



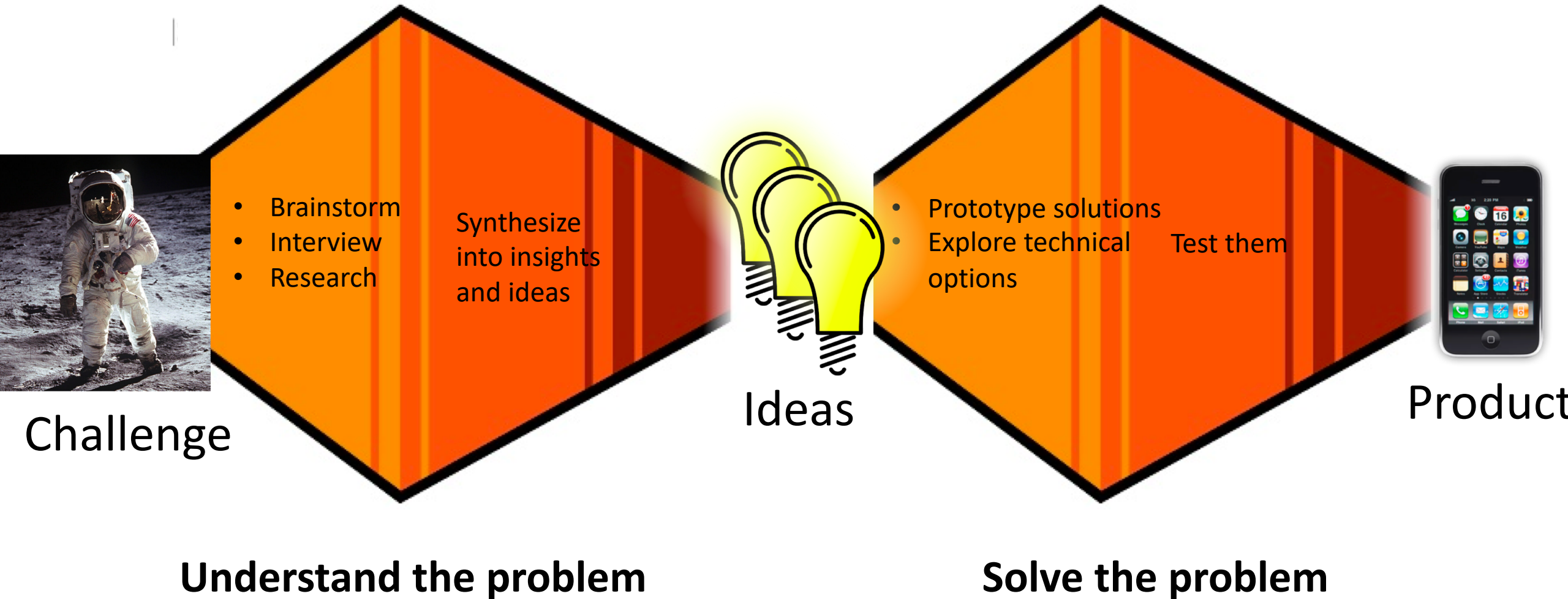
Graphic Design

Prof. Lydia Chilton
COMS 4170
15 April 2024

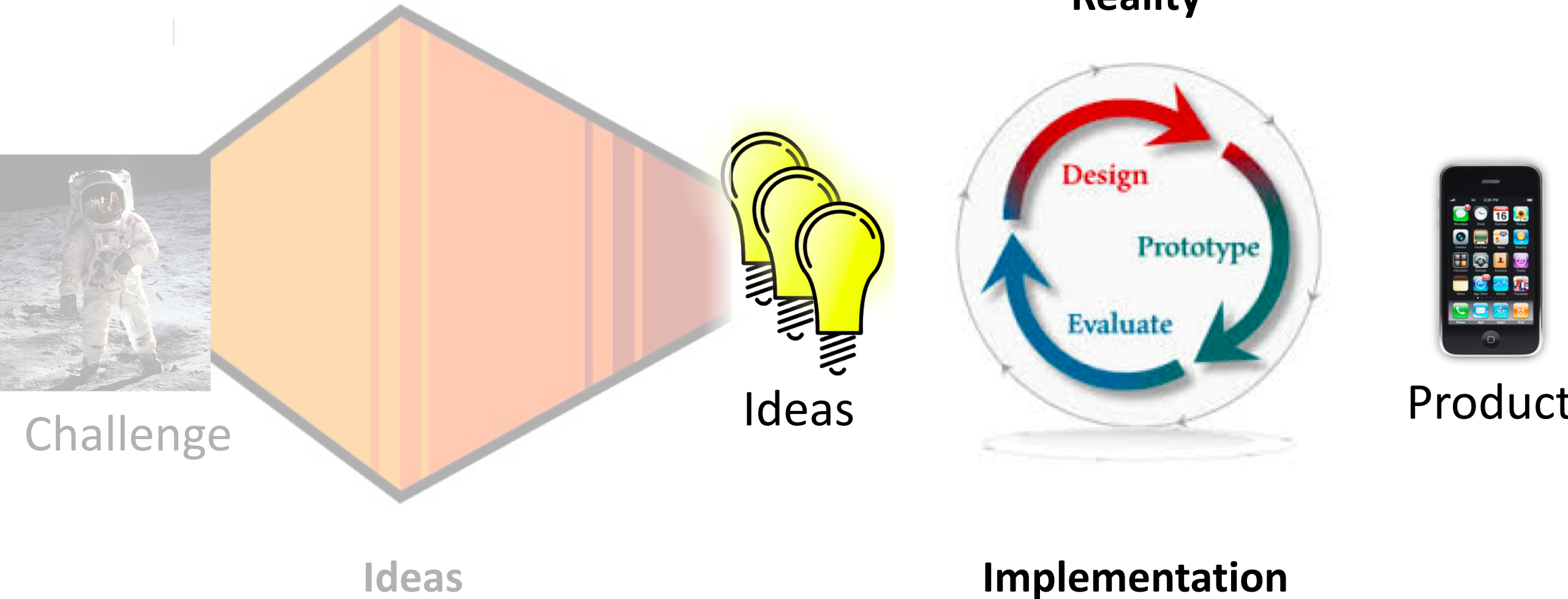
Design Challenge:

- Design an interface to help a user **learn** an introductory topic **interactively**
- And help them assess themselves with a **quiz**.

The Double Diamond Process



Implementation is iterative.



The **user** is at the center of the process

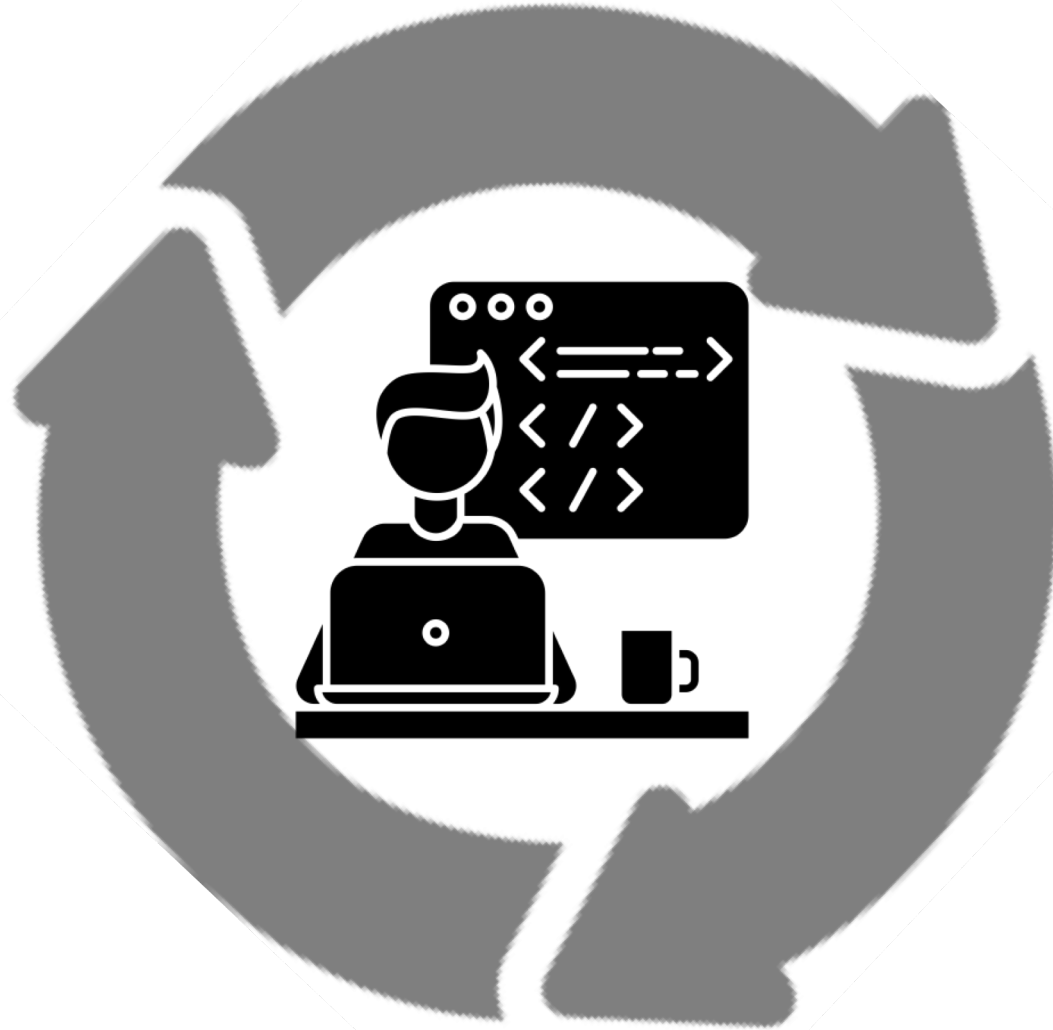


What's goes wrong?

Keeping the **user** is at the center is hard



Keeping the user is at the center is hard



We make
what's easy to code,
not what's easy to use.

We build what we think
users should want,
rather than listening
when they say no.

However, no design is ever perfect.

Designs are neither **good** nor **bad**.

Designs are **better** or **worse**.

The Cardinal Sins of Usability

You will lose at least 50% of the point on the final project if you do these.

Sin #1. Long passages of text

Post-Impressionism

Article [Talk](#)

From Wikipedia, the free encyclopedia

Post-Impressionism (also spelled **Postimpressionism**) was a predominantly French [art movement](#) that developed roughly between 1886 and 1905, from the last [Impressionist](#) exhibition to the birth of [Fauvism](#). Post-Impressionism emerged as a reaction against Impressionists' concern for the naturalistic depiction of light and colour. Its broad emphasis on abstract qualities or symbolic content means Post-Impressionism encompasses [Les Nabis](#), [Neo-Impressionism](#), [Symbolism](#), [Cloisonnism](#), the [Pont-Aven School](#), and [Synthetism](#), along with some later Impressionists' work. The movement's principal artists were [Paul Cézanne](#) (known as the father of Post-Impressionism), [Paul Gauguin](#), [Vincent van Gogh](#) and [Georges Seurat](#).^[1]

The term Post-Impressionism was first used by art critic [Roger Fry](#) in 1906.^{[2][3]} Critic [Frank Rutter](#) in a review of the [Salon d'Automne](#) published in *Art News*, 15 October 1910, described [Othon Friesz](#) as a "post-impressionist leader"; there was also an advert for the show *The Post-Impressionists of France*.^[4] Three weeks later, Roger Fry used the term again when he organised the 1910 exhibition *Manet and the Post-Impressionists*, defining it as the development of French art since [Édouard Manet](#).

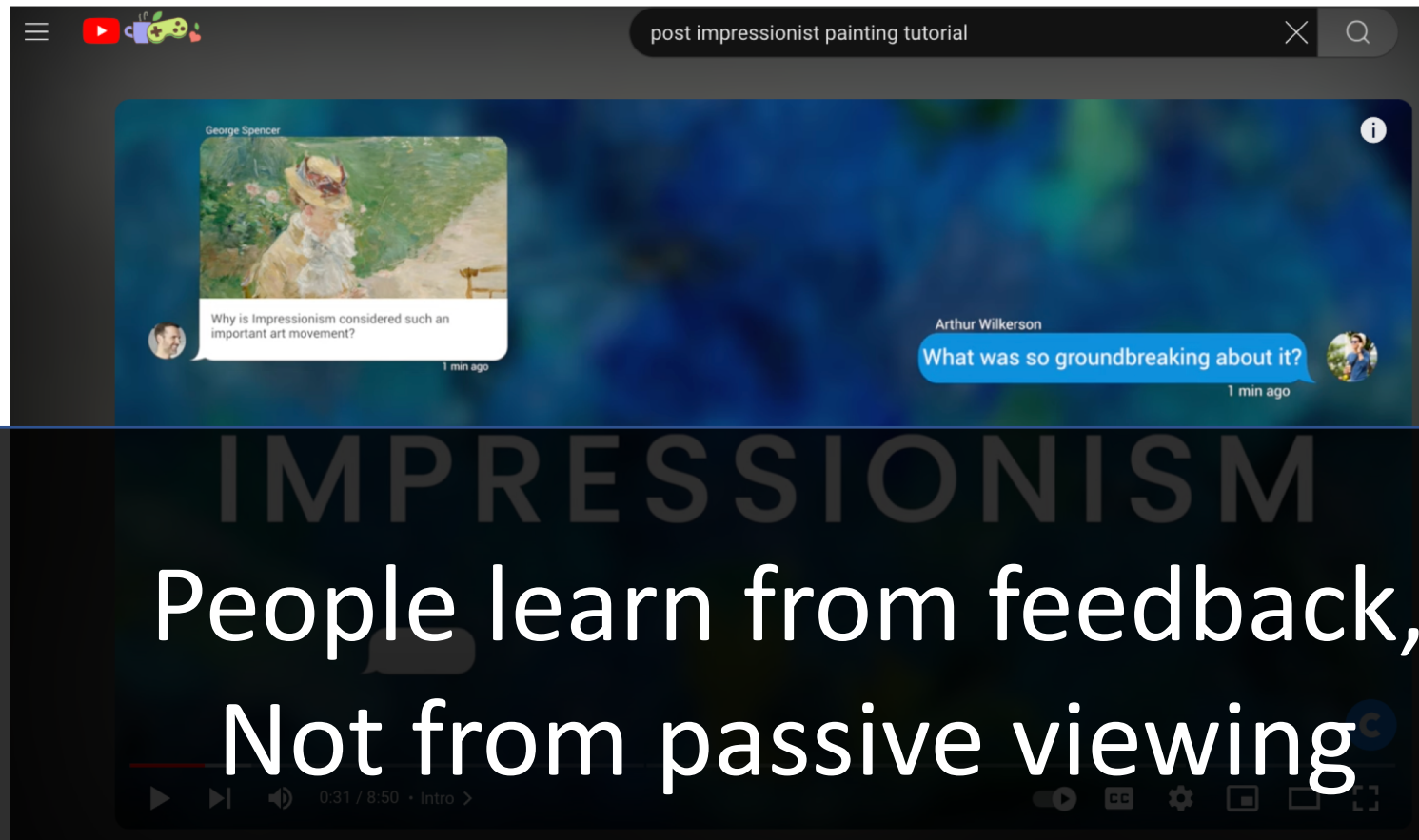
Post-Impressionist artists rejected Impressionism while rejecting its limitations: they continued to use bright colours, sometimes using [impasto](#) (thick application of paint) and painting from life, but were more inclined to emphasize geometric forms, distort form for expressive effect, and use unnatural or modified colour.

Overview [\[edit \]](#)

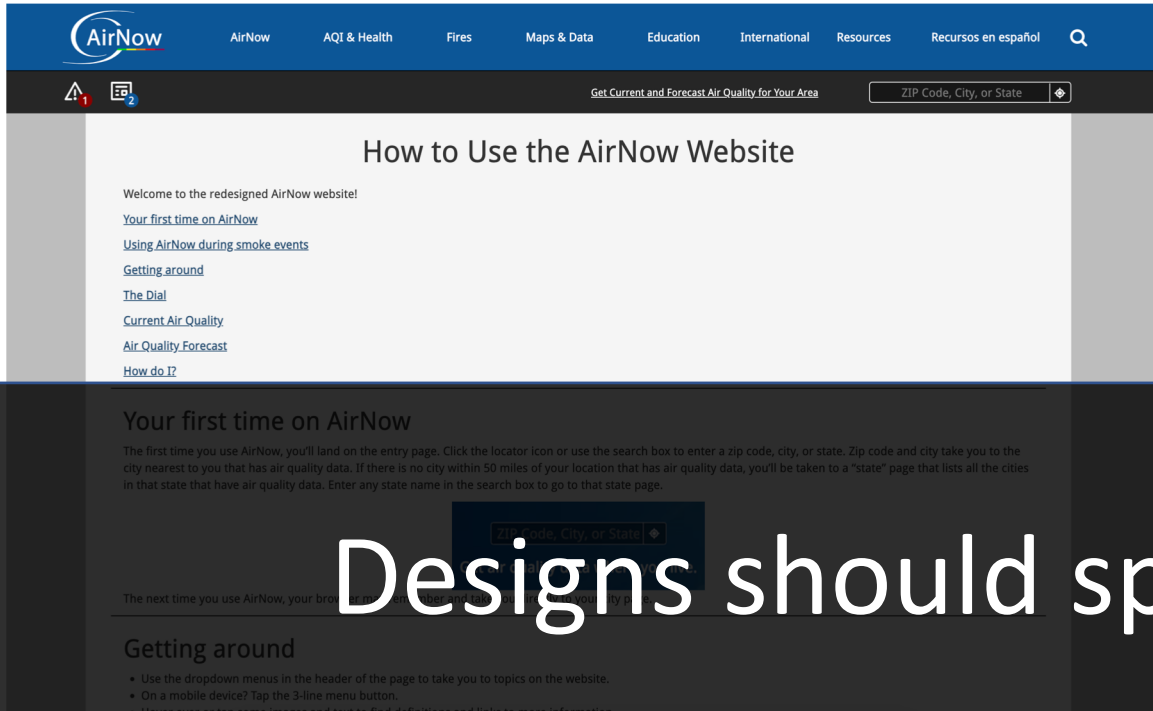
The Post-Impressionists were dissatisfied with what they felt was the triviality of subject matter and the loss of structure in Impressionist paintings, though they did not agree on the way forward. [Georges Seurat](#) and his followers concerned themselves with [pointillism](#), the systematic use of tiny dots of colour. [Paul Cézanne](#) set out to restore a sense of order and structure to painting, to "make of Impressionism something solid and durable, like the art of the museums".^[5] He achieved this by reducing objects to their basic shapes while retaining the saturated colours of Impressionism. The Impressionist ideas between the mid-1880s and the early 1890s. Discontented with what he referred to as r

People learn from feedback,
Not from passive reading

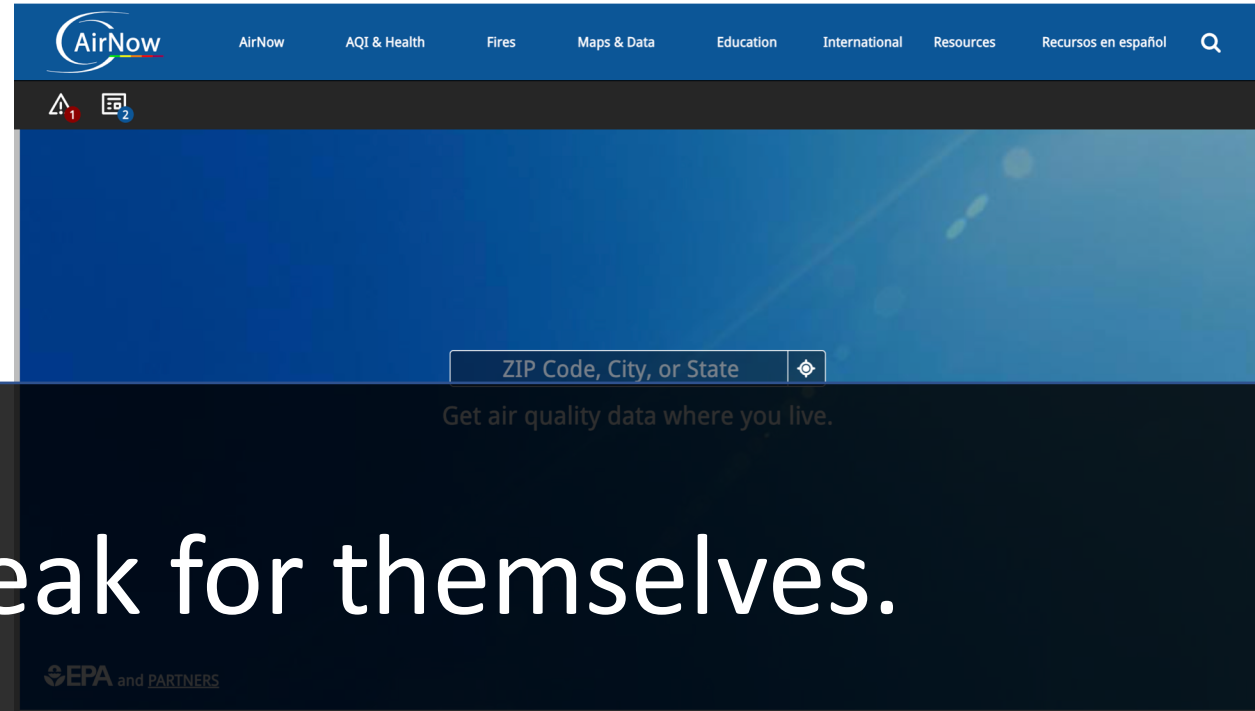
Sin #2. Long video (more than 30 seconds)



Sin #3. Needing an explanation for how to use it



Bad



Good

Designs should speak for themselves.

The **user** is at the center of the process





HW11: Graphic Design

HW11: Graphic Design

Main Assignment

In this assignment you will design the **information hierarchy** and **color** for the 4-5 most important types of screens. This probably includes:

1. Home screen
2. One learning screen
3. One quiz screen
4. The final quiz feedback screen
5. (If you have it) A screen that transitions between learning and quiz

The designs should be done in Google Slides.

Implement the design of at least one of the screens you designed

Schedule

- This week (April 15)
 - Monday - Lecture
 - Wednesday – TA session: Technical Prototype Feedback
- Next week (April 22)
 - Monday – Lecture (review)
 - Wednesday TA session: Graphic Design and Implementation Feedback
- Next Next week (April 29)
 - Monday – no lecture
 - Wednesday – HW12 due – Feature Complete Application.
 - I highly recommend you get TA feedback.
- Monday May 6th @ 11:59 pm – final projects due on Courseworks.
 - These cannot be late. Not even one minute.
 - So turn it in a version early and keep updating it with your latest version.

Graphic Design Review

The way you display information dictates what people will pay most attention to.

```
i:Exit --PrevPg <Space>NextPg v:View Attach. d:Del r:Reply j:Next ? :Help
624 Aug 03 T Martinez ( 37) Loans with tiny points are here now
625 0 Jul 01 R. Jackson ( 123) Loans with tiny rates are here now
626 Aug 05 Benjamin E. Mag ( 50) Long time no hear
627 May 17 Krista Aaron ( 44) long time no see....
628 0 Jun 03 Josiah House ( 35) Looking for a hot date tonight, tomorrow, or next week?
629 Jul 03 Brigitte I. Hay ( 63) Looking for a N.ew H.0me?
630 May 17 Joe Burns ( 58) Looking for you
631 Jun 01 Save in a poor ( 145) Low Rate Consolidation Mortgage Loan
632 + Jul 02 Igiel@virtualig ( 2) LowCost SoftWare OnCD
+ Mult: Mail/junk/spam (Msgs:950 Old:142 10M) (subject/date) (66%)
Date: Mon, 17 May 2004 03:40:09 +0100
From: Krista Aaron <Christinefeminine@highstream.com>
Subject: long time no see....

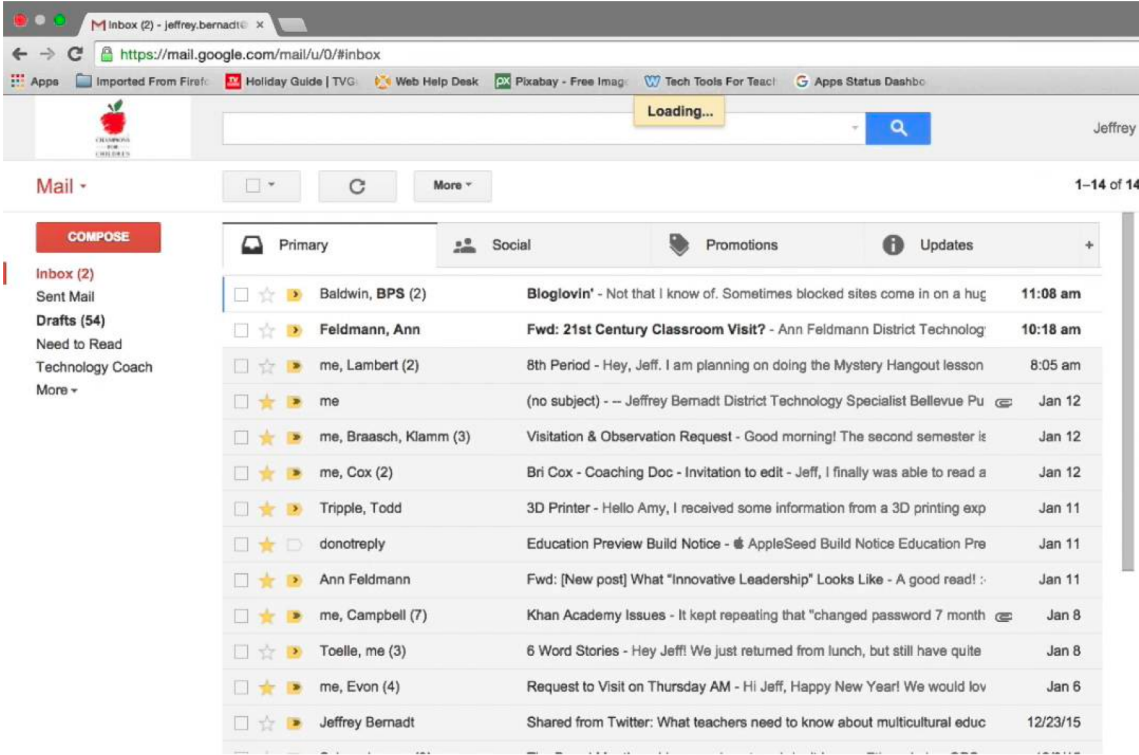
[--- Autoview using /usr/bin/elinks -force-html -dump '/tmp/mutt.html' ---]
My name is Jen and I'm new to this dating thing. I've checked out your profile
you put up and it's interesting. => I just want to get to know you a little
better if you don't mind, come check my profile out at:

www.livejen.com/chat.html

I also got a webcam so we can make it interesting, anyways hope you get back to
me.
bye :)

gxsnkxxgnduvy.jwyceudc.jobxs
zcocccrociiesbehgbpow
rnxlfnjqbplipdkgwuyqofracsz
xmqaubxsbjrppoibvlpfhqowldtp
bixghvrxrtggfeocofzycb
hugzffaffulsklpzhrfxbtt
btpztlfotqmmoaiwlosqv
- 627/950: Krista Aaron long time no see.... (66%)
Key is not bound. Press '?' for help.
```

Pine text-based email client



GMail

Visual Information Hierarchy

And you will read this last

**You will read
this first**

And then you will read this

Then this one

How do we know if something has good information hierarchy?

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 17th.**

The squint test!

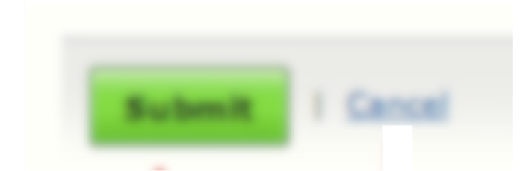
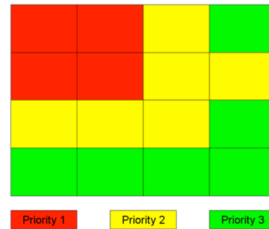
Seven tools for visually indicating importance

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.

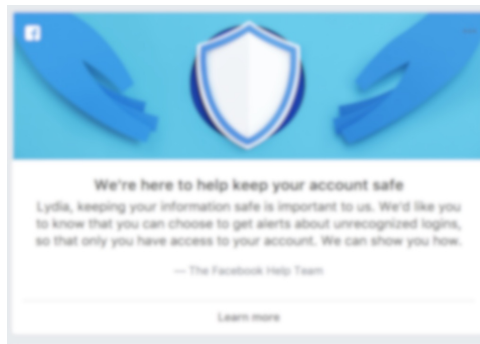


Conceptual grouping

Location

Whitespace

Size



Images

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

Contrast



Color

Use multiple tools. Use color last.
Use **size, whitespace** and **contrast** instead.

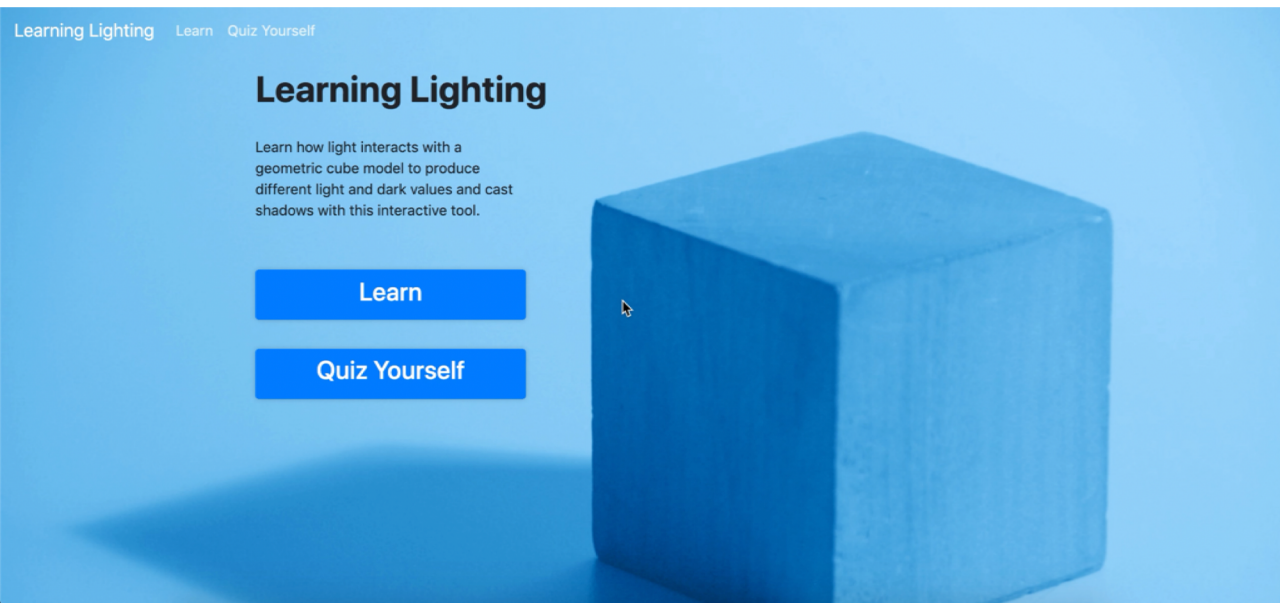
You are cordially invited to Robert and Alexandra's delectable after dinner party. Wine and nibbles will be served.
When: February 20th, 2019 at 9:30pm.
Where: the pad. If you need directions, ping us. Kindly let us know if you will be attending by February 1st.

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

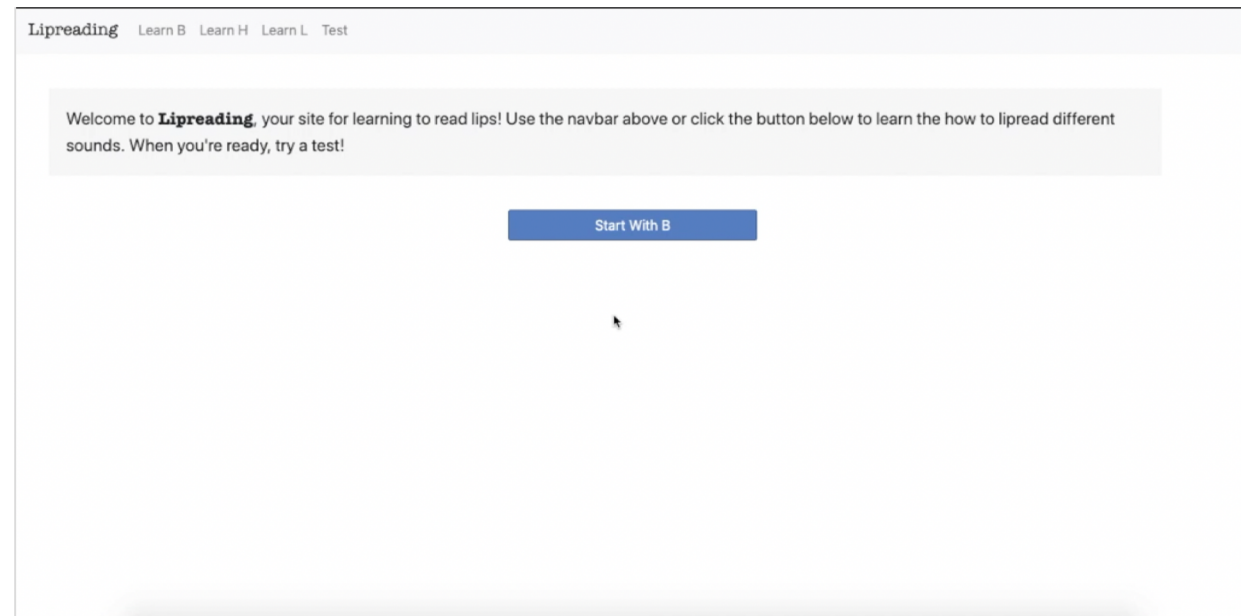
When: **February 20th, 2019 at 9:30pm.**
Where: **the pad.** If you need directions, ping us.

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

Does it pass the squint test?



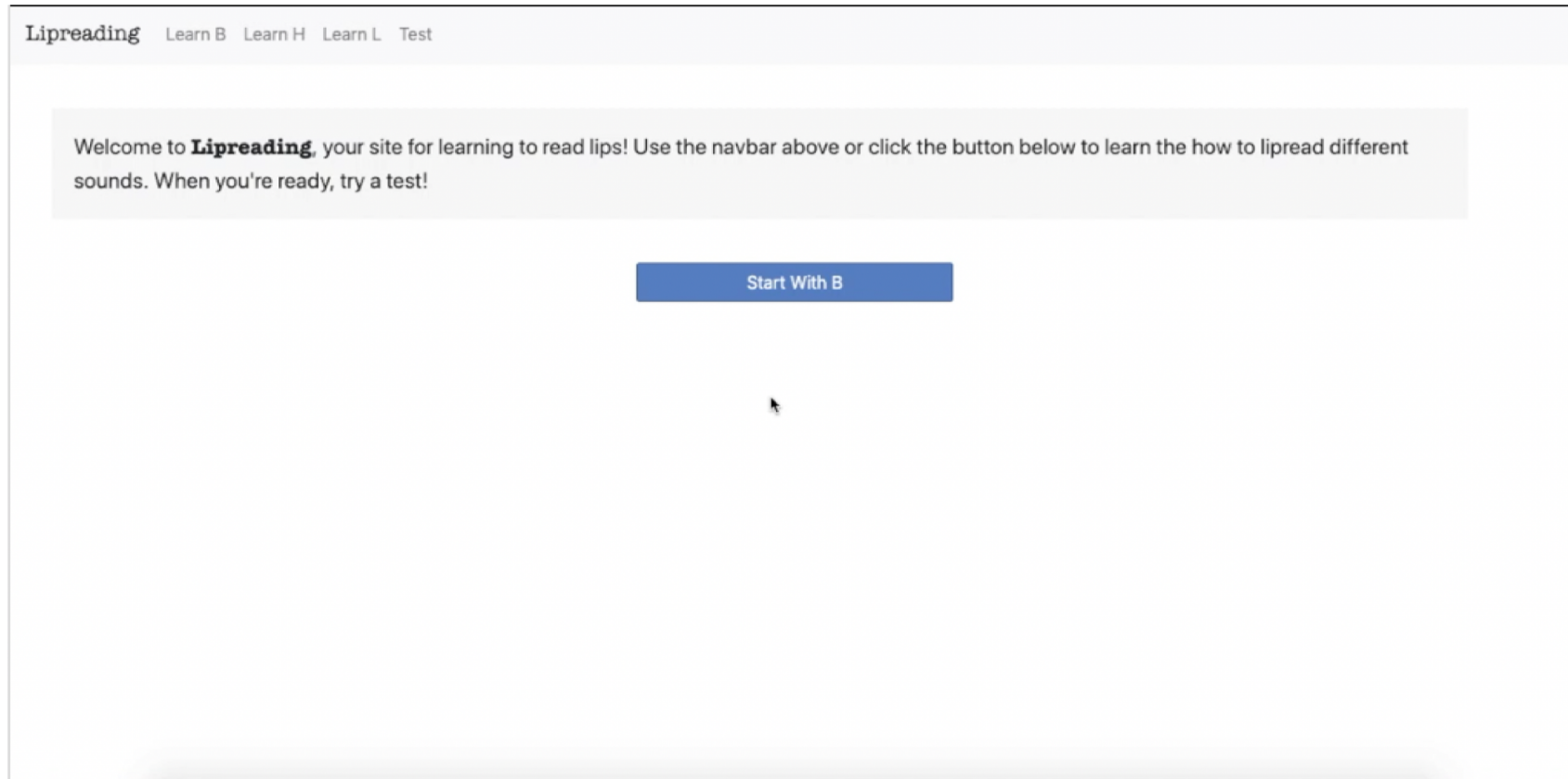
Yes!



No

Let's fix it!

What's the most important information?

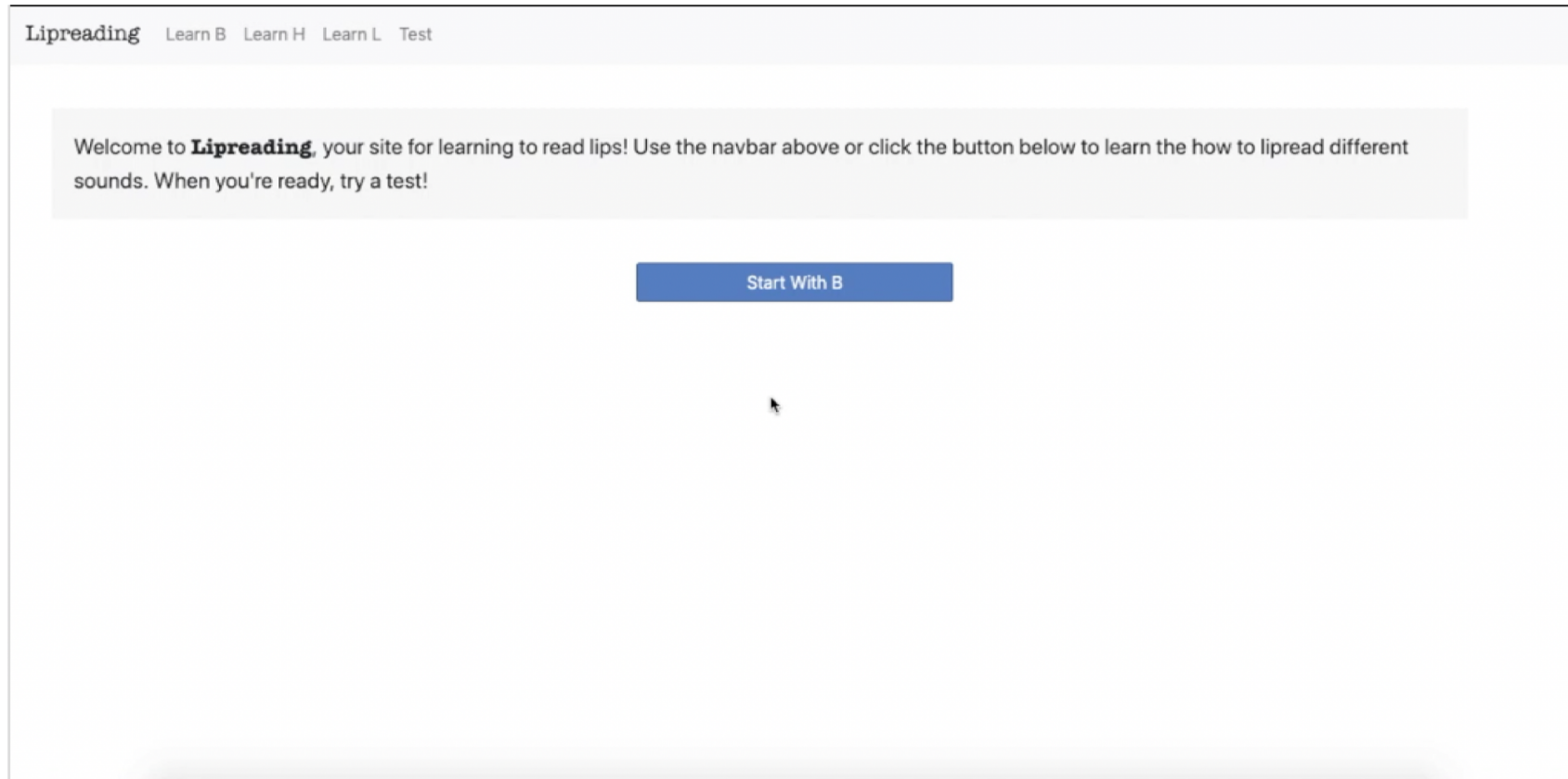


The title "Lipreading"

Lipreading

Position, size, whitespace, contrast

What's the next most important information?



Learn the sounds of B, H, and L

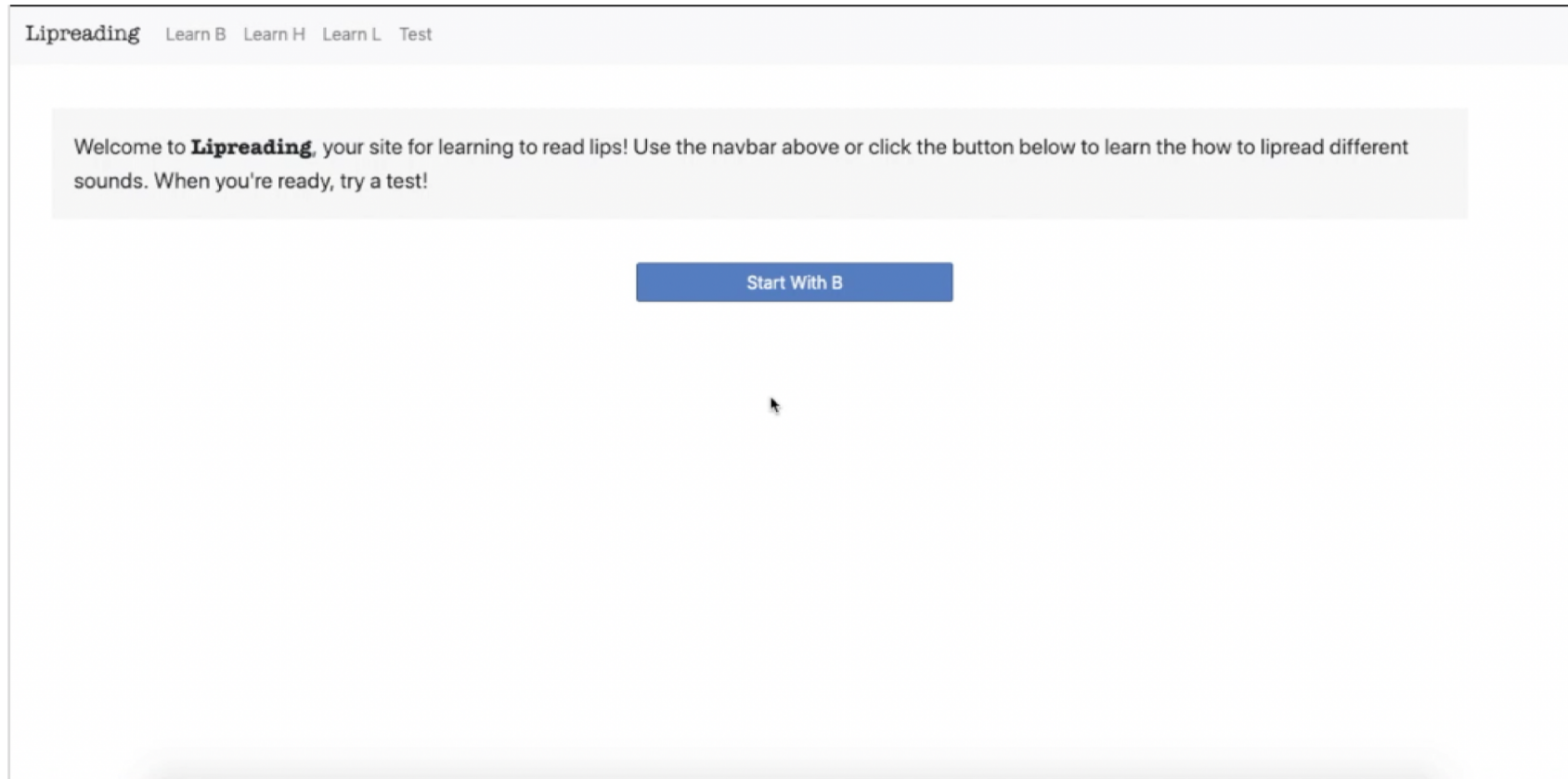
Lipreading

Learn the sounds of B, H, and L



Position, grouping, images

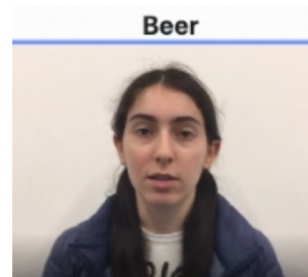
What's the next most important information?



Start with B

Lipreading

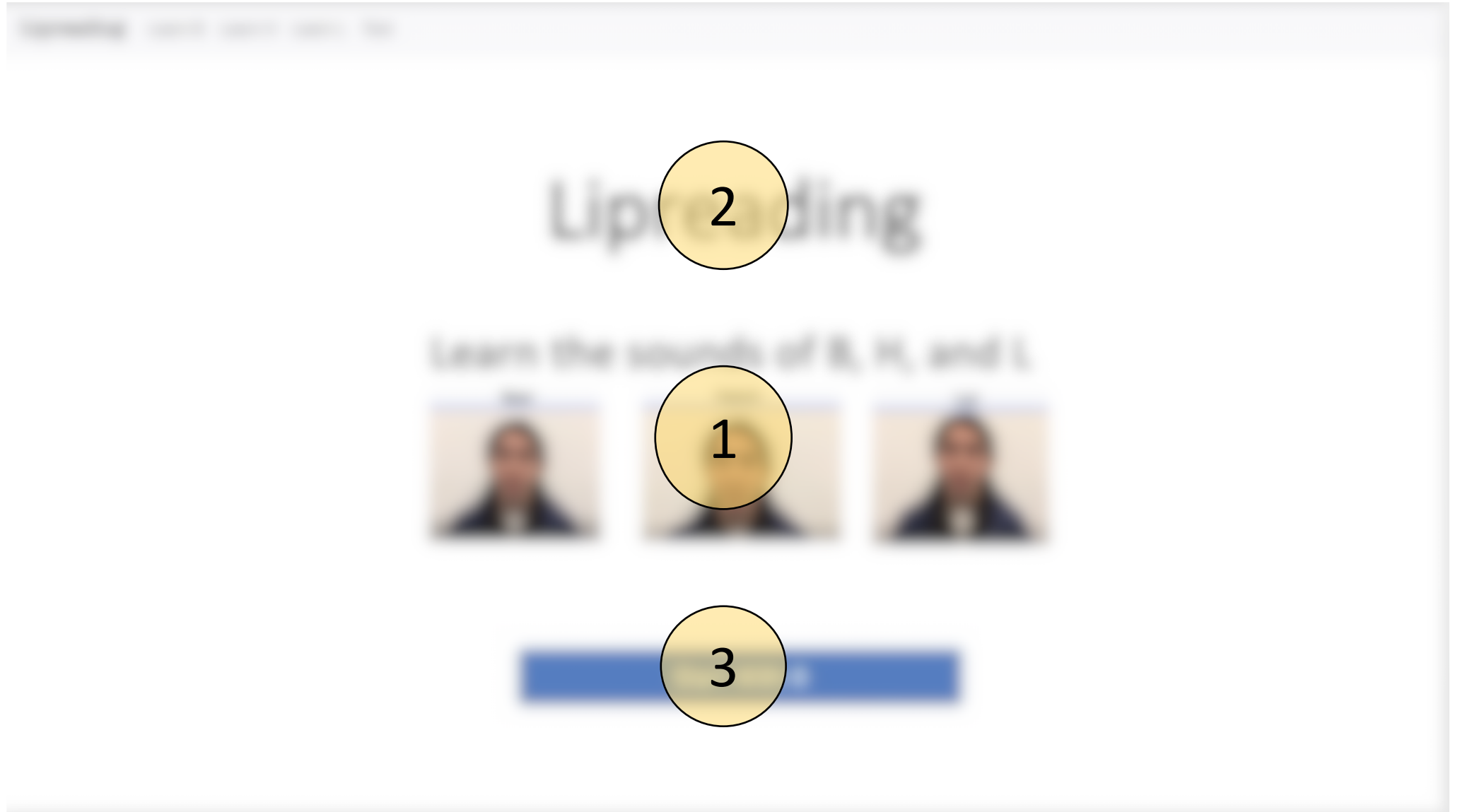
Learn the sounds of B, H, and L



Start With B

Position, size, color

Does it pass the squint test? **Yes!**

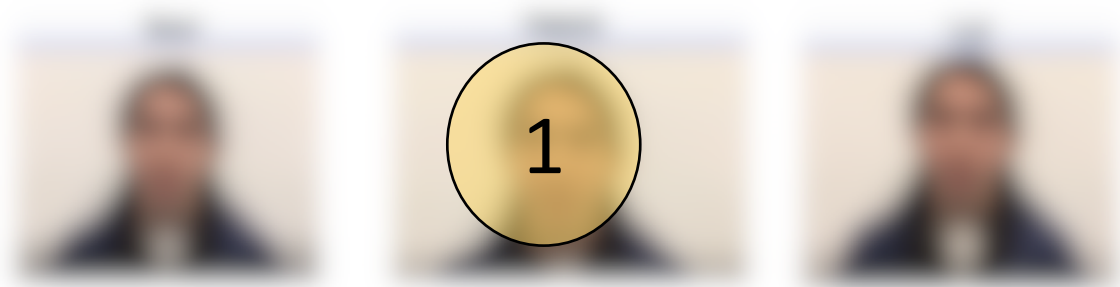




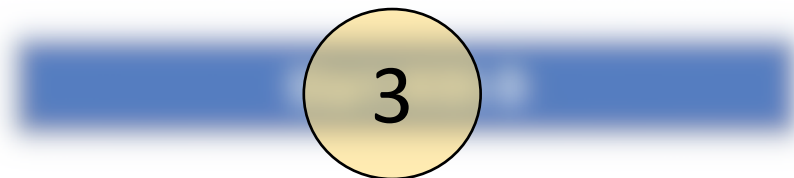
Lipreading

Learn the sounds of B, H, and L

Start With B



Uprising
Learn the secrets of R, PL, and S.



Conceptual Groups

Conceptual groups

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. Call If you need info.

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

What is it?

Logistics

RSVP info

In each conceptual group, decide what's most 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
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You are cordially invited to

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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.**

What are the three conceptual groups?

Home Impressionism Post Impressionism Quiz

**Welcome to
(Post)-Impressionism!**
Learn to differentiate impressionist paintings from post-impressionist paintings

1. explain goal of site
(help user decide if they are interested)

2. Start now!
(entice them to start)

Explore the art movements

Test yourself

3. Test yourself
(Roadmap to future)

What is the most important information in each group?

Home Impressionism Post Impressionism Quiz

**Welcome to
(Post)-Impressionism!**
Learn to differentiate impressionist paintings from post-impressionist paintings

1. explain goal of site
(help user decide if they are interested)

2. Start now!
(entice them to start)

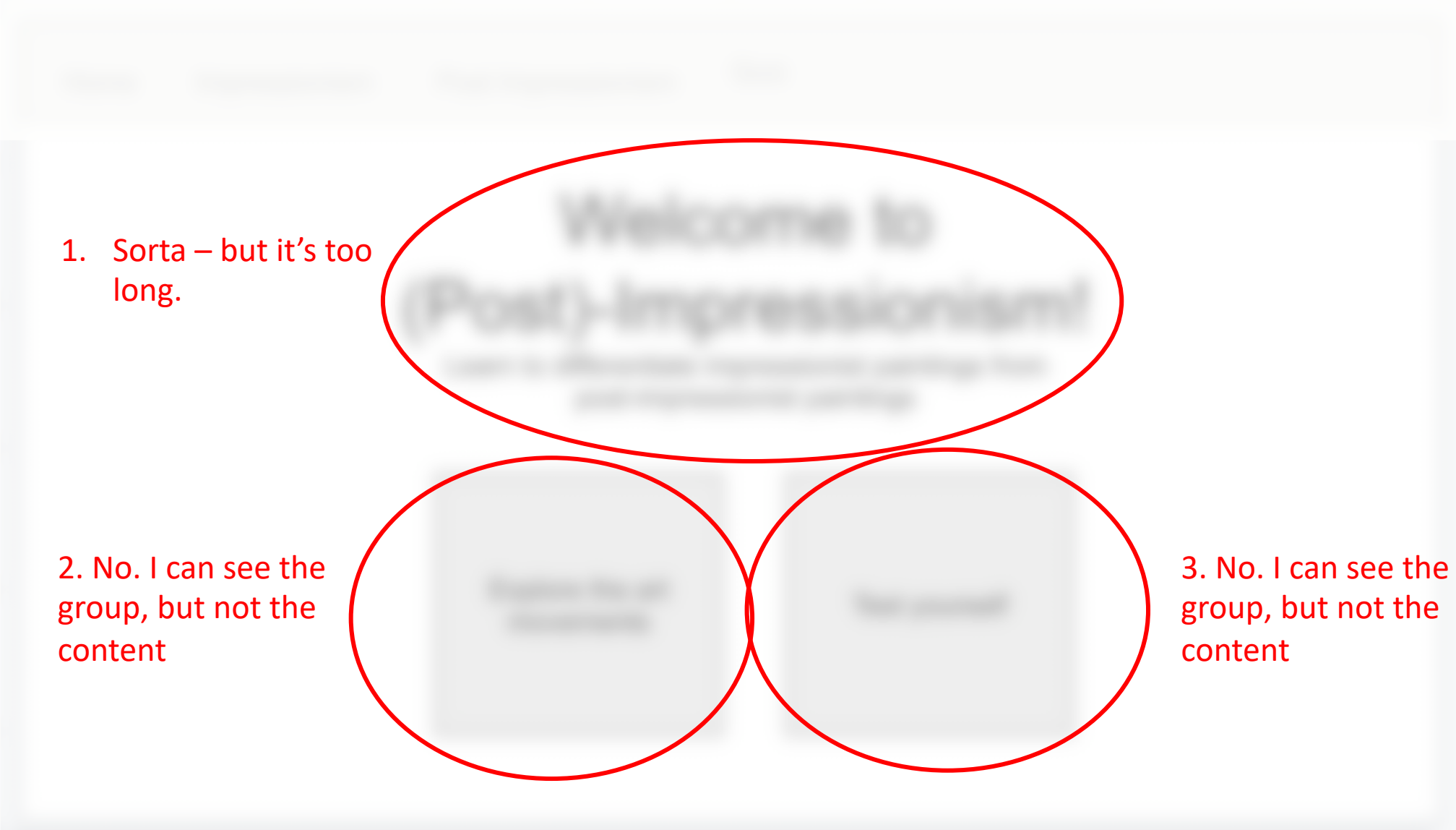
Explore the art movements

Test yourself

3. Test yourself
(Roadmap to future)

Does it pass the squint test?

(does the most important information in each group pop out?)



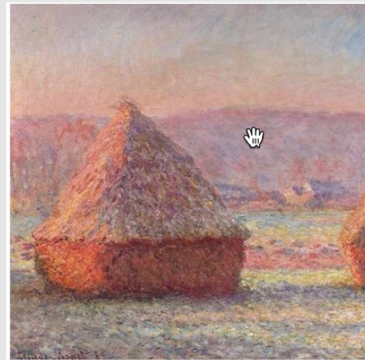
1. Sorta – but it's too long.

2. No. I can see the group, but not the content

3. No. I can see the group, but not the content

(Post)-Impressionism

Learn to differentiate impressionist paintings
from post-impressionist paintings

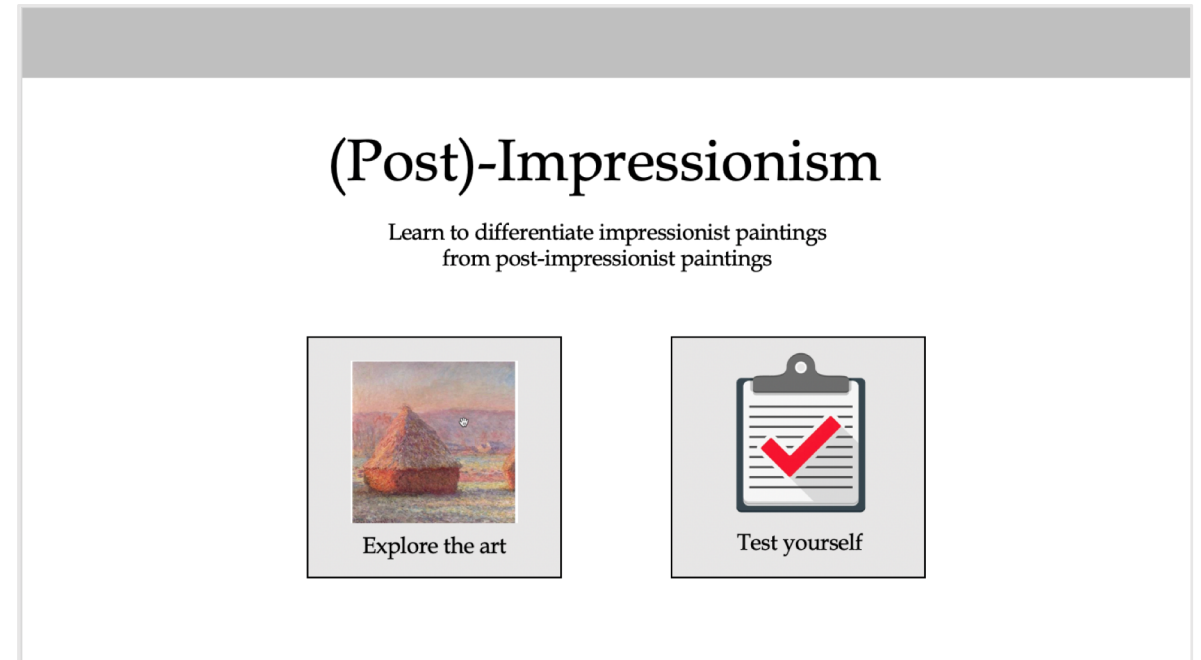
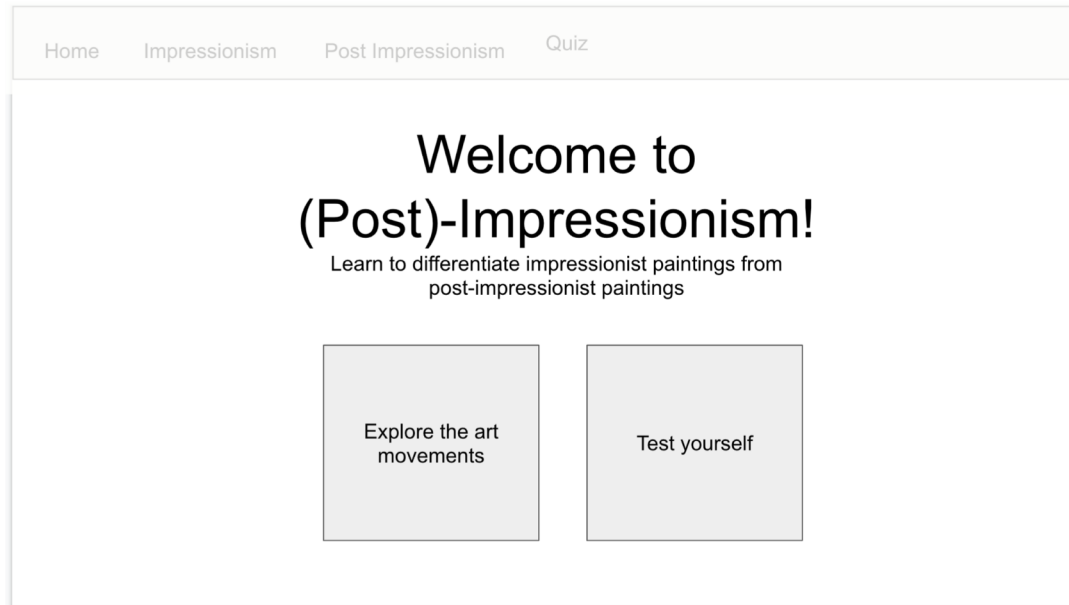


Explore the art



Test yourself

Much better! What did I do to improve it?

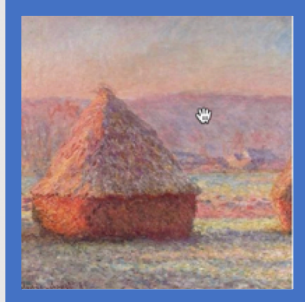


Images!

Use images when something is important, but you don't have more to say

(Post)-Impressionism

Learn to differentiate impressionist paintings
from post-impressionist paintings



Explore the art



Test yourself

How do we know it's better?



It passes the squint test.

Color

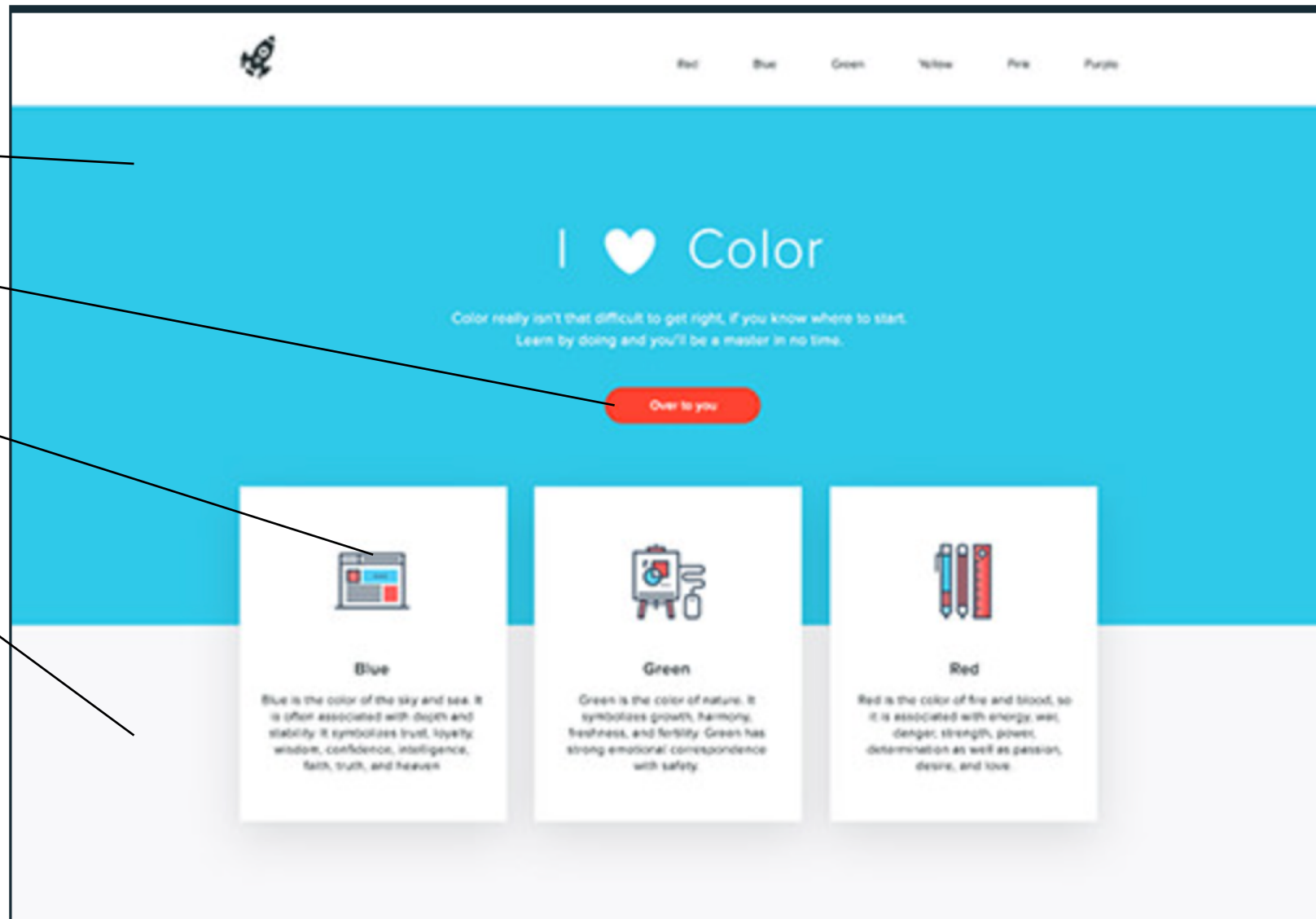
Pick four colors (and a white background)

A base color

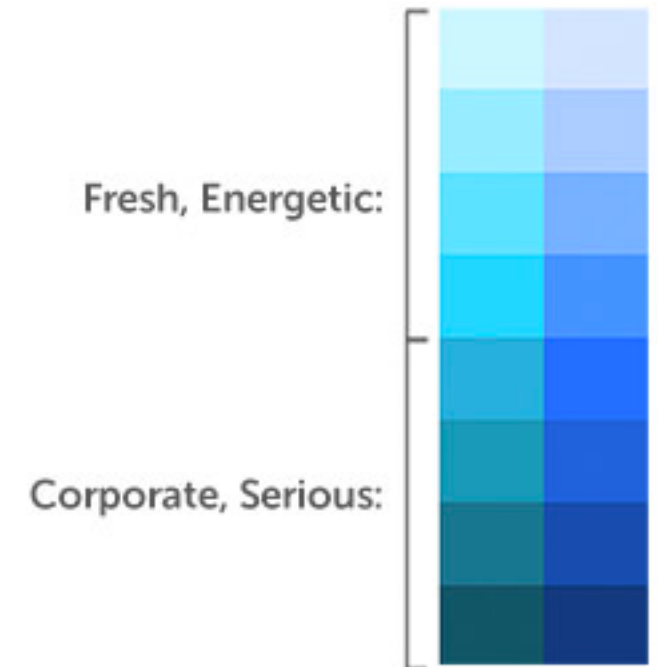
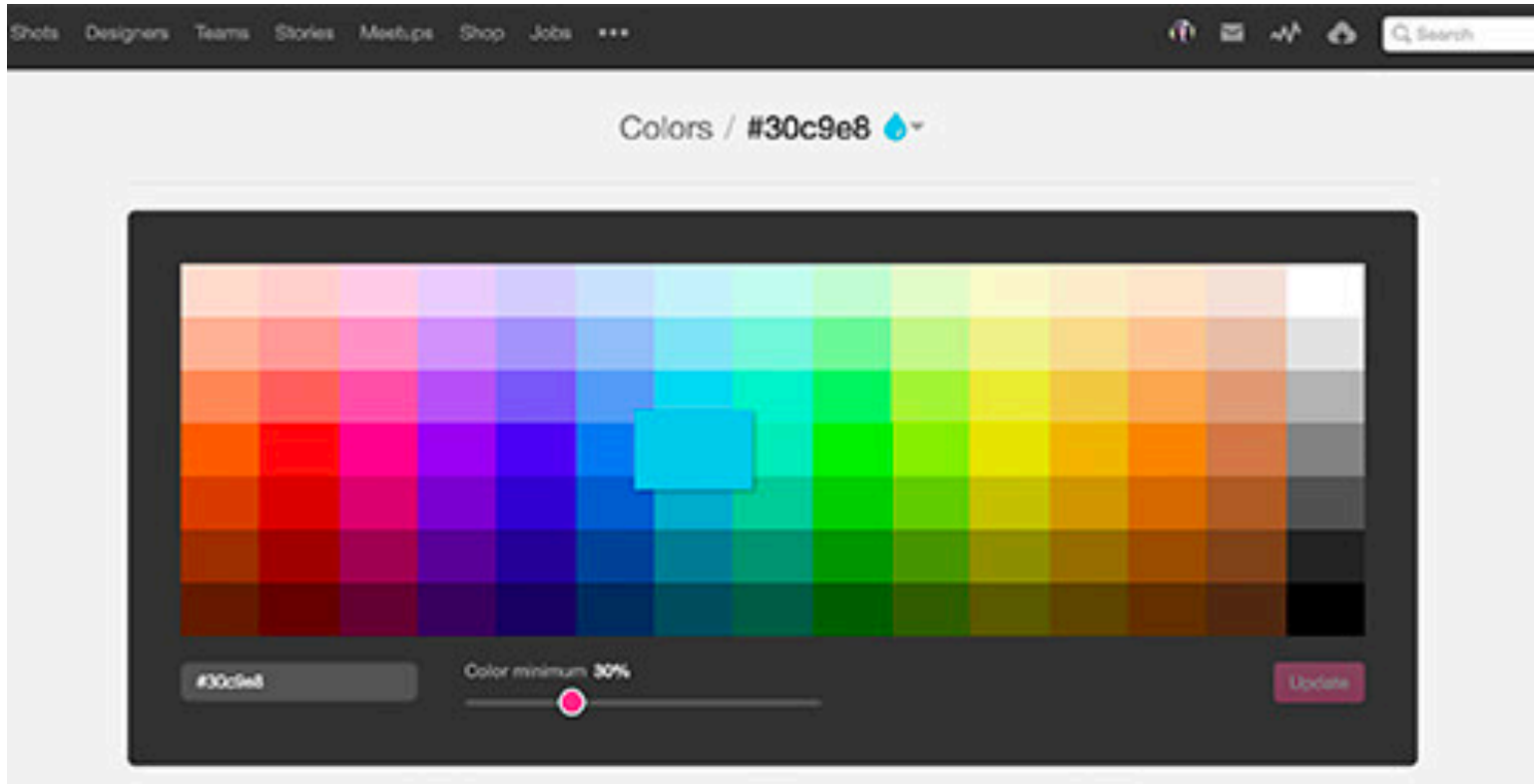
An accent color

A dark grey

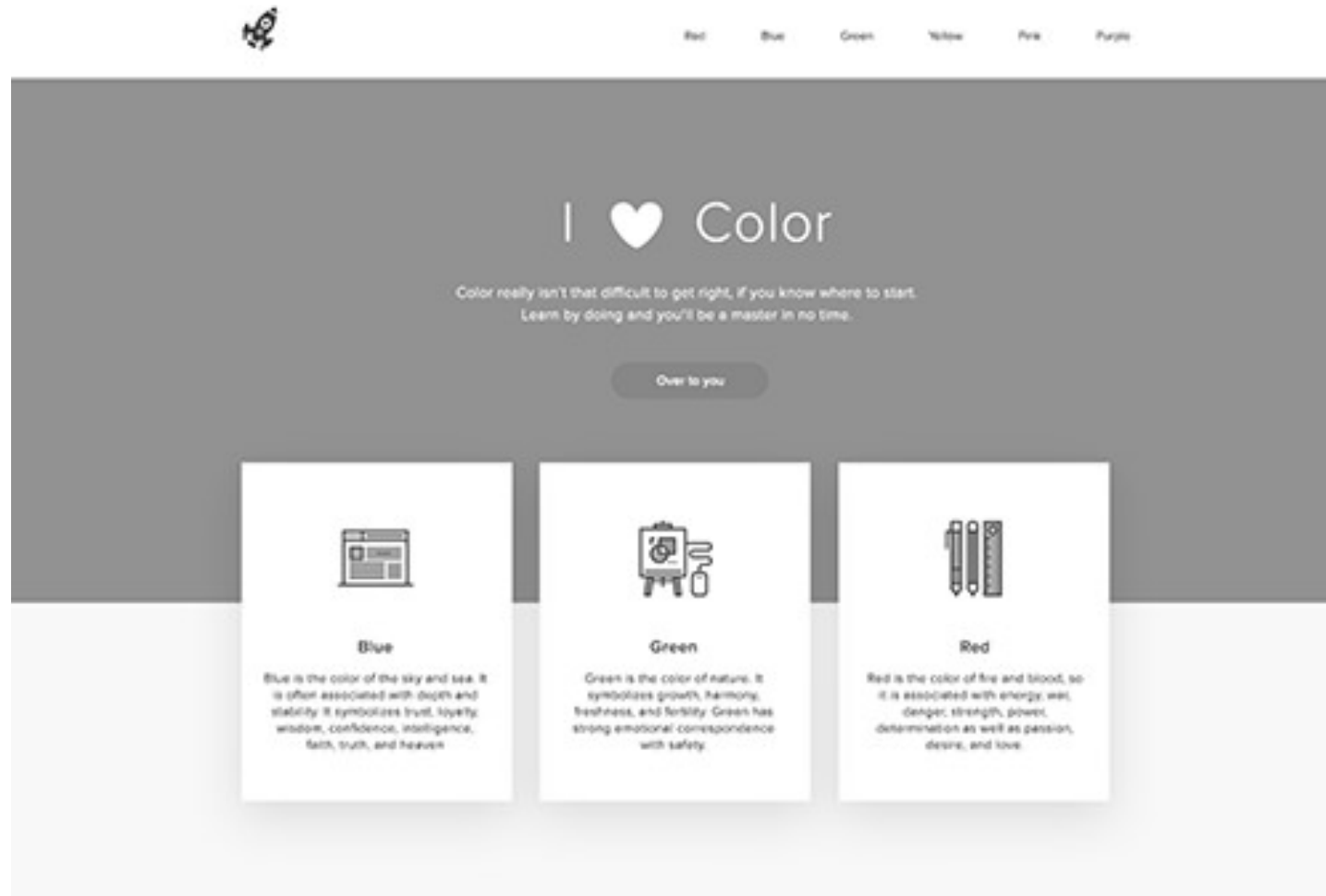
A light grey



There are tools to help pick base colors



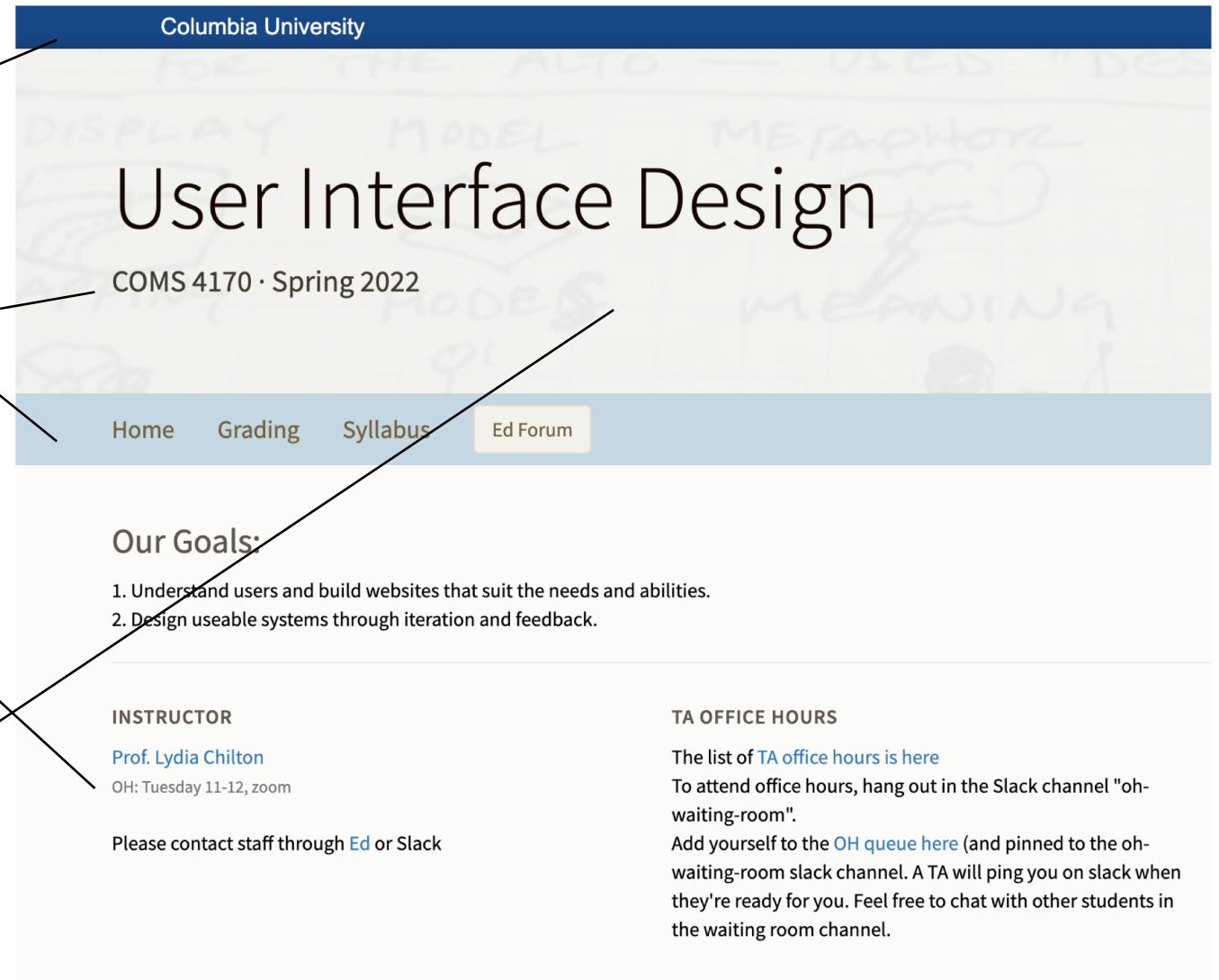
Make your design in greyscale first!



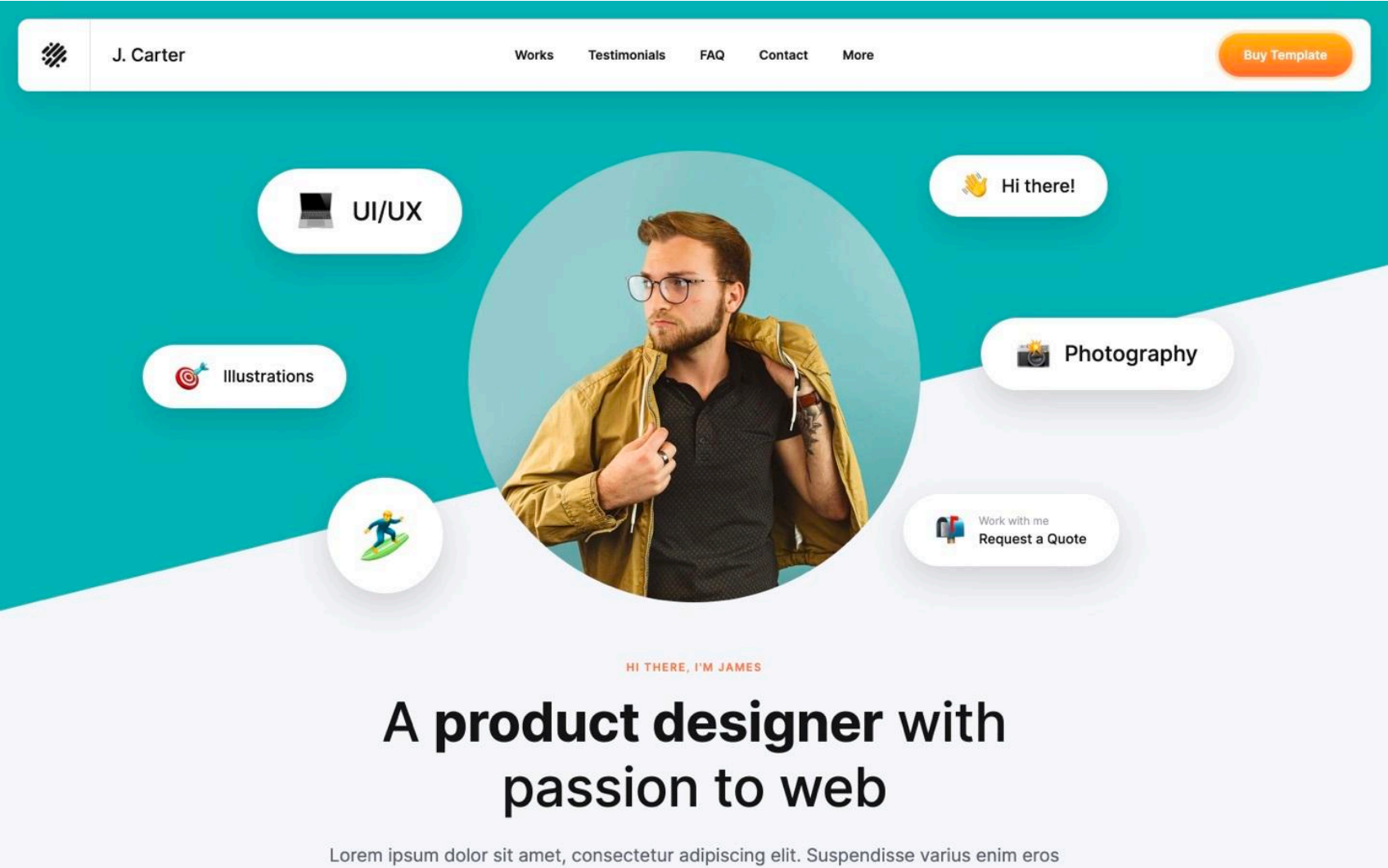
What are the 4170 site colors?

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

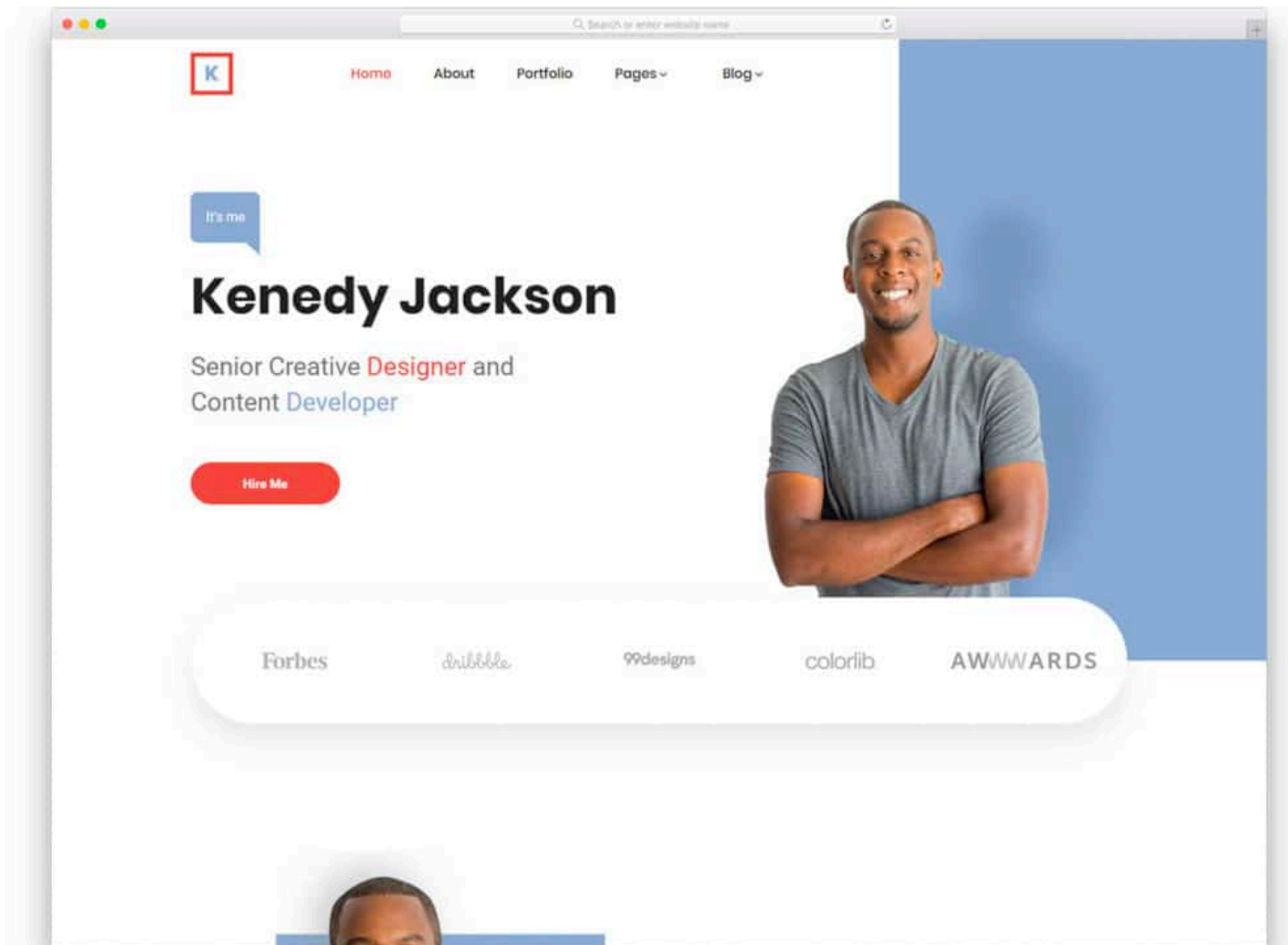
I also use a texture/image for the hero



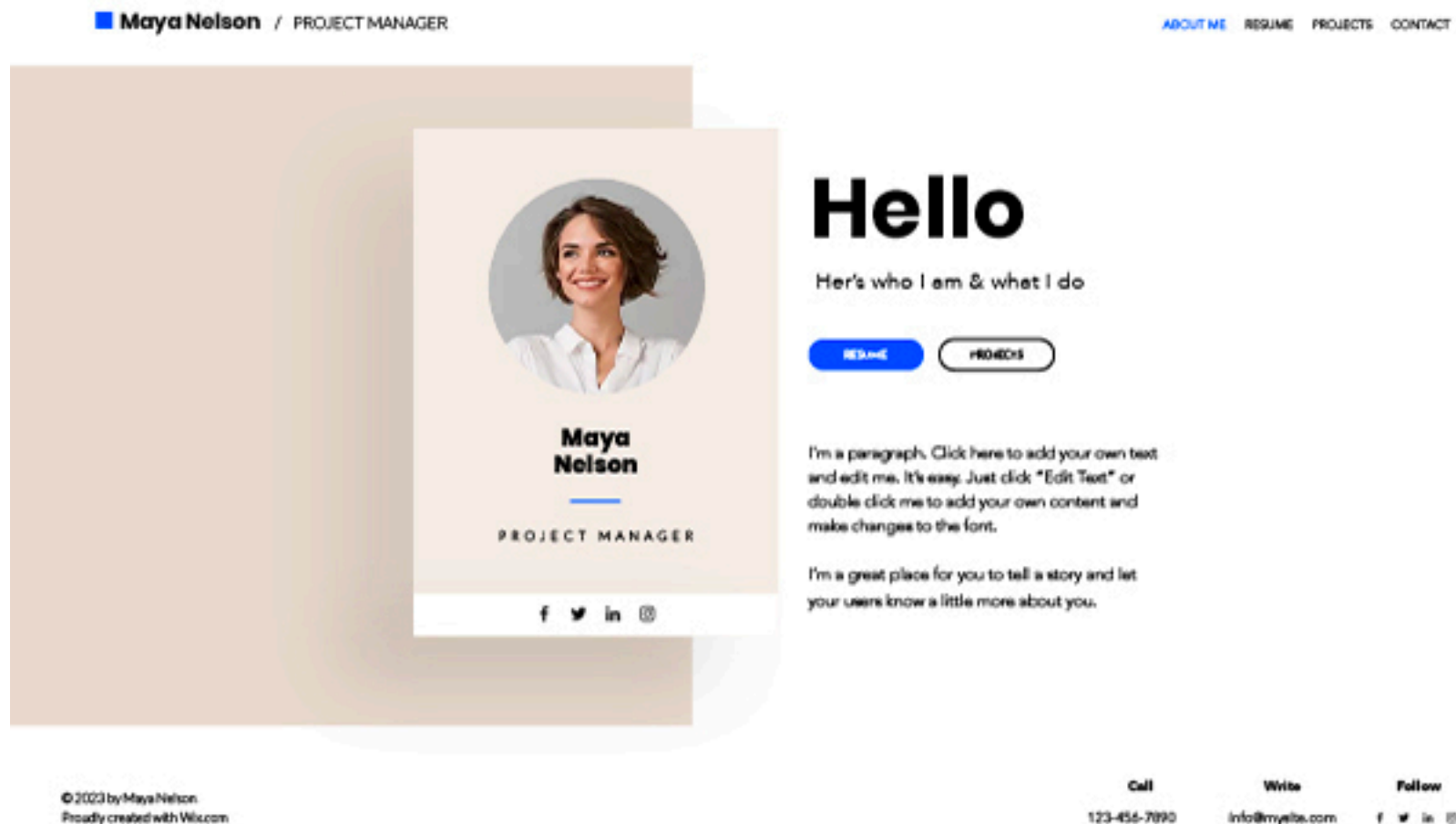
Teal and orange



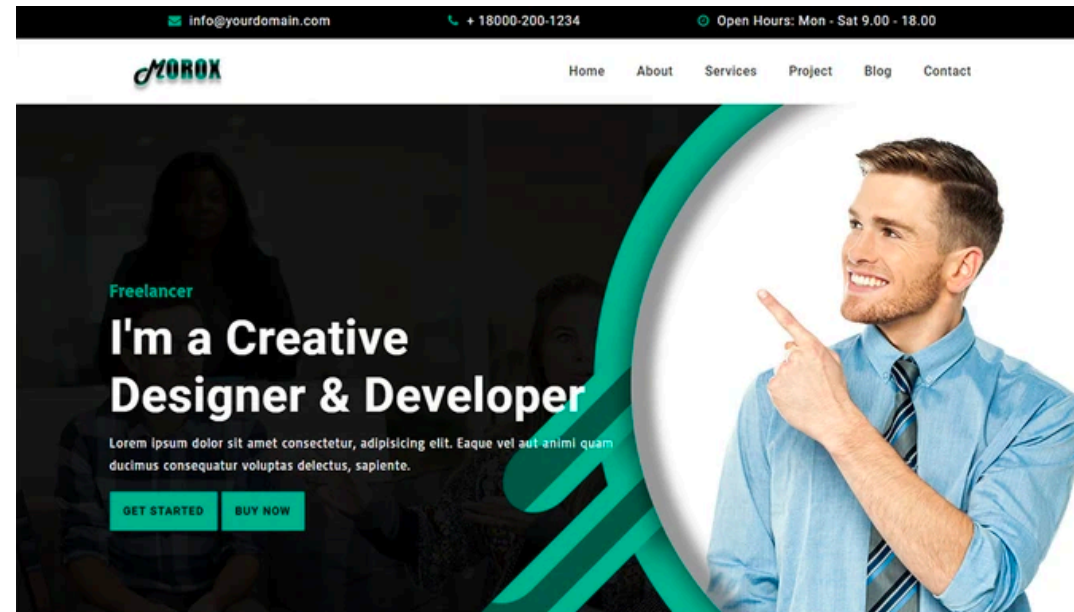
Periwinkle and coral red



Beige and Blue



Green and black



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 officilis, 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.

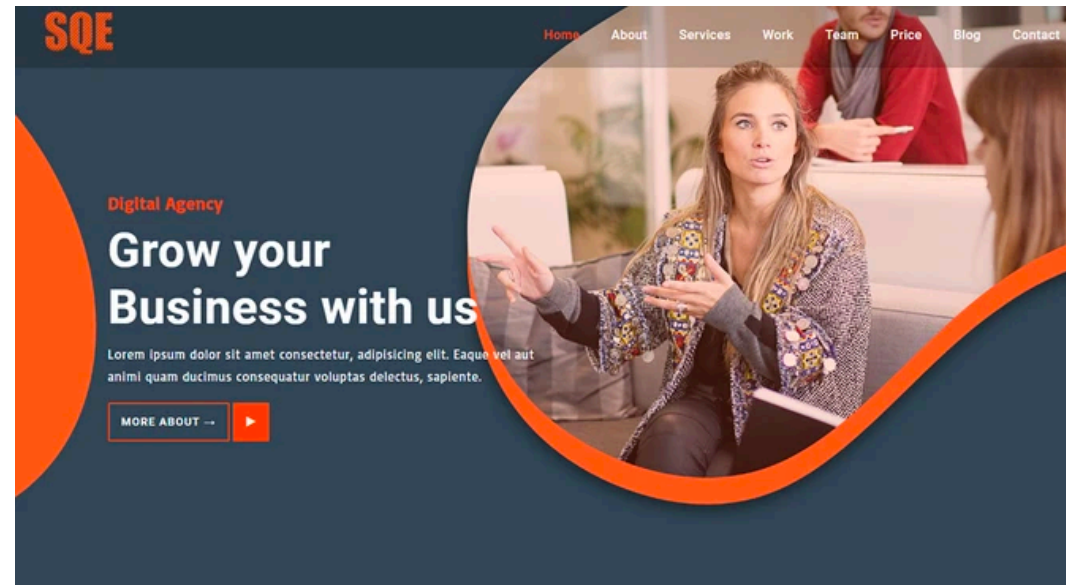


Management &



Analysing &

Grey and orange



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.



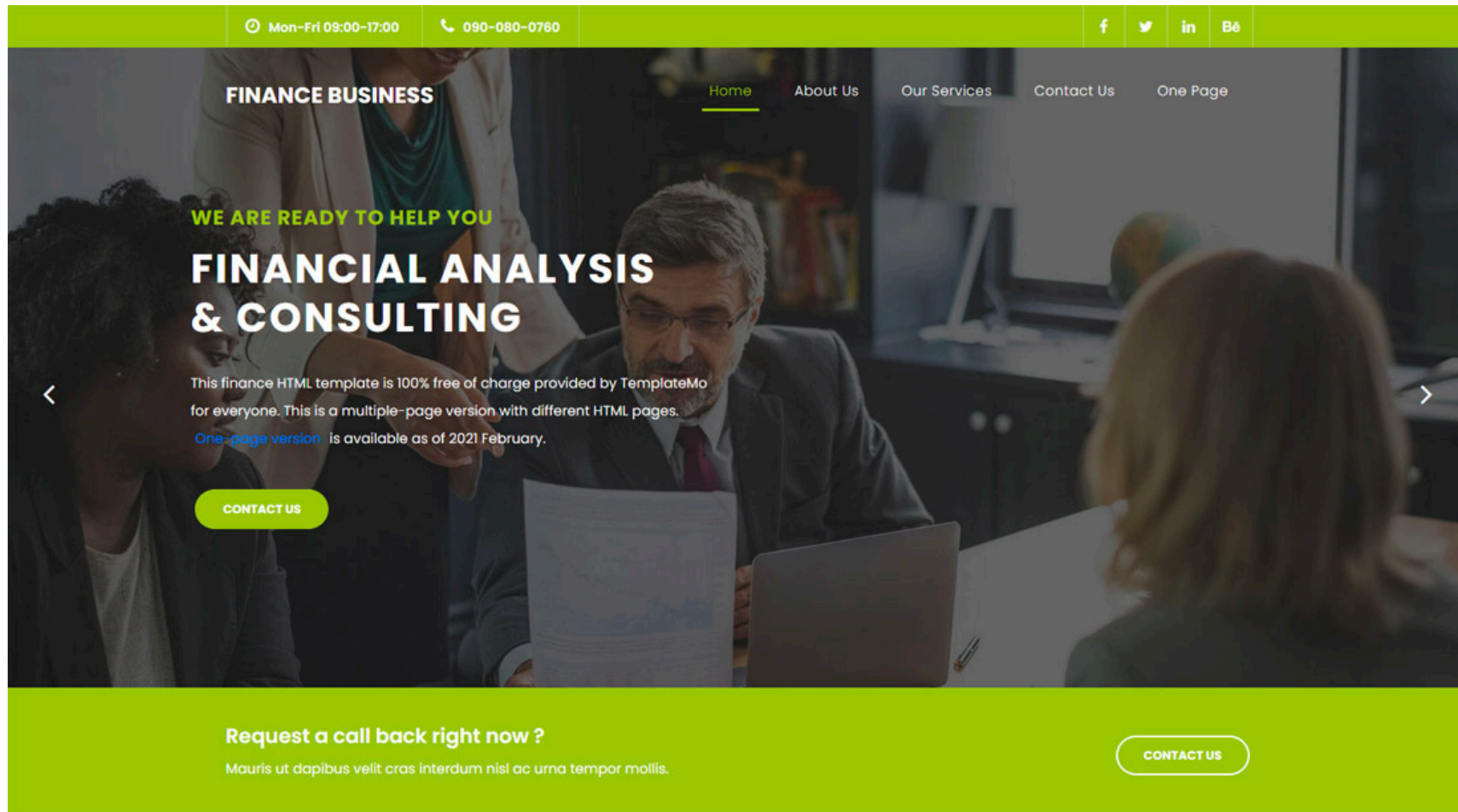
Design & Development

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

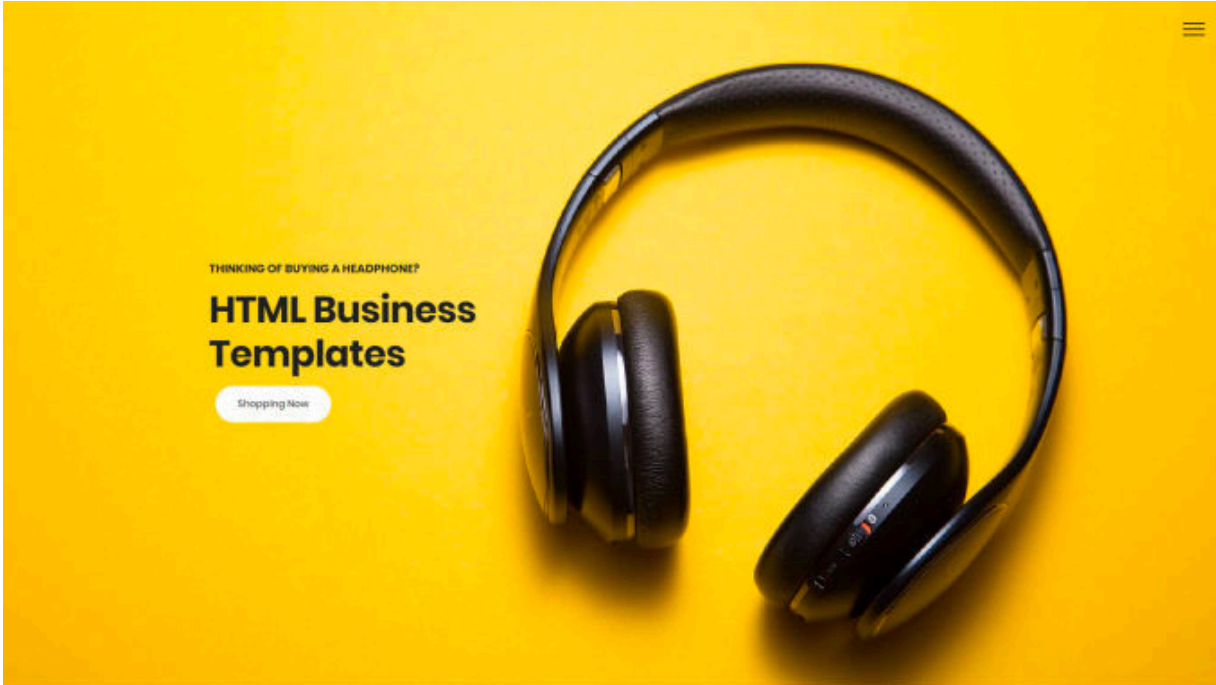


Analysing & Reporting

Black and green



Yellow and black

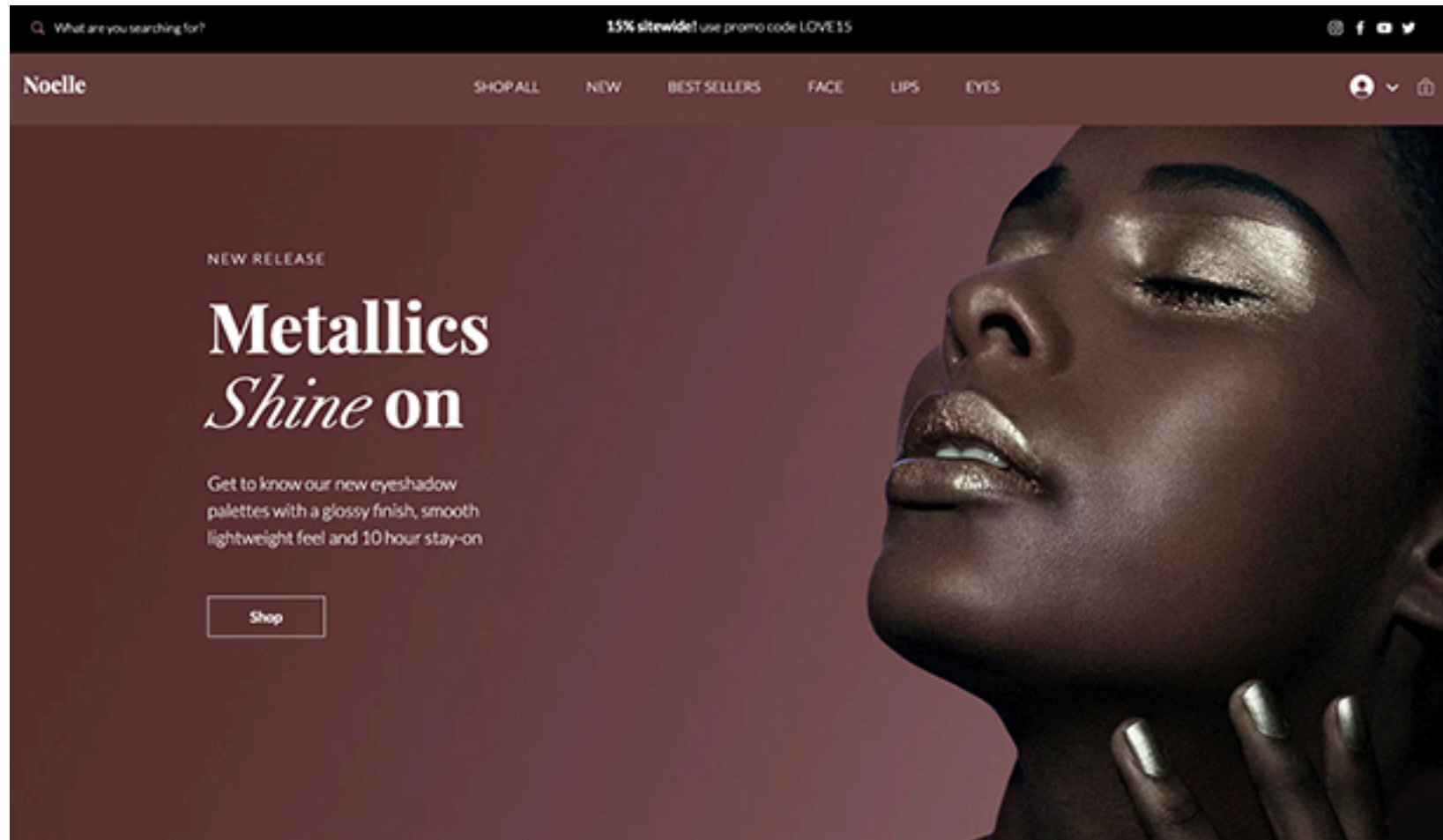


Find a quality and right headphones not easy

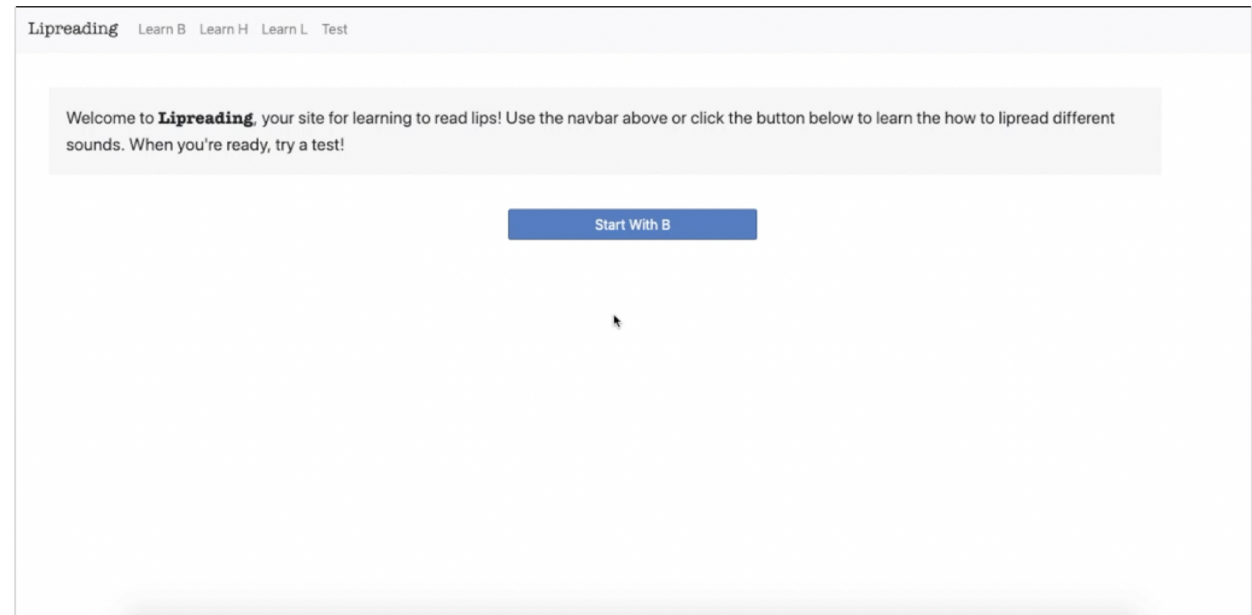
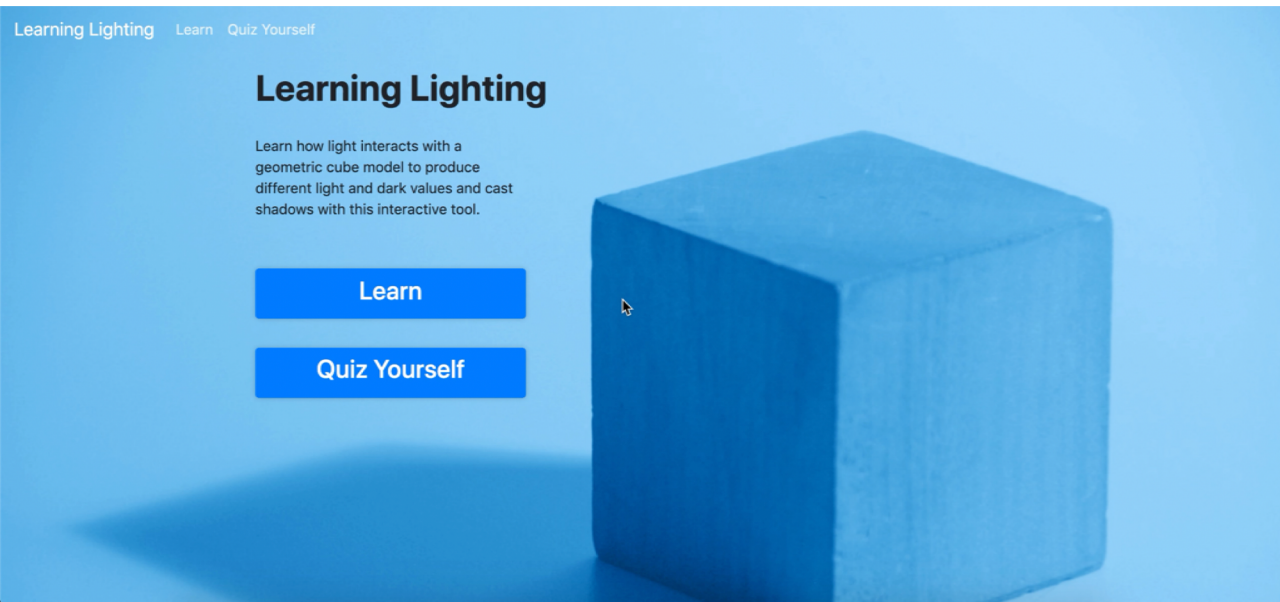
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Asperiores porro ad eam est voluptates consequatur quam. Qui id illo nisi dolores quidem maxime, ab, nobis consectetur, dolore placeat similique! Animi. A nesciunt, eius dolores magnam facere consectetur totam cupiditate, rem et quam commodi fugit rerum magni debitis sit quasi deleniti. Atque vel consectetur, mollitia repellendus voluptas corrupti odio accusantium architecto! [Learn More...](#)

Business HTML Templates Free Download

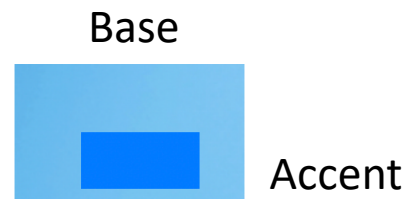
Mauve and white



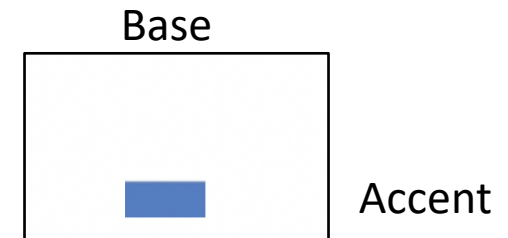
Does it have a base color and accent color?



Yes!

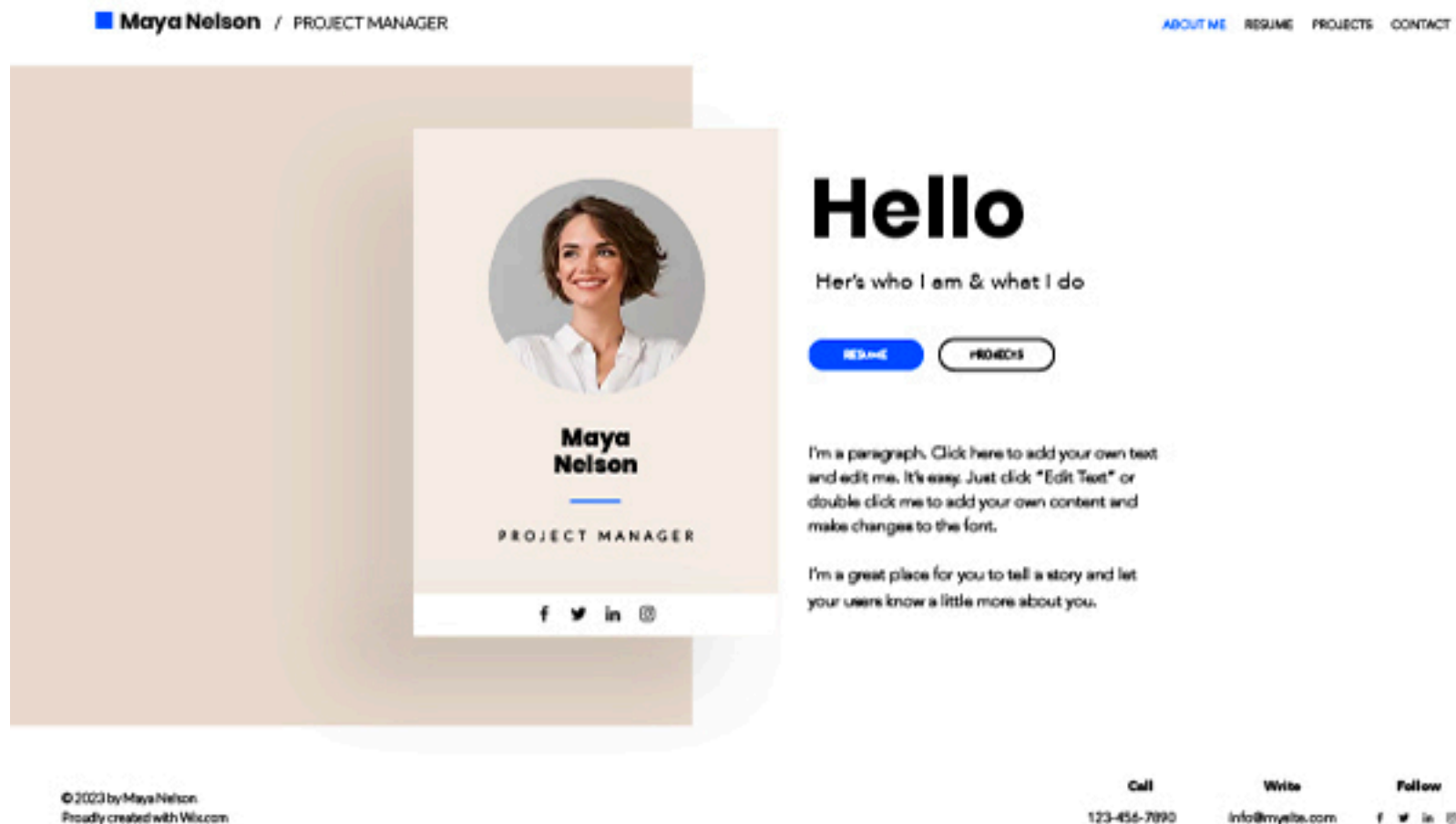


No



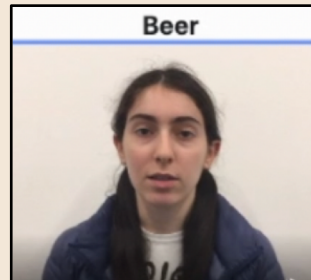
Let's fix it!

Let's steal this one!



Lipreading

Learn the sounds of B, H, and L



Start With B

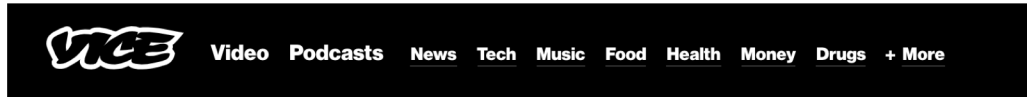
Fonts



UI Designers

JAKE-CLARK.TUMBLR

Like colors, fonts have cultural connotations



MOTHERBOARD
TECH BY VICE

Scientists Found Breathable C Another Galaxy for the First Ti

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).

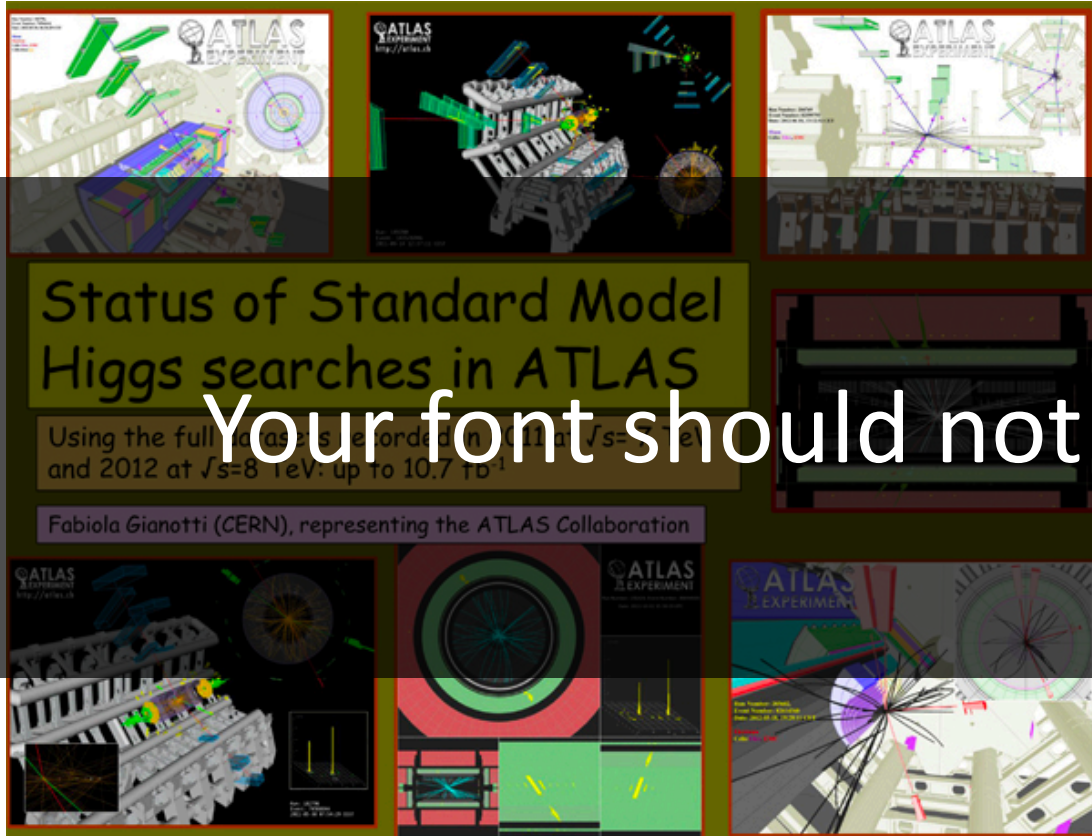
Arial
36 pt

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

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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.

Final Project Deliverable

Final Project: A demo video.

- A narrated YouTube video with a simulated user experience.
- “Show don’t tell”
- Let’s see two examples... next time!

Your video will be graded on two things:

- **Did it meet the project requirements?**
 - Teach a topic interactively and allow users to access themselves with a quiz.
- **Did you iterate based on feedback to make a high quality, user-centered product?**
 - Idea
 - Content Design (stuff from google doc prototypes)
 - Clear navigation
 - No walls of text!
 - Technical Implementation
 - Quality of the interactive elements
 - Graphic Design and Usability

Teamwork

- Ultimately, you are graded individually based on solely on whether the final deliverable meets the expectations of the project.
- Everyone turns in their own video with their own narration
- This means that if you haven't seen one of your teammates since HW9, and they're assigned to do X, you are still responsible for X.
- If you are having trouble reaching a teammate or schedules aren't lining up, let your TA know.