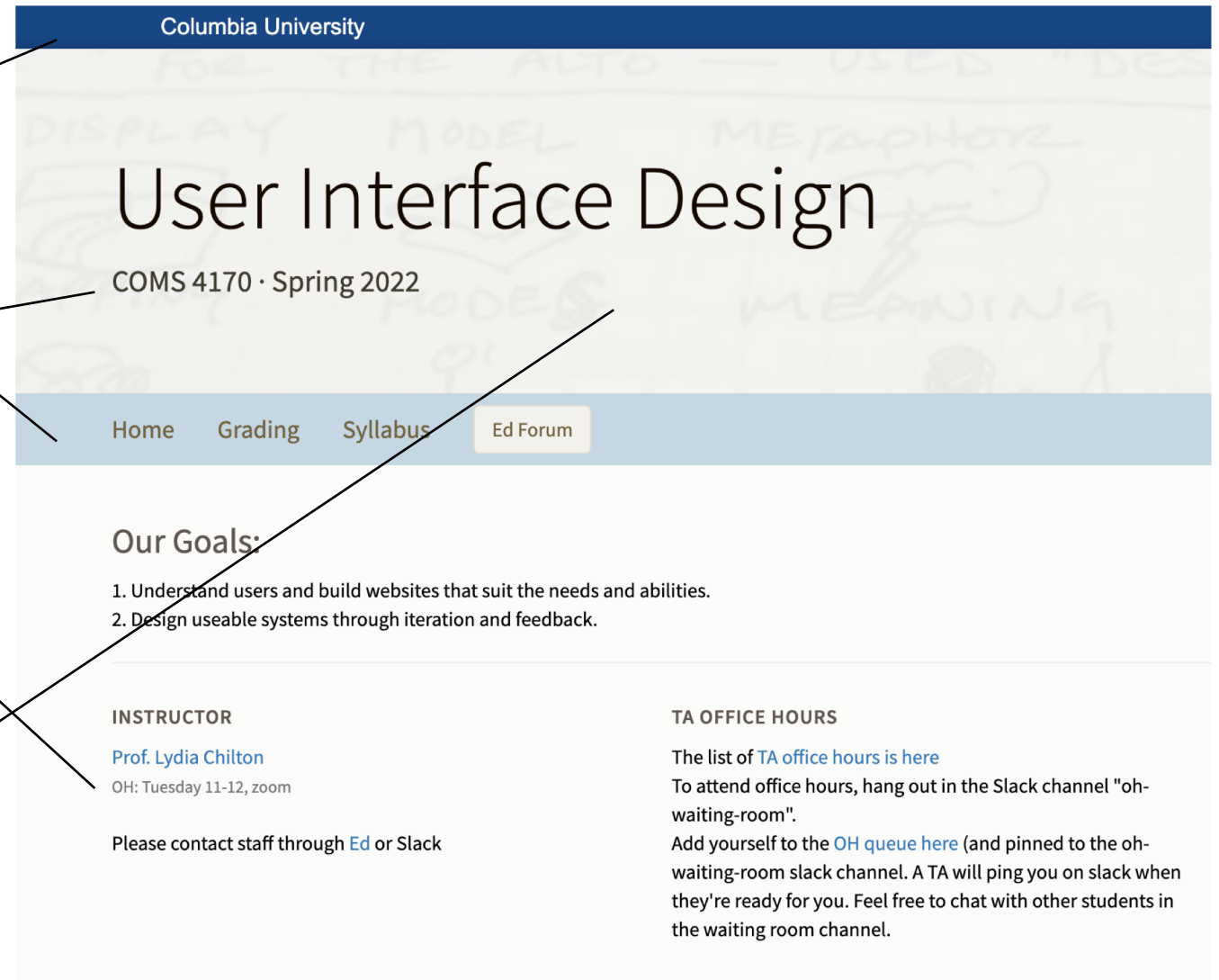
Make your design in greyscale first!



What are the 4170 site colors?

- A base color
- An accent color
- A light grey
- A dark grey

I also use a texture/image for the hero





J. Carter

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UI/UX



Hi there!



Illustrations



Photography

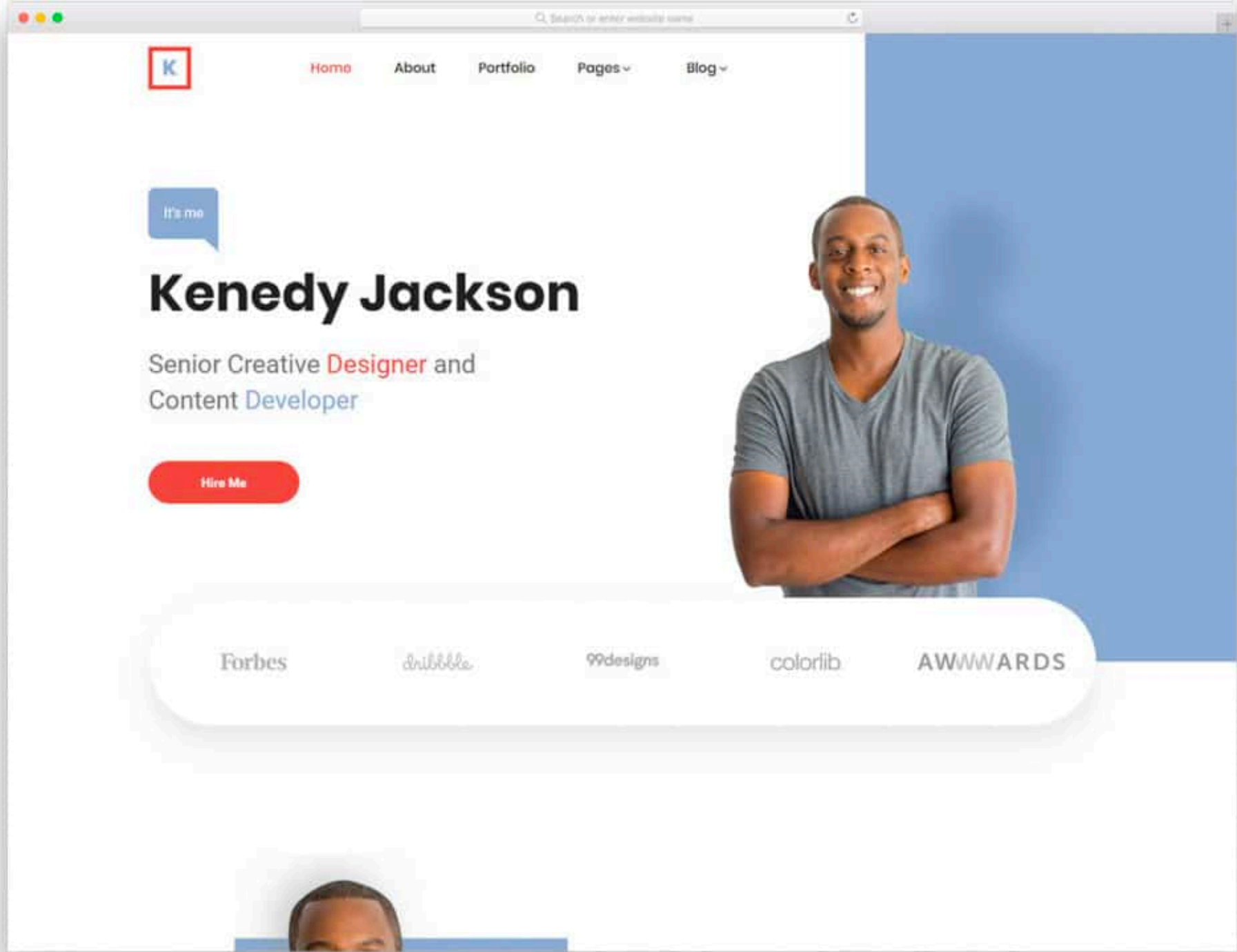


Work with me
[Request a Quote](#)

HI THERE, I'M JAMES

A product designer with passion to web

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse varius enim eros





**Maya
Nelson**

PROJECT MANAGER



Hello

Here's who I am & what I do

[RESUME](#)

[PROJECTS](#)

I'm a paragraph. Click here to add your own text and edit me. It's easy. Just click "Edit Text" or double click me to add your own content and make changes to the font.

I'm a great place for you to tell a story and let your users know a little more about you.

Freelancer

I'm a Creative Designer & Developer

Lorem ipsum dolor sit amet consectetur, adipiscing elit. Eaque vel aut animi quam ducimus consequatur voluptas delectus, sapiente.

GET STARTED

BUY NOW



Why Choose Us

Lorem ipsum is simply dummy text of the printing and type setting industry when an unknown printer took a galley of type and scrambled it to make a type specimen book It has survived not only five centuries.

Lorem ipsum dolor sit, amet consectetur adipiscing elit. Laborum excepturi omnis dolores nihil vel culpa. Consequuntur nam necessitatibus nulla, fuga natus itaque quo repellendus aliquid tempora officii, amet autem ipsa?Lorem ipsum dolor sit amet consectetur adipiscing elit. Mollitia, eaque quisquam! Maiores dolore rem veniam voluptas laboriosam atque tenetur



Strategy & Research

Quibusdam soluta porro consequuntur earum corrupti tempore dolorem sit.



Design & Development

Mollitia, eaque quisquam! Maiores dolore rem veniam voluptas laboriosam.



Management &



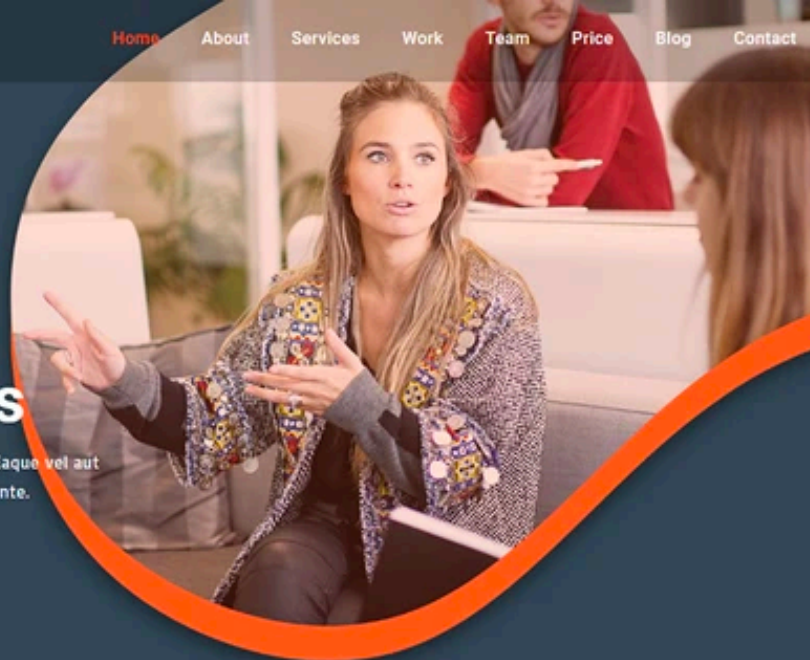
Analysing &

Digital Agency

Grow your Business with us

Lorem ipsum dolor sit amet consectetur, adipiscing elit. Eaque vel aut anmi quam duclmus consequatur voluptas delectus, saplente.

MORE ABOUT →



Why Choose Us

Lorem Ipsum is simply dummy text of the printing and type setting industry when an unknown printer took a galley of type and scrambled it to make a type specimen book It has survived not only five centuries.

Lorem ipsum dolor sit, amet consectetur adipiscing elit. Laborum excepturi omnis dolores nihil vel culpa. Consequuntur nam necessitatibus nulla, fuga natus itaque quo repellendus aliquid tempora officii, amet autem ipsa?Lorem ipsum dolor sit amet consectetur adipiscing elit. Mollitia, eaque quisquam! Maiores



Strategy & Research

Quibusdam soluta porro consequuntur earum corrupti tempore dolorem sit.



Design & Development

Lorem ipsum dolor sit amet, consectetur adipiscing elit.



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☎ 090-080-0760



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WE ARE READY TO HELP YOU

FINANCIAL ANALYSIS & CONSULTING

This finance HTML template is 100% free of charge provided by TemplateMo for everyone. This is a multiple-page version with different HTML pages.

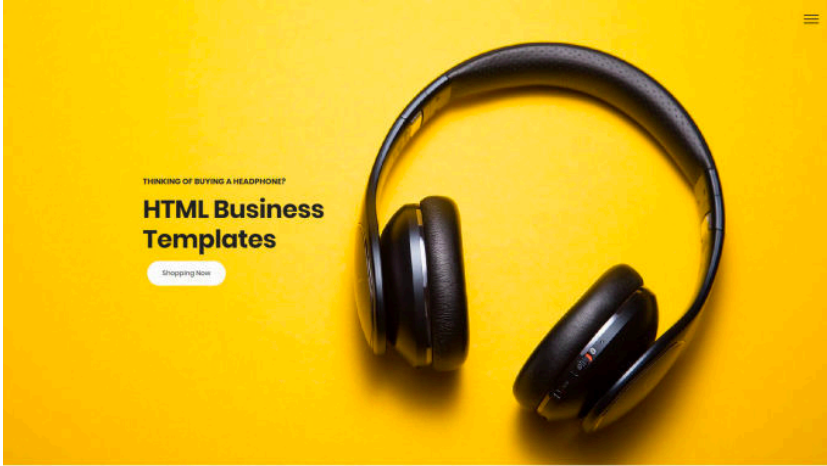
[One-page version](#) is available as of 2021 February.

[CONTACT US](#)

Request a call back right now ?

Mauris ut dapibus velit cras interdum nisi ac urna tempor mollis.

[CONTACT US](#)



Find a quality and right headphones not easy

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aperitorem porro ad verum est voluptates consequatur quam. Qui sit ita rui dolores quidem maxime, ab, nobis consectetur, dolore placeat similique Anisi. A necsunt, eius dolores magnam facere consectetur totam cupiditate, rem et quam commodi fugit rerum magis debitis sit quasi delentii. Atque vel consectetur, mollitia repellendus voluptas corrupti odio accusantium architecto! Learn More...

Business HTML Templates Free Download

Hottest headphones of the month

Three product cards for headphones. Each card has a 'HEADPHONES' label, an image of a different headphone model, and a 'Learn More' button.

Meet Our New Headphones



HURRY UP THE OFFER IS LIMITED. Like it? Pre-order and get a discount. Learn More

Why do you have to buy headphones only for us?

- 01 HIGH QUALITY, 02 ORIGINAL DEVICES, 03 YEAR WARRANTY, 04 WEEK TO CHECK

What are you searching for? 15% sitewide! use promo code LOVE15

Noelle SHOP ALL NEW BEST SELLERS FACE LIPS EYES

NEW RELEASE

Metallics *Shine on*

Get to know our new eyeshadow palettes with a glossy finish, smooth lightweight feel and 10 hour stay-on

Shop

Typography

Typography is an art form

A large, bold, black capital letter 'R' is centered on the page. The letter is a classic serif design, characteristic of the Gill Sans typeface, with a thick vertical stem and a curved top and bottom arm.

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

Six Typographic terms





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, centered between the 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. The letter 'i' has a red square above it, and the letter 'g' has a red square below it, illustrating the concepts of ascenders and descenders.

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. The first 'l' has a box around its top serif, the 'd' has a box around its top serif, the 't' has a box around its top serif, and the second 'l' has a box around its bottom serif.

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 word 'Oldstyle' is written 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 placed at the top of the 'e' stem, with a line pointing to the text '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 words 'Sans serif' are written in a bold, sans-serif font. A small circle is placed at the top of the 'S' stem, with a line pointing to the text 'No serifs anywhere'. Another small circle is placed at the top of the 'n' stem, with a line pointing to the text '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?

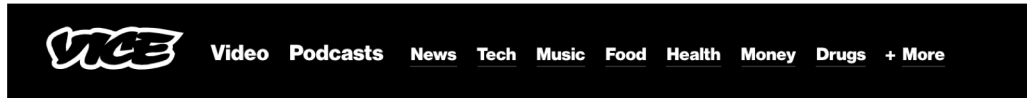
BUDAPEST, Hungary — An hour's drive from the capital, across the flat and frozen Hungarian plain, the small town of Halásztelek is noisy with construction work as builders put the finishing touches on new single-story houses. They look like a 1950s American suburb that was dropped in the middle of Central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



UI Designers

JAKE-CLARK.TUMBLR

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).

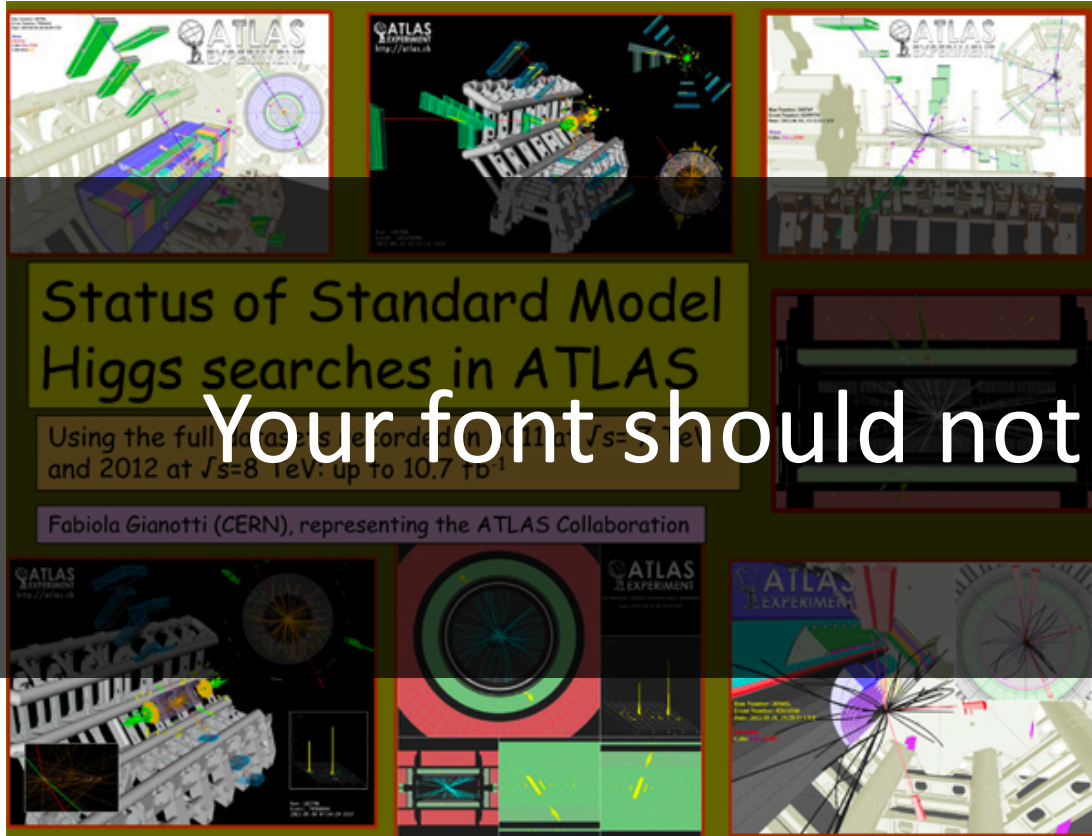
Arial
36 pt

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/ 

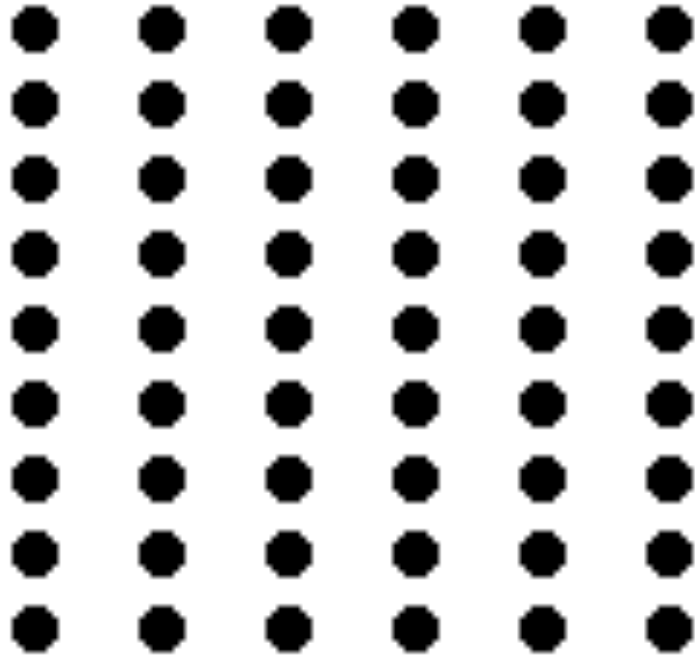
noun **PSYCHOLOGY**

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

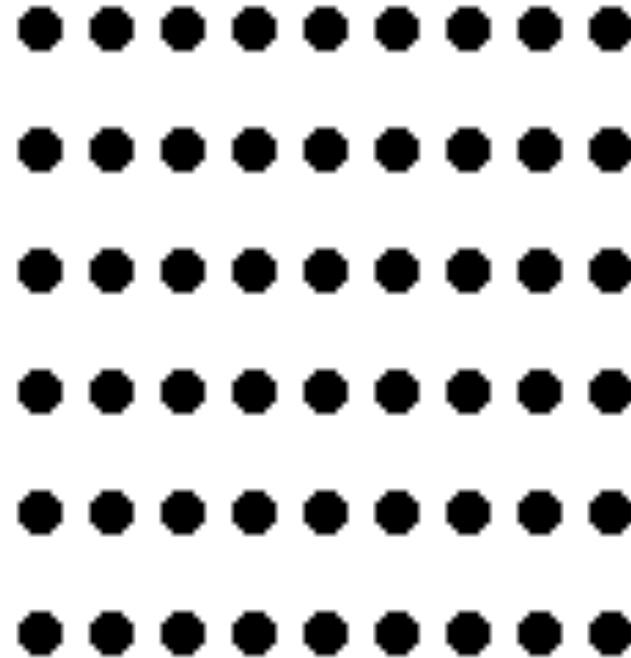
German ▾   	English ▾  
gestalt	shape

Gestalt Principle #1:

Proximity



Dots appear as **columns**



Dots appear as **rows**

Gestalt Principle #1:

Proximity

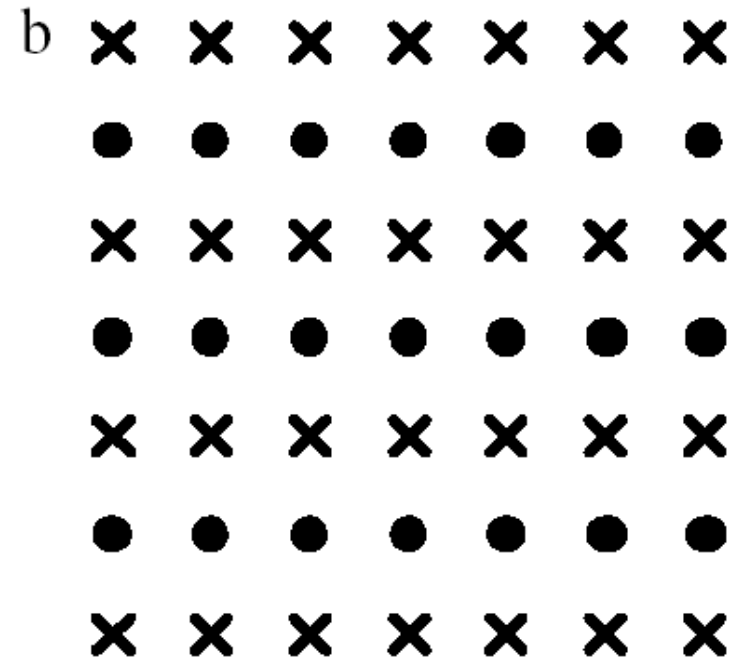
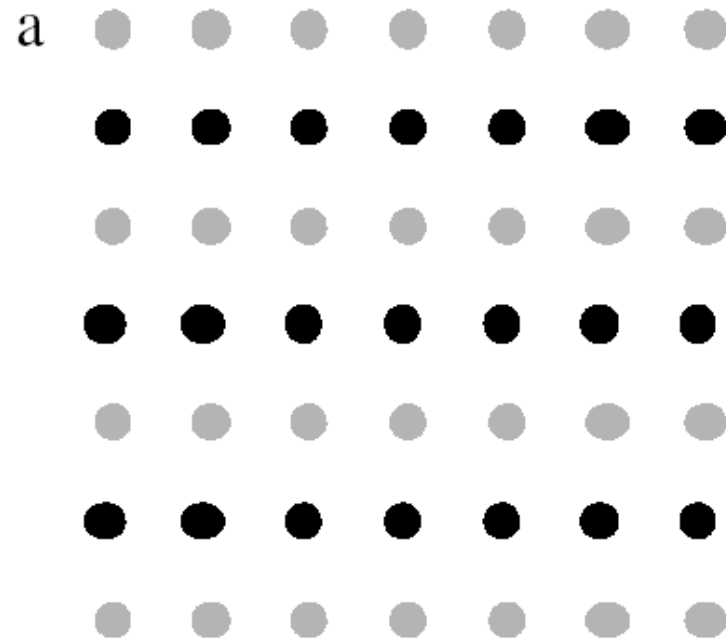


Dots appear as **two groups**



X is in group a.

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

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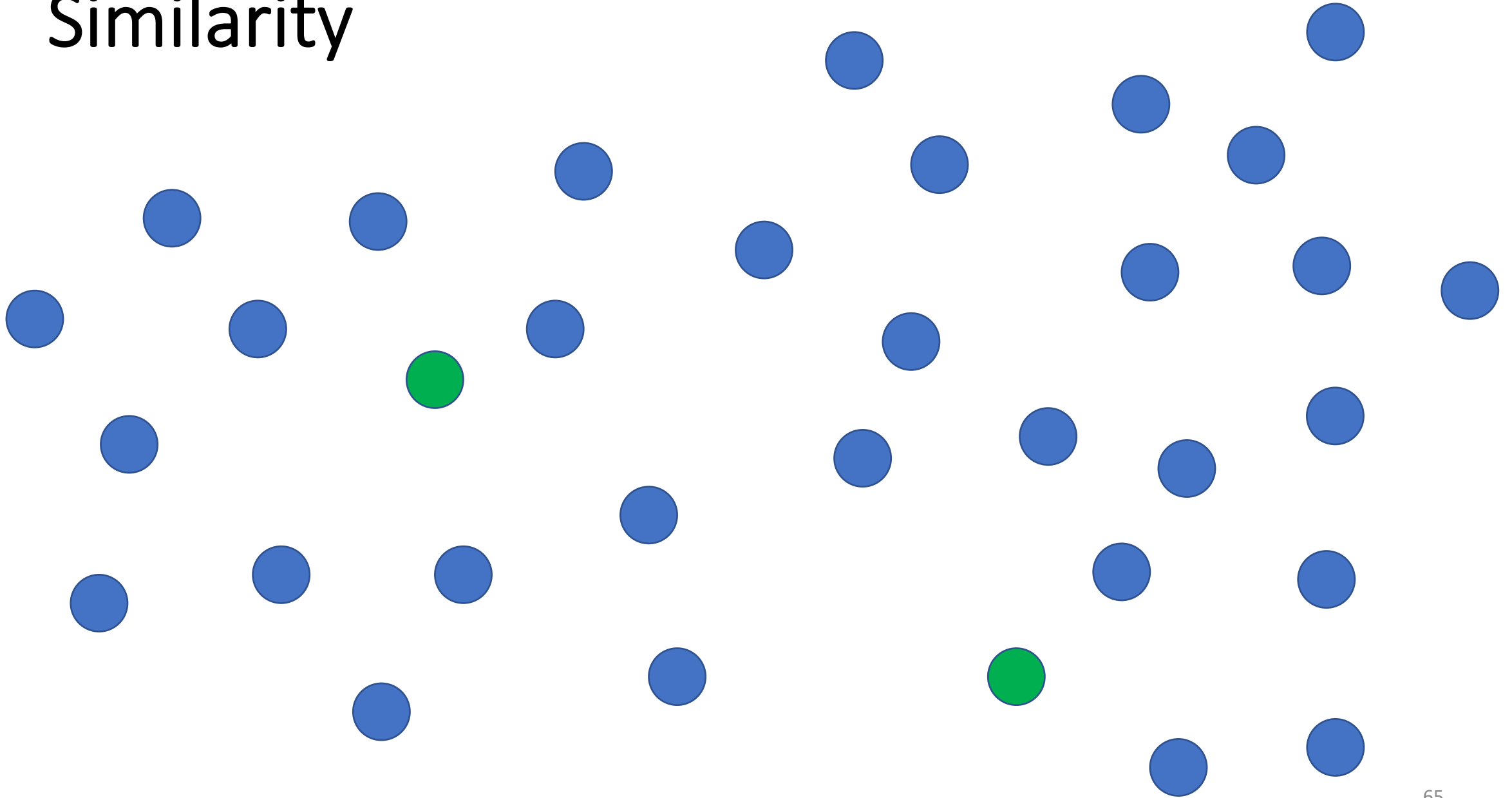
Gestalt Principle #2:

Similarity

How many **green circles** are there?

Gestalt Principle #2:

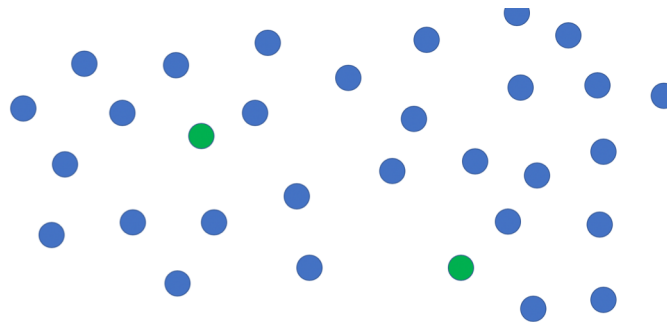
Similarity



Similarity

How many **green circles** are there?

2



Colors are easy to scan for

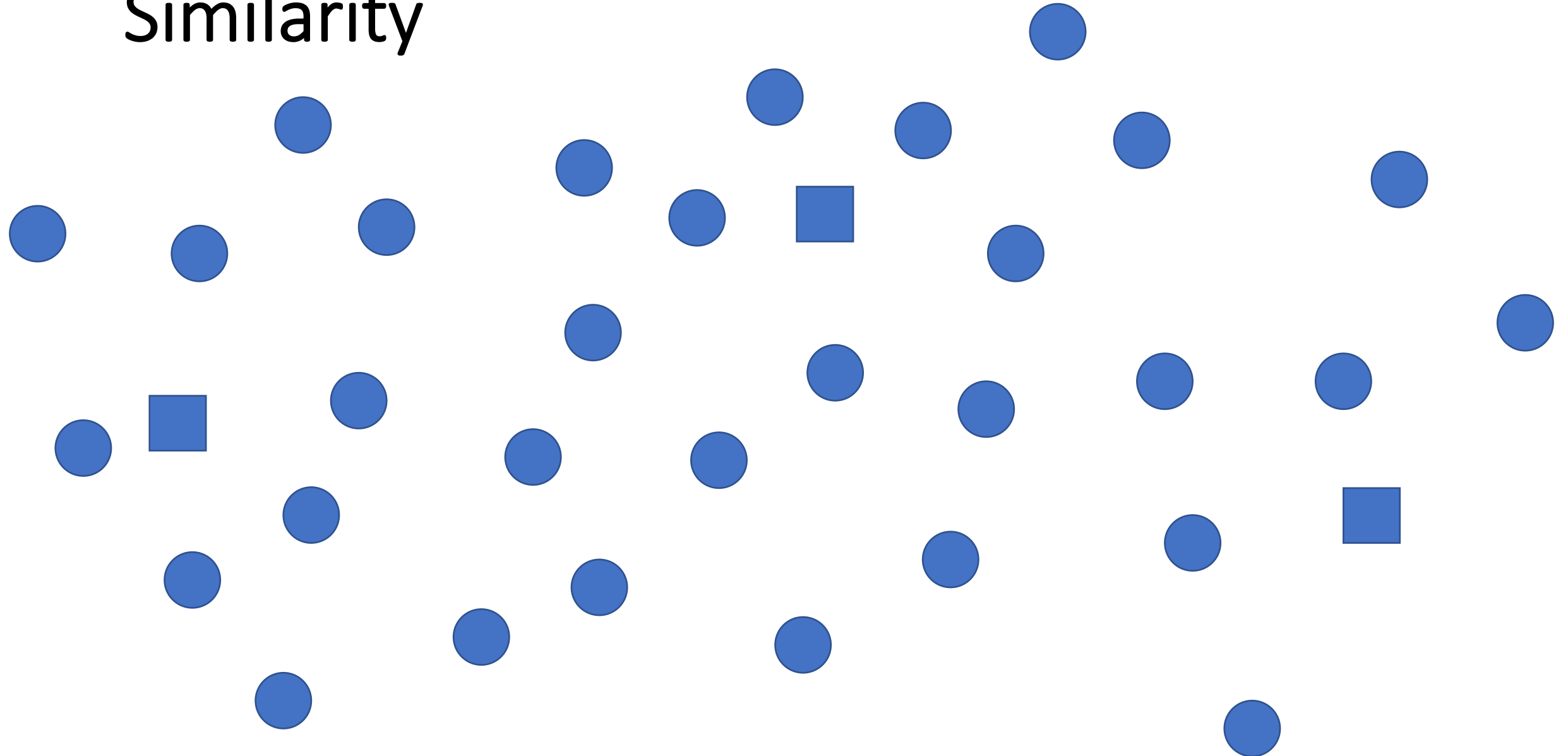
Gestalt Principle #2:

Similarity

How many **rectangles** are there?

Gestalt Principle #2:

Similarity



Similarity

How many **rectangles** are there?

3



Shapes are hard to scan for

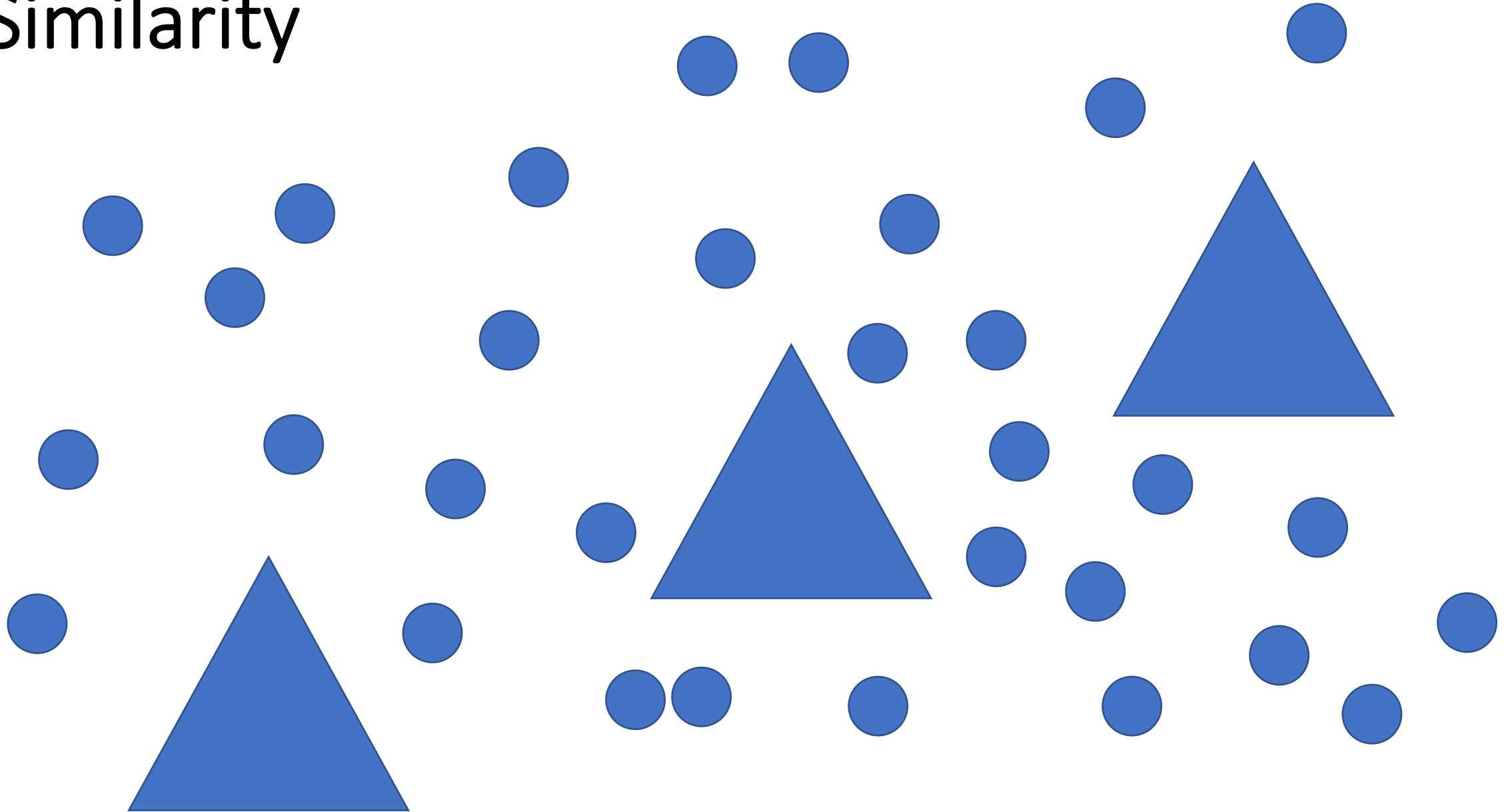
Gestalt Principle #2:

Similarity

How many **triangles** are there?

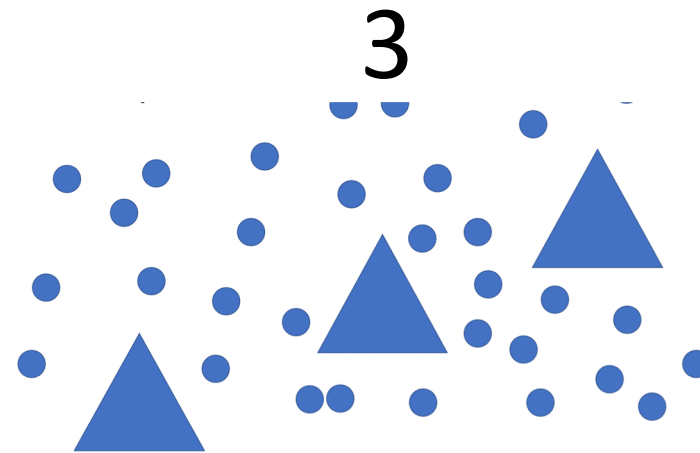
Gestalt Principle #2:

Similarity



Similarity

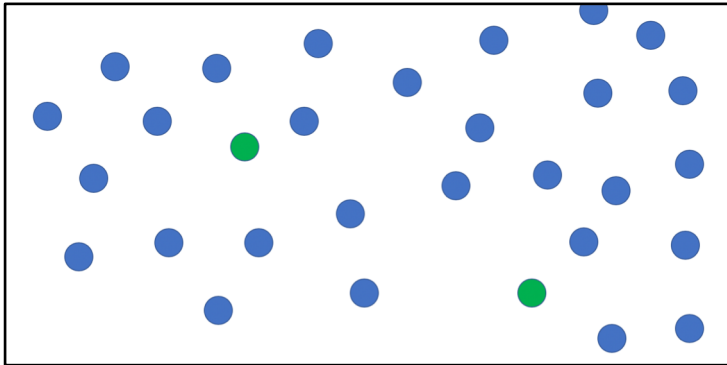
How many **triangles** are there?



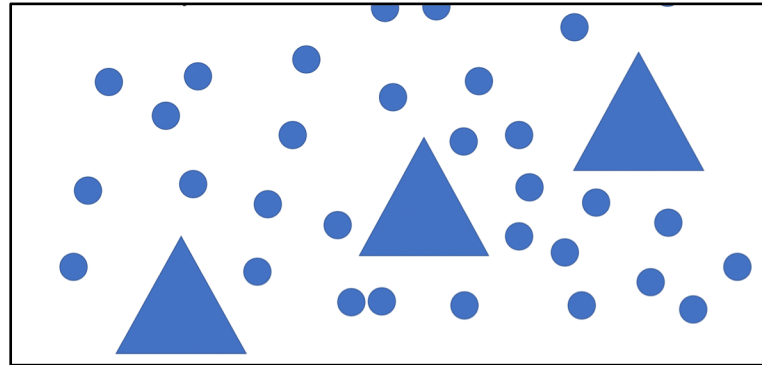
Size is easy to scan for

What properties are easy to scan for similarity?

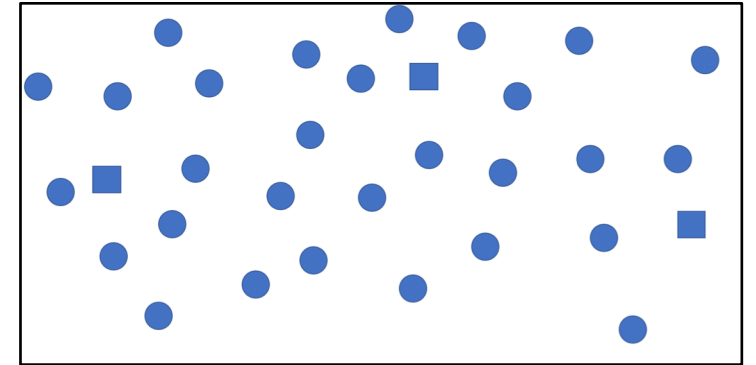
Color



Size



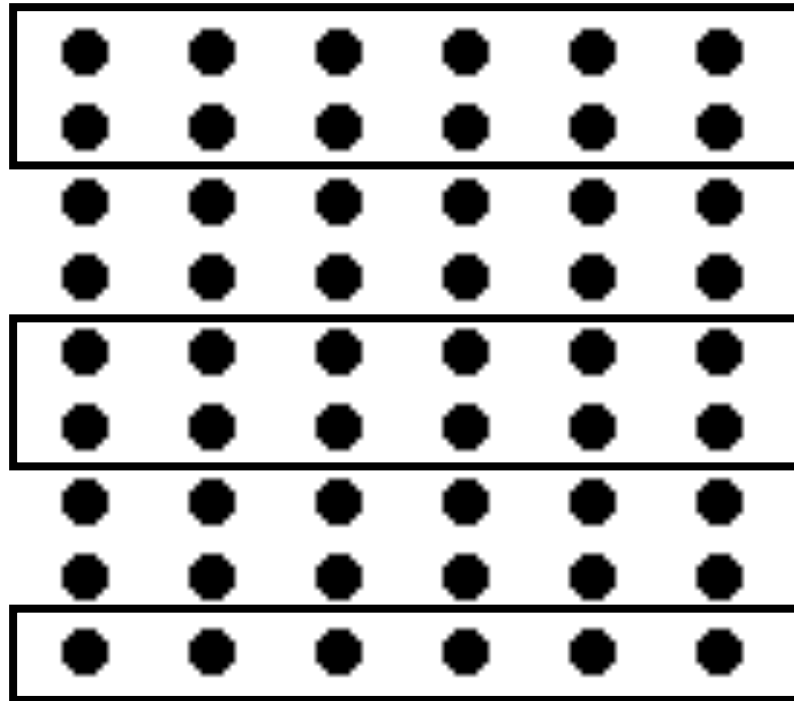
Shape



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

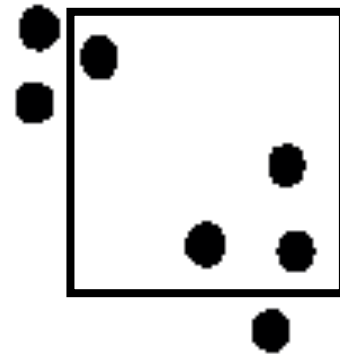
Gestalt Principle #3:

Enclosure



Gestalt Principle #3:

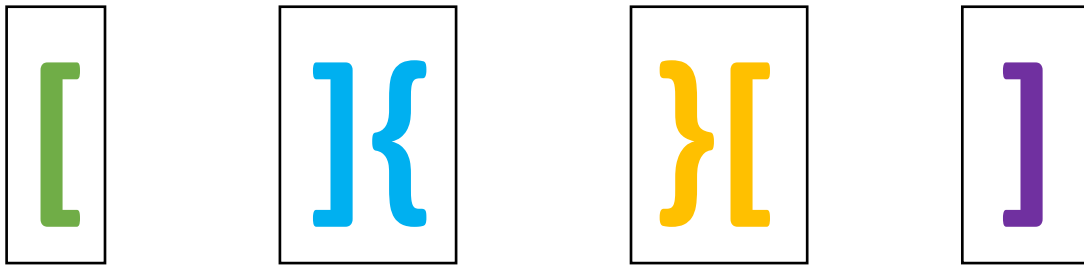
Enclosure



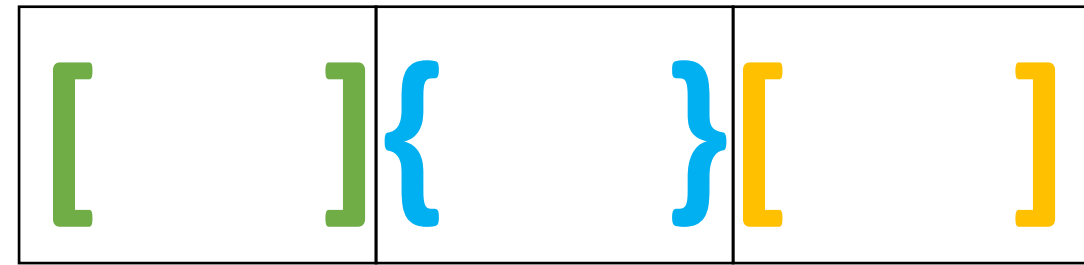
Gestalt Principle #4:

Symmetry

[] { } []



Proximity indicates 4 groups



Symmetry indicates 3 groups

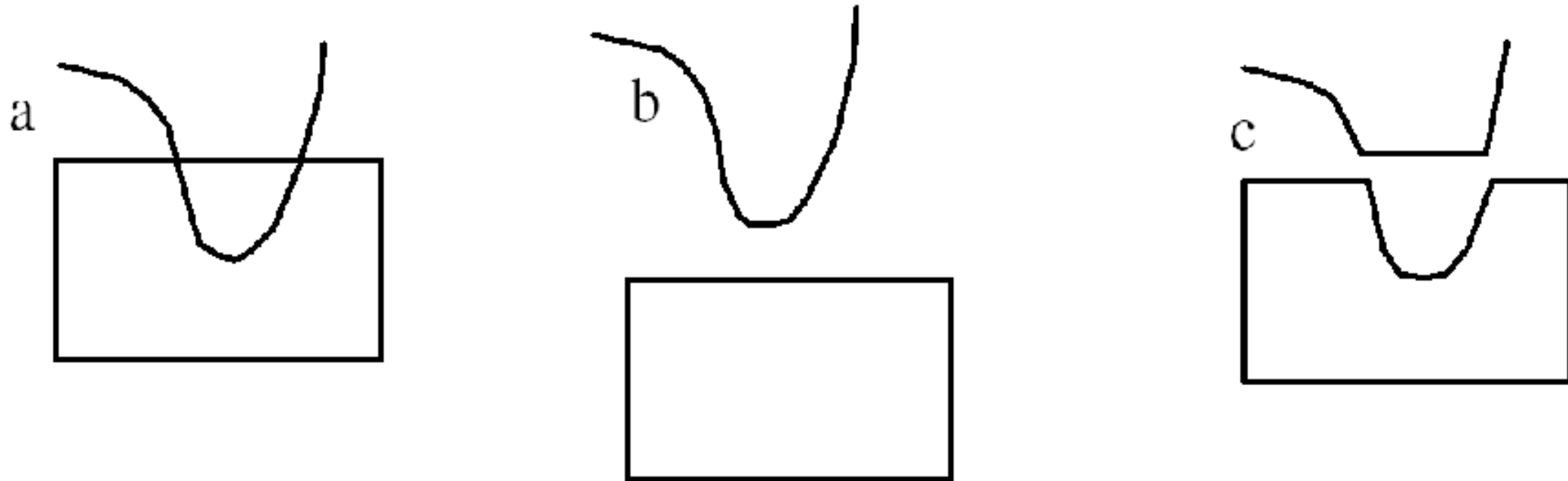
Gestalt Principle #5:

Closure



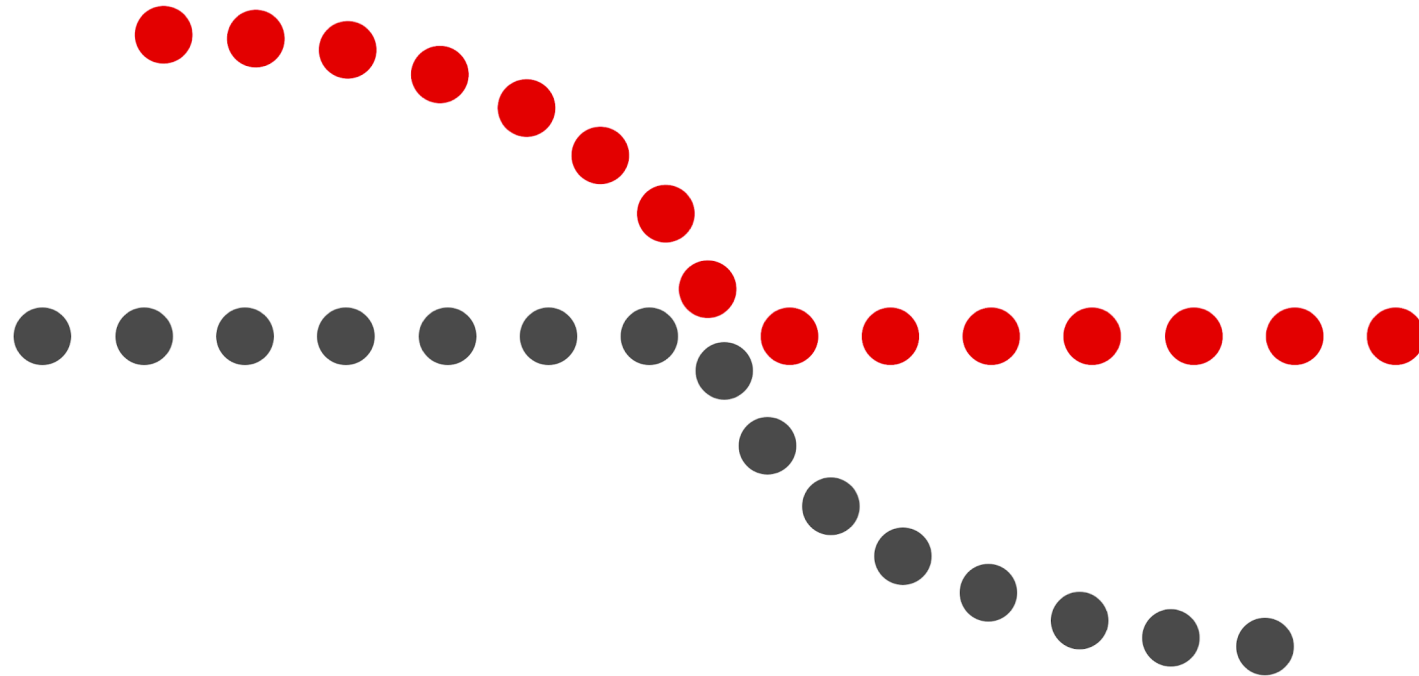
Gestalt Principle #6:

Continuity

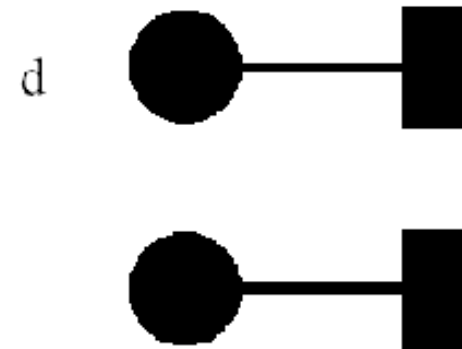
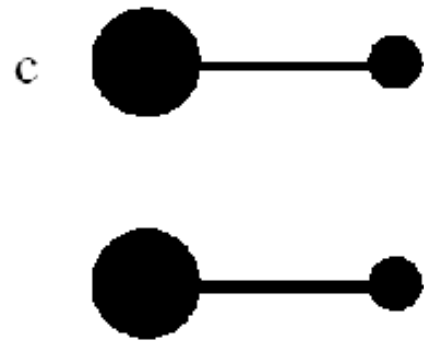
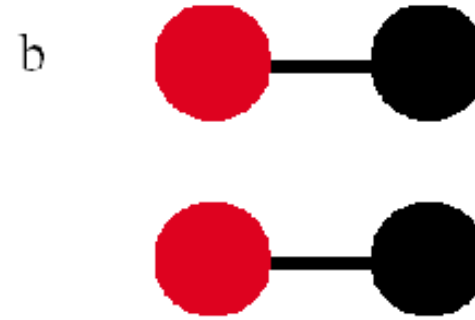
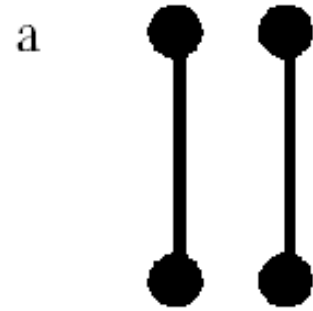


Gestalt Principle #6:

Continuity



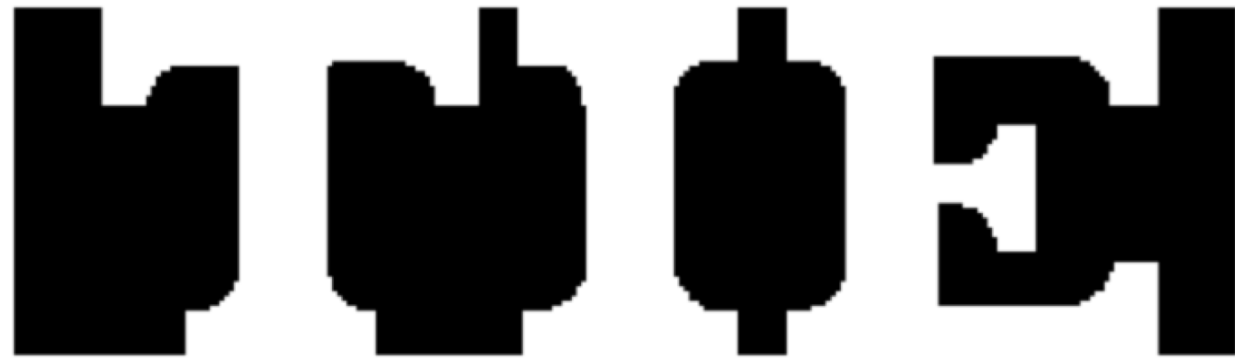
Connection

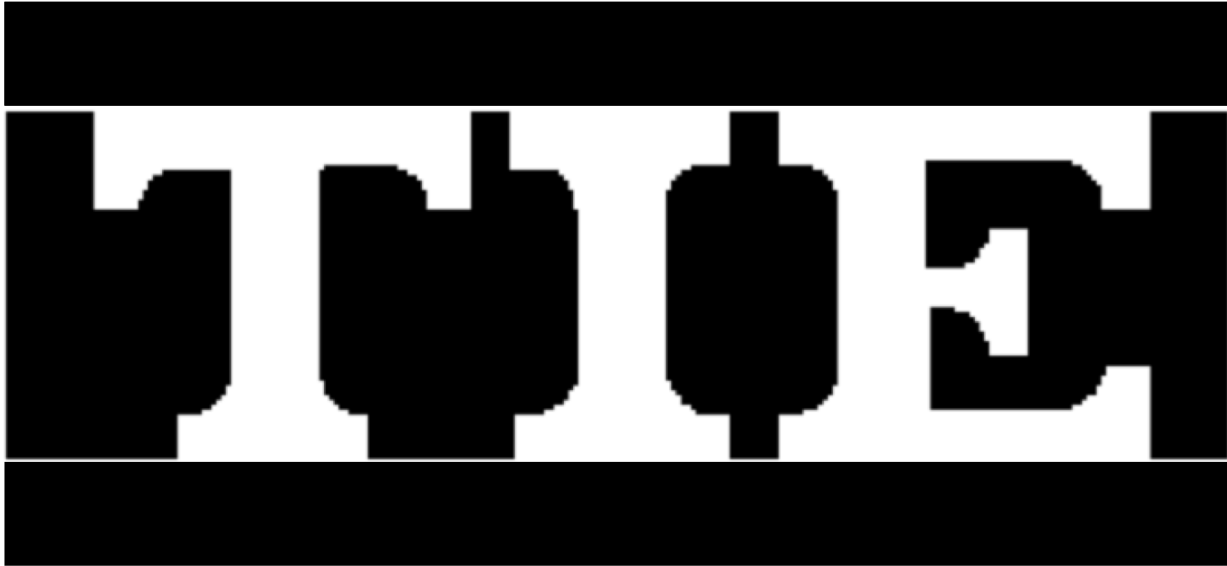


Gestalt Principle #8:

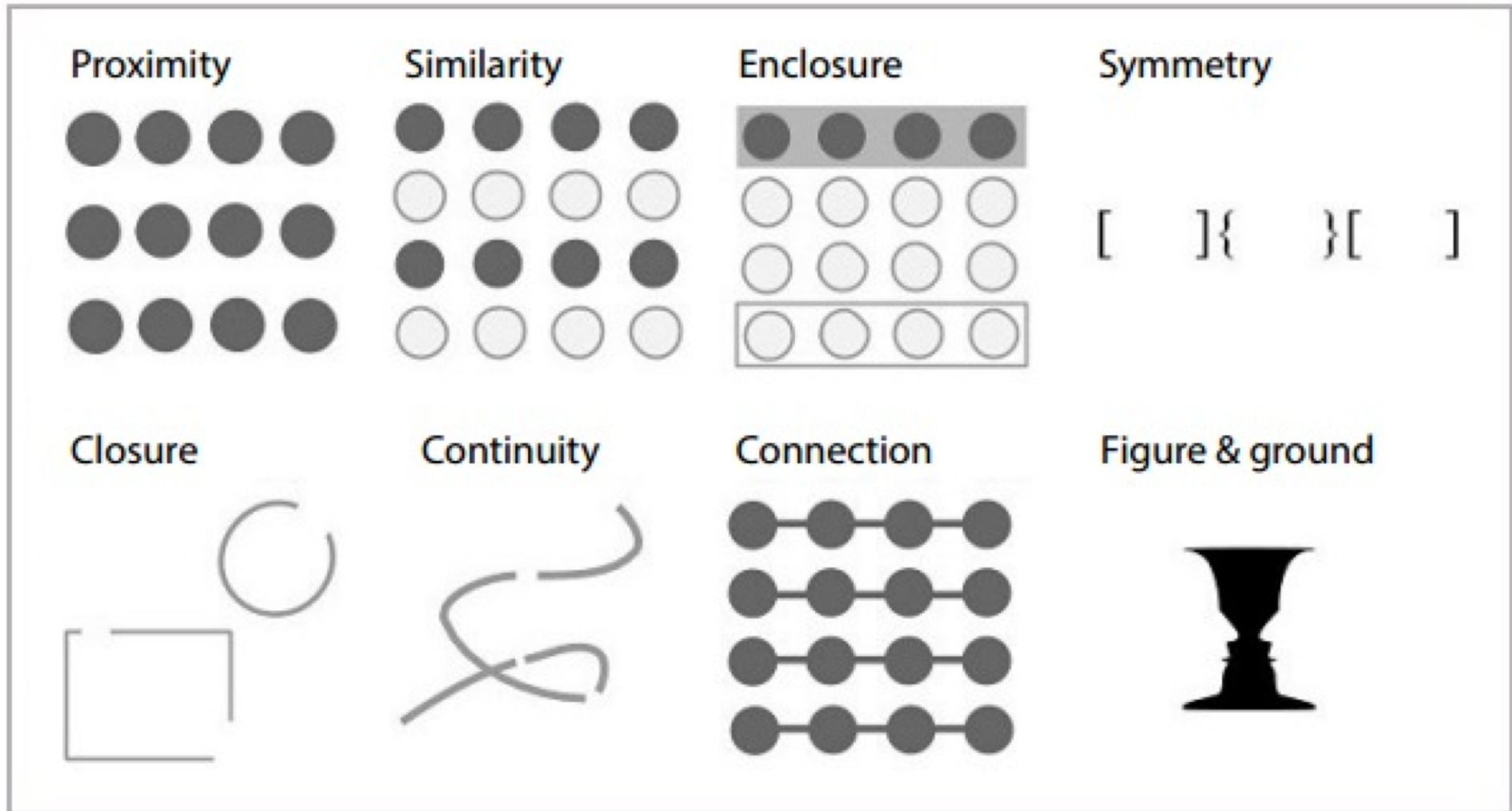
Figure and Ground



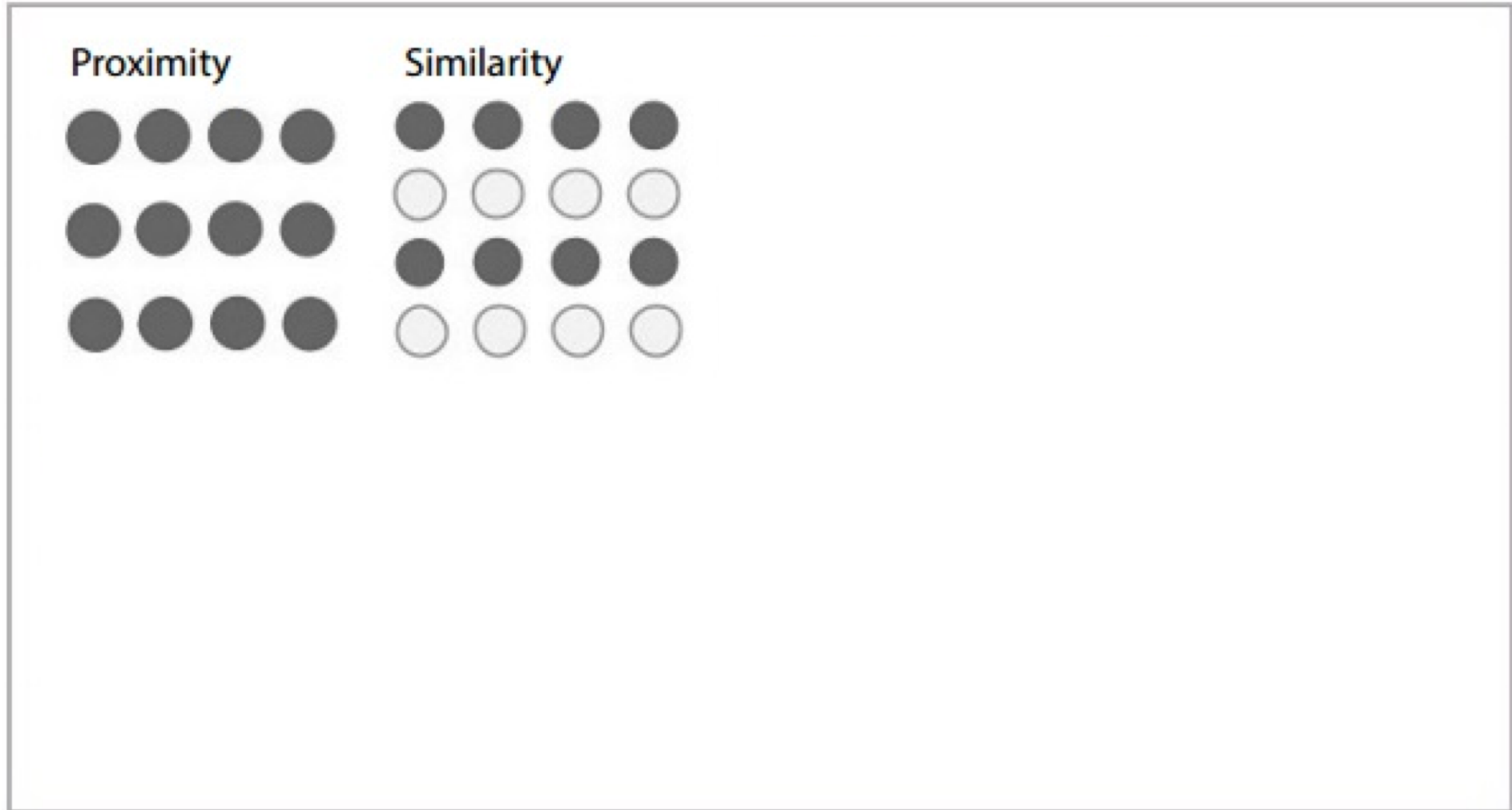




8 Gestalt Principles



2 Gestalt Principles I actually use



I use proximity and color/contrast similarity

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An American Menu
\$75

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Parmesan cheese

Clam chowder with Maine lobster
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TUESDAY, NOVEMBER 4 — ELECTION DAY

AN AMERICAN MENU \$75

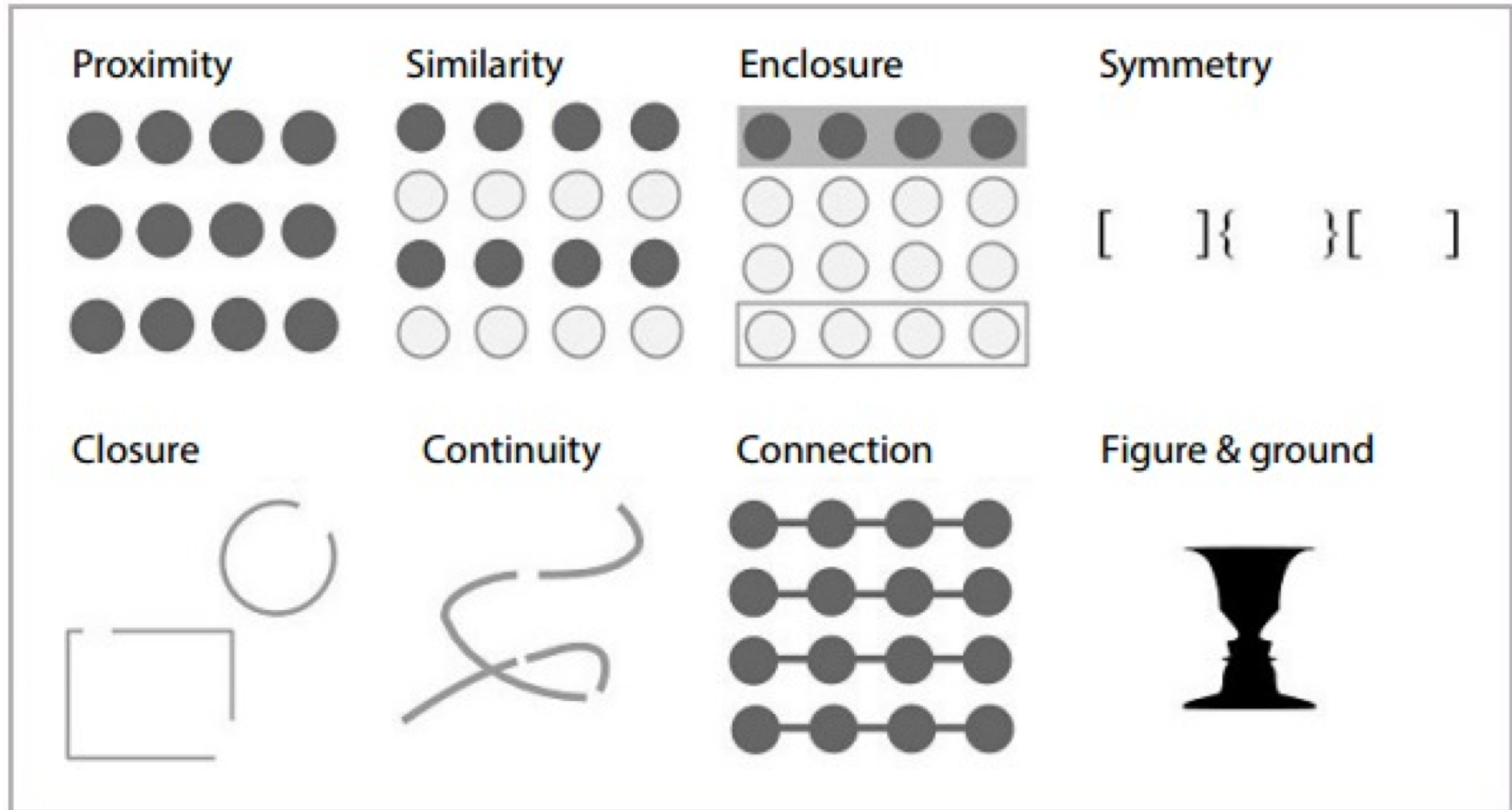
Caesar salad
with anchovies, egg, and Parmesan cheese

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?

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.

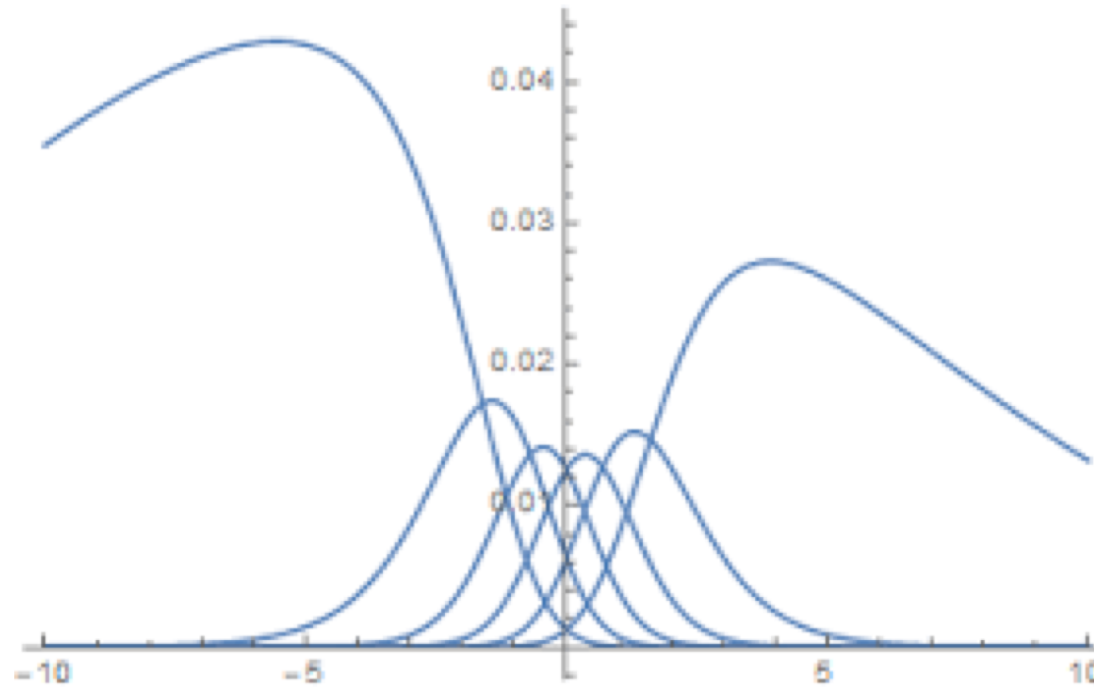
Design (as a noun: a [design](#)) can refer to such a plan or specification (e.g. a drawing or other document) or to the created object, etc., and features of it such as aesthetic, functional, economic or socio-political.

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?



Continuity

Our minds perceive lines and curves
as continuing on their trajectory

Quiz:

what property is being used on the right?



Closure

Our minds fill in missing details

Quiz:

what property is being used here?

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.

Proximity




Similar data are close to each other

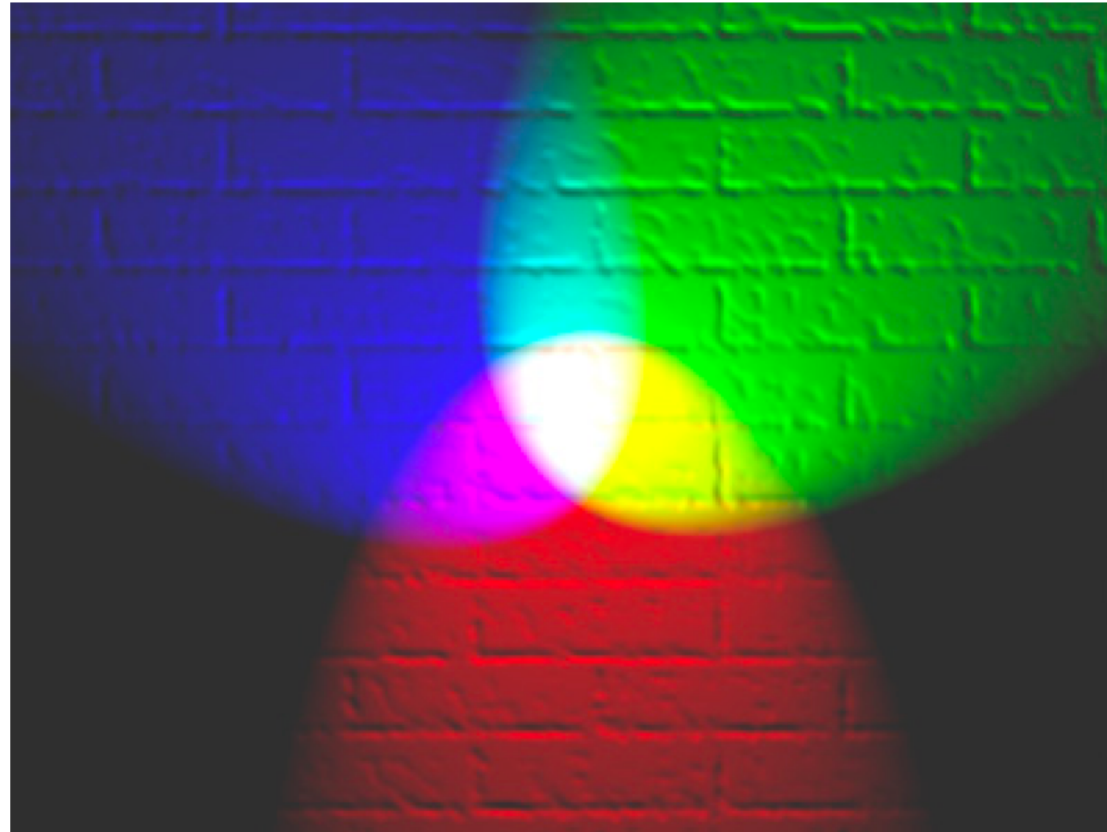
Summary

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 your message,
Not detract from it.

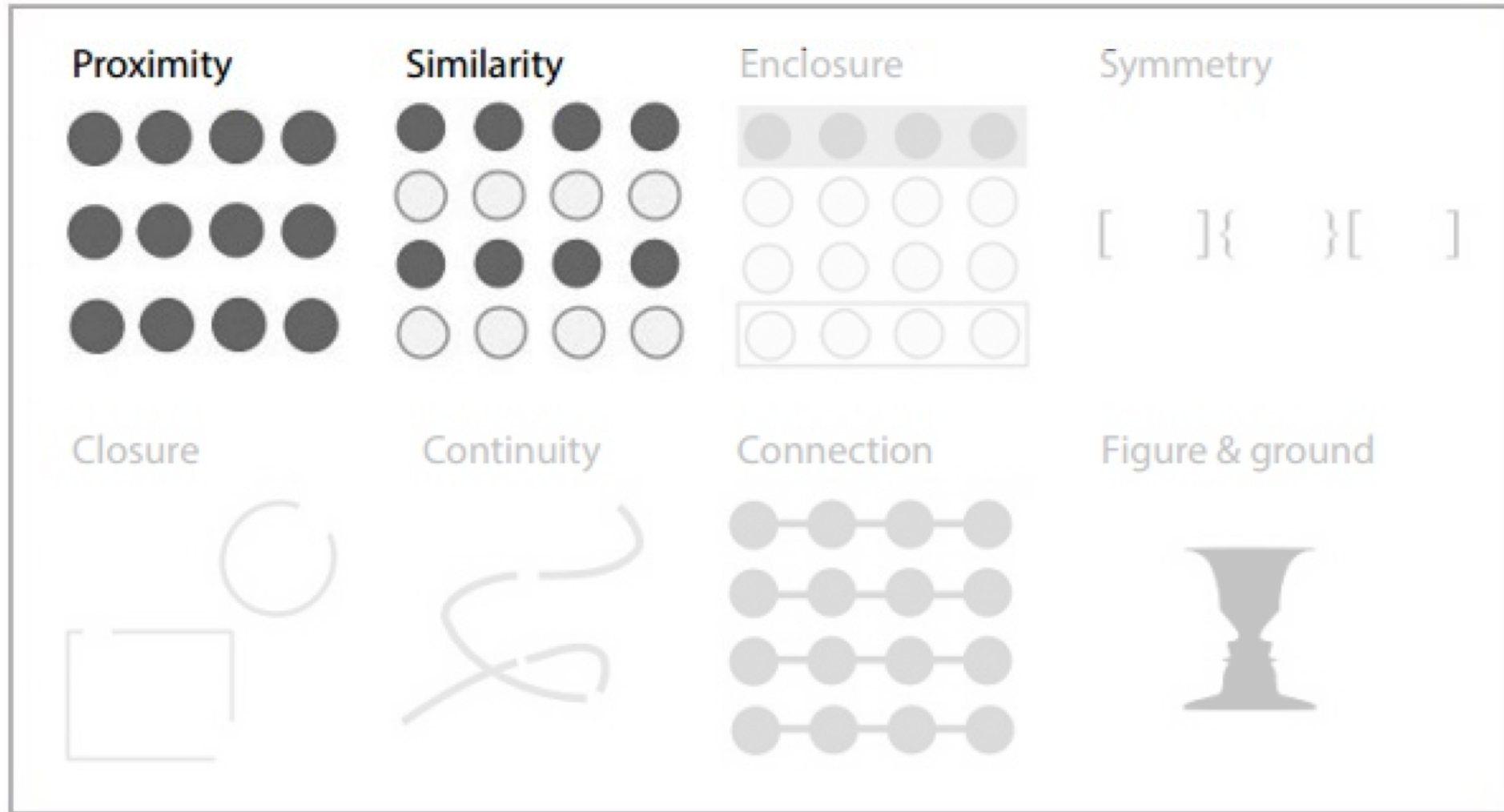
Microbes Point the
Way to Shipwrecks

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}

Fabola Gianotti (CERN), representing the ATLAS Collaboration

8 Gestalt Principles



Pick four colors (and a white background)

- A base color
- An accent color
- A light grey
- A dark grey

