Graphic Design

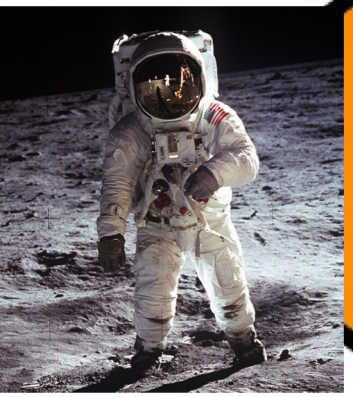
Prof. Lydia Chilton
COMS 4170
15 April 2024

Design Challenge:

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

Flare and Focus

The Double Diamond Process



Challenge

- Brainstorm
- Interview
- Research

Synthesize into insights and ideas

Ideas

- Prototype solutions
- Explore technical options

Test them

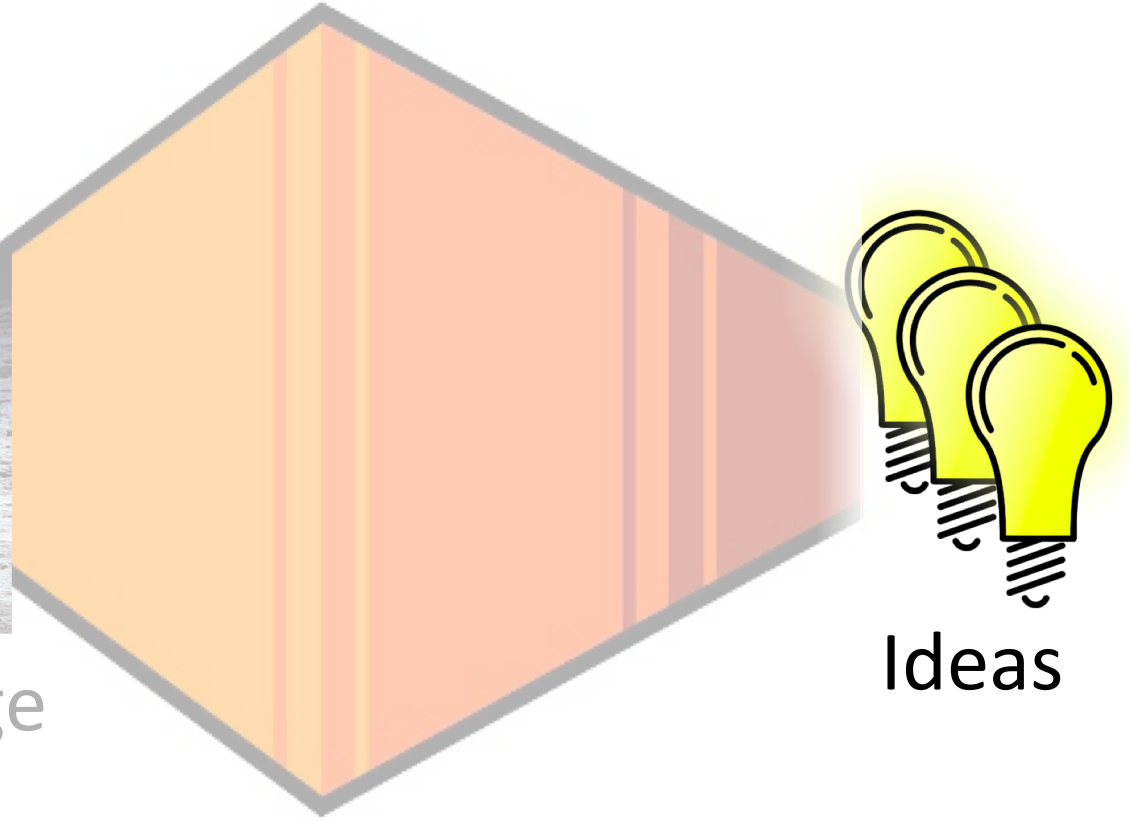
Product

Understand the problem

Solve the problem

Implementation is iterative.

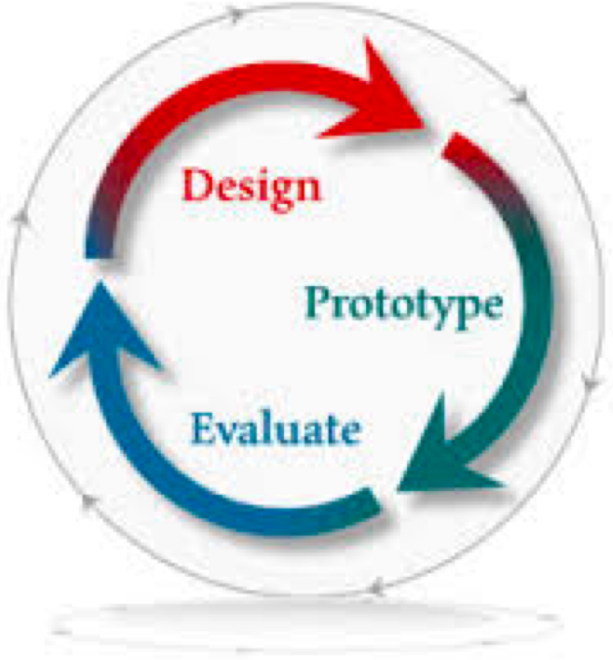
Challenge



Ideas

Ideas

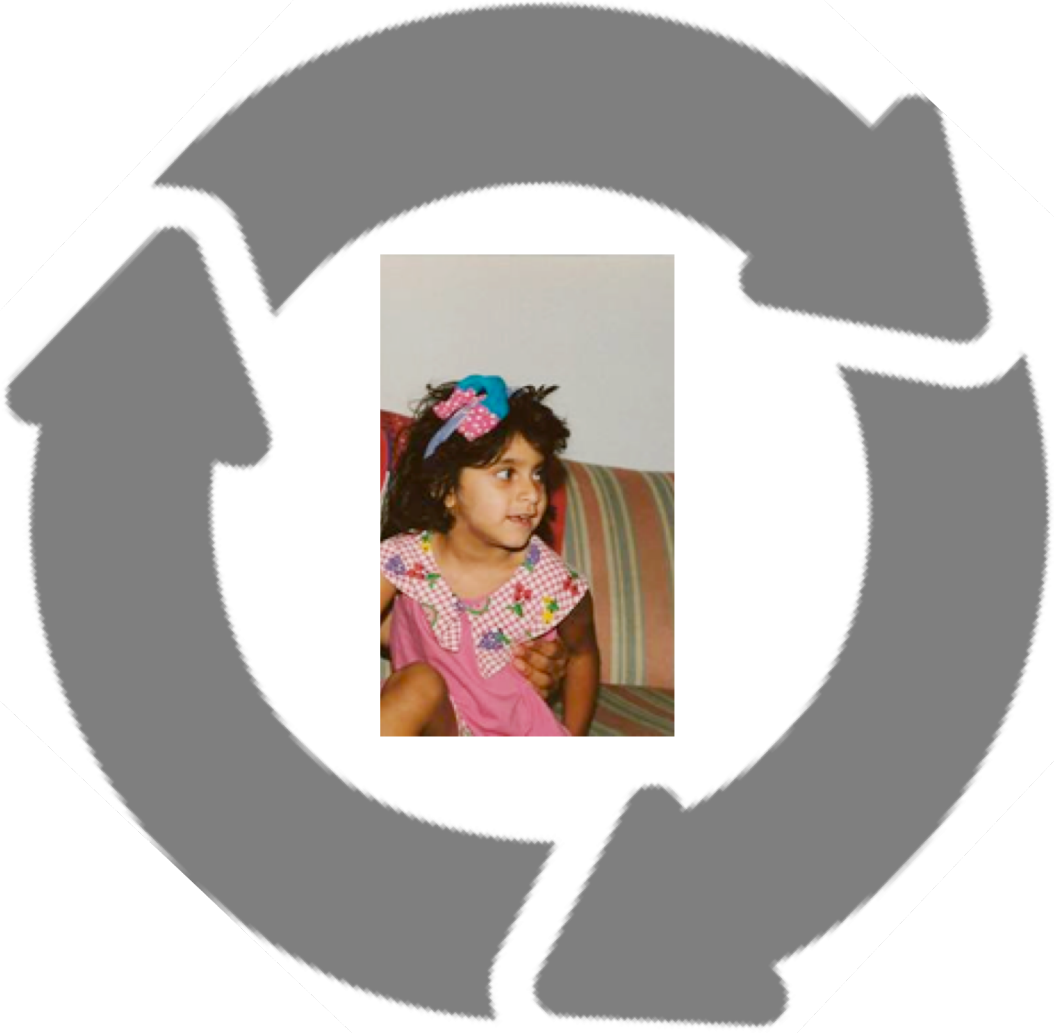
Reality



Implementation

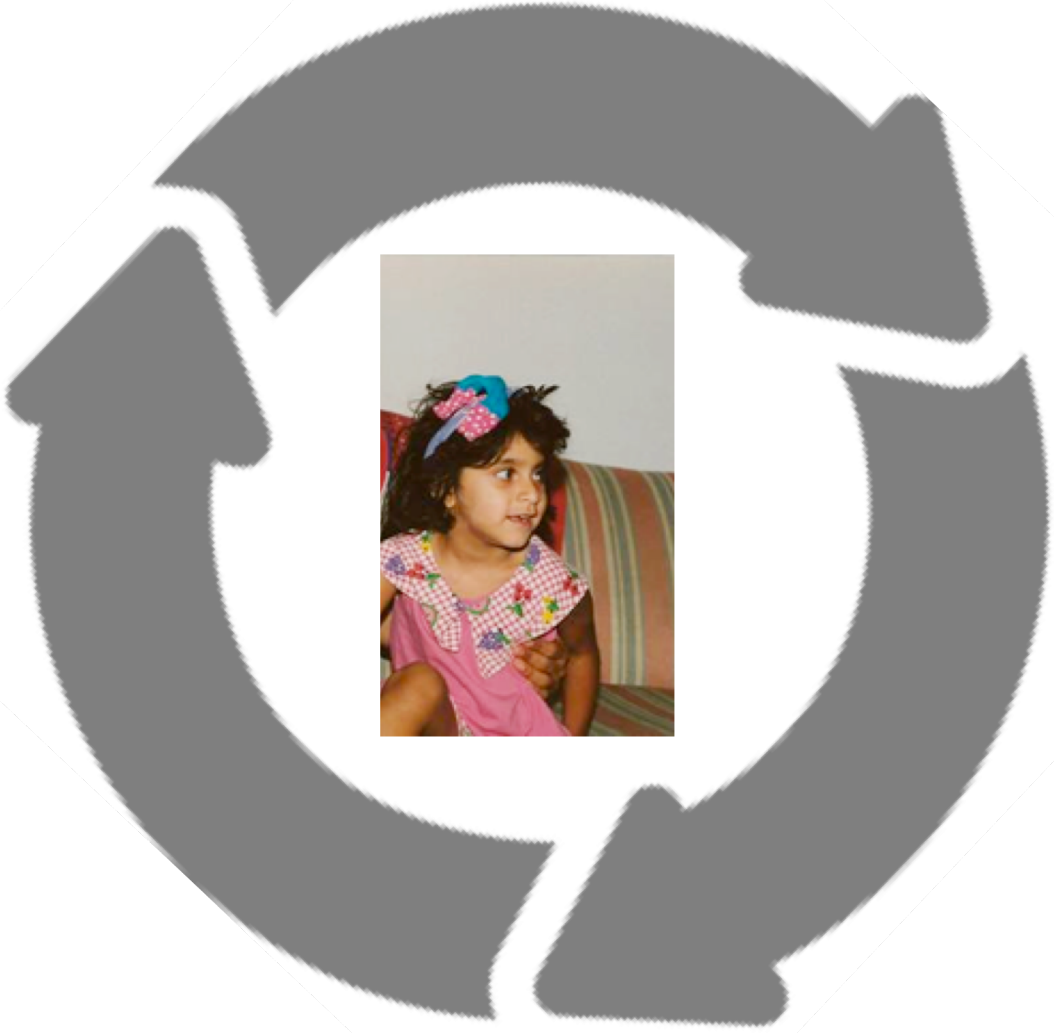
Product

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



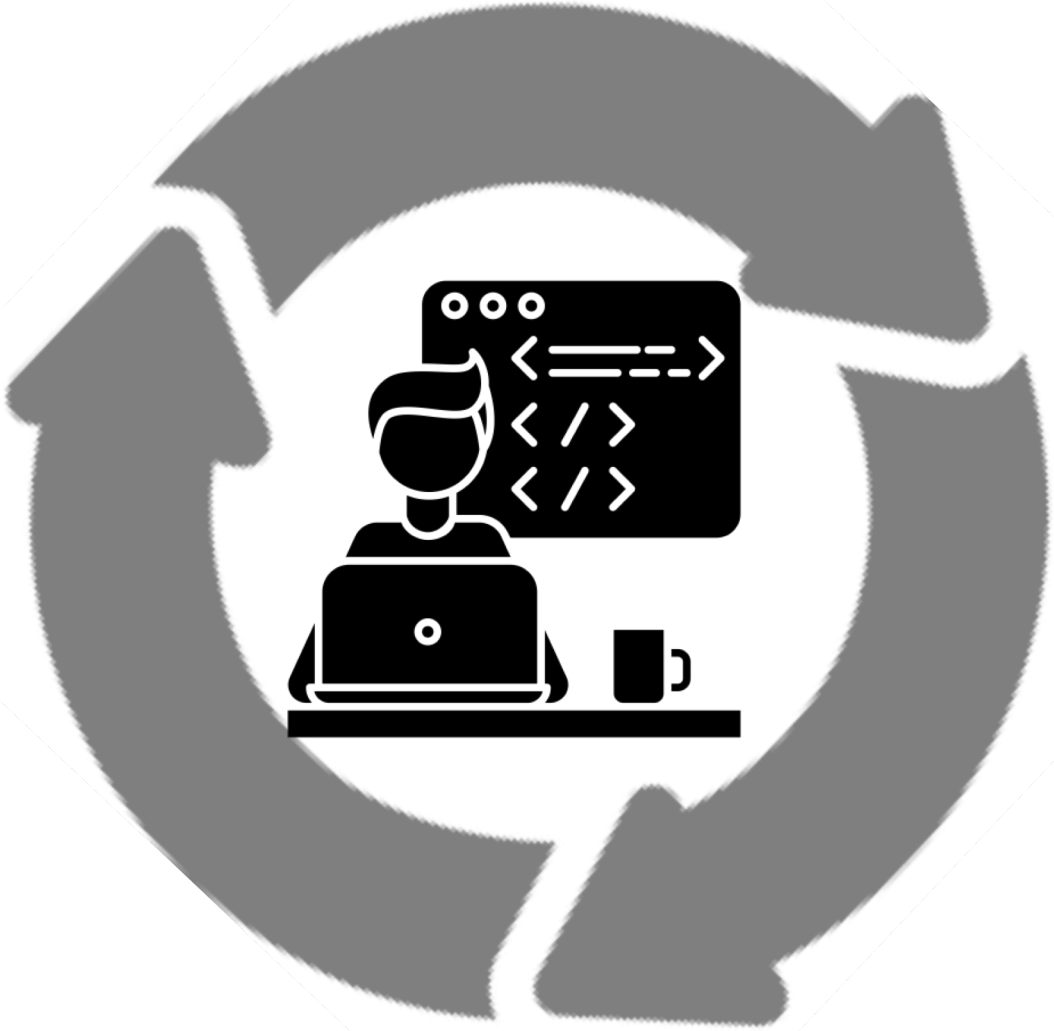
What’s goes wrong?

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.

Created by bsd studio
from Noun Project

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.

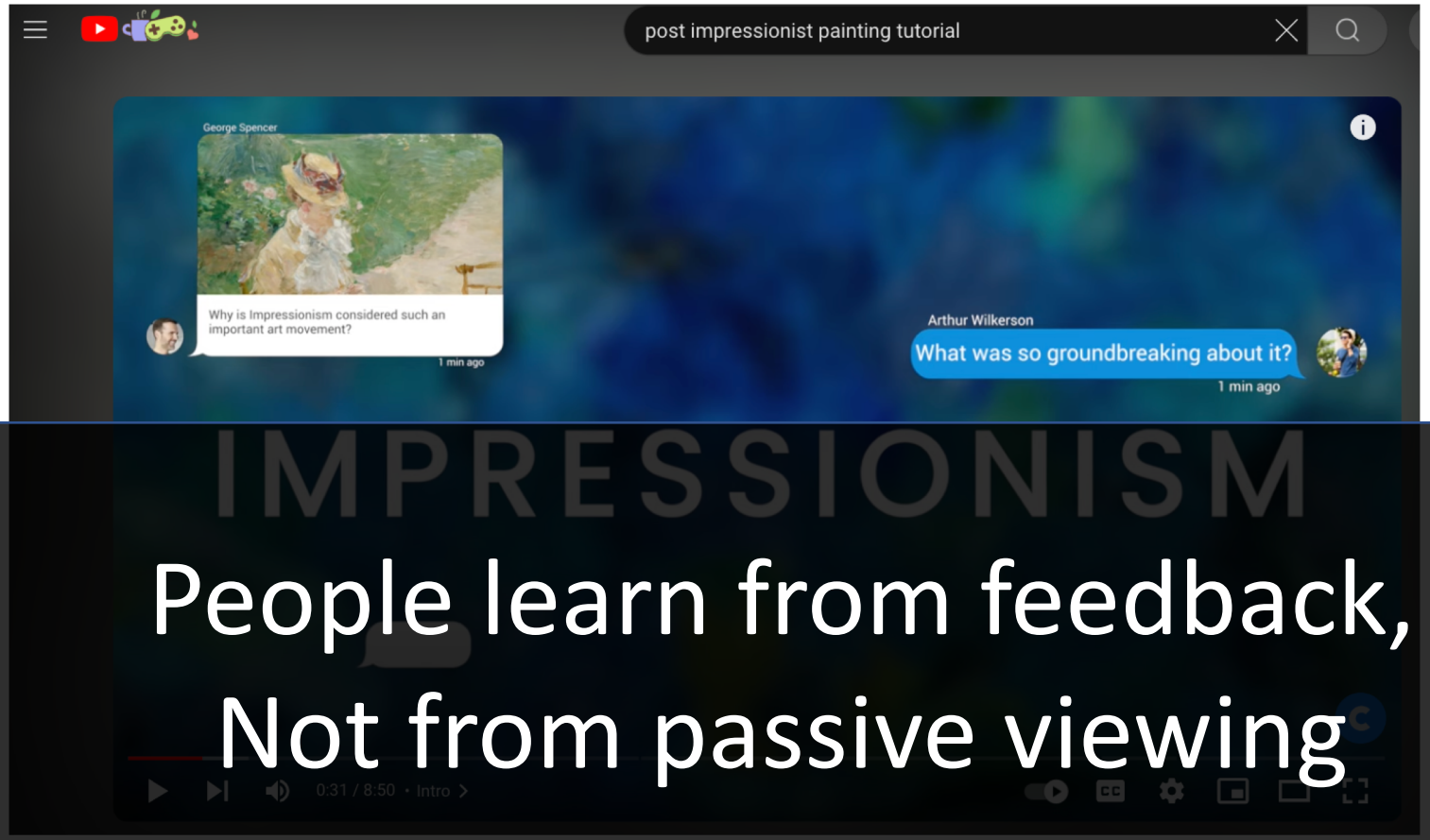
Post-Impressionists extended Impressionism while rejecting its limitations: they continued to use vivid colours, sometimes using impasto (thick application of paint) and painting from life, but were more inclined to emphasize geometric forms, distort form for expressive effect, and use unnatural or modified 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 Impressi Impressionist ideas between the mid-1880s and the early 1890s. Discontented with what he referred to as r

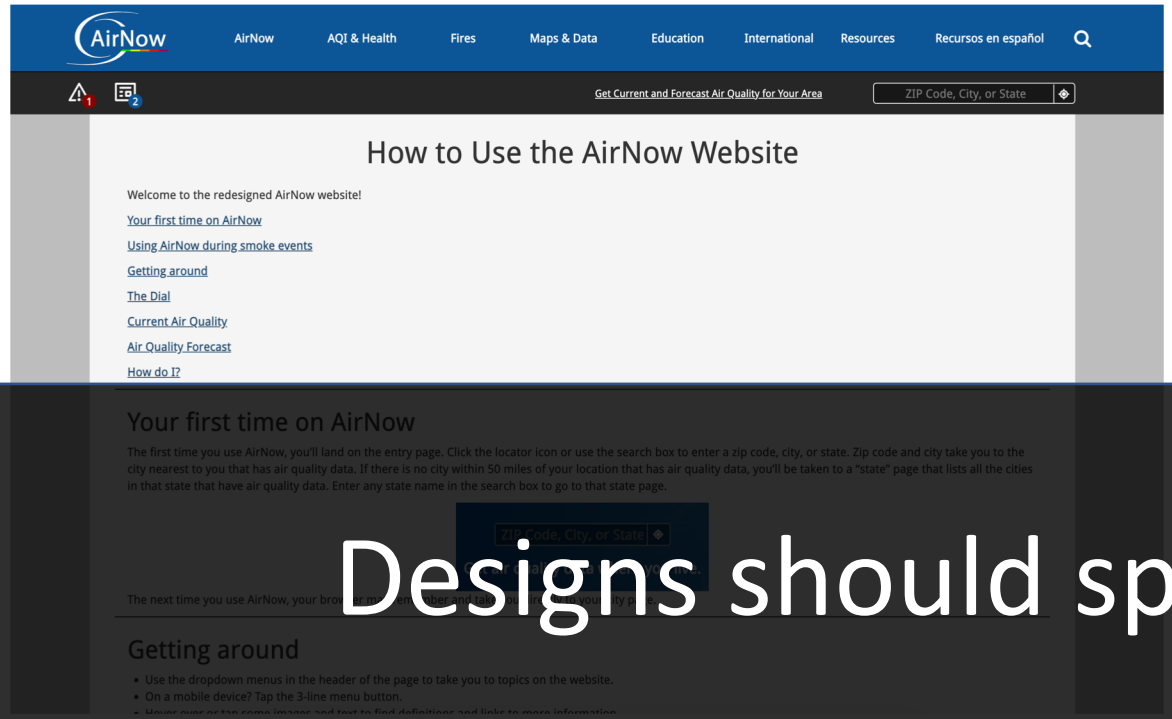
People learn from feedback,
Not from passive reading

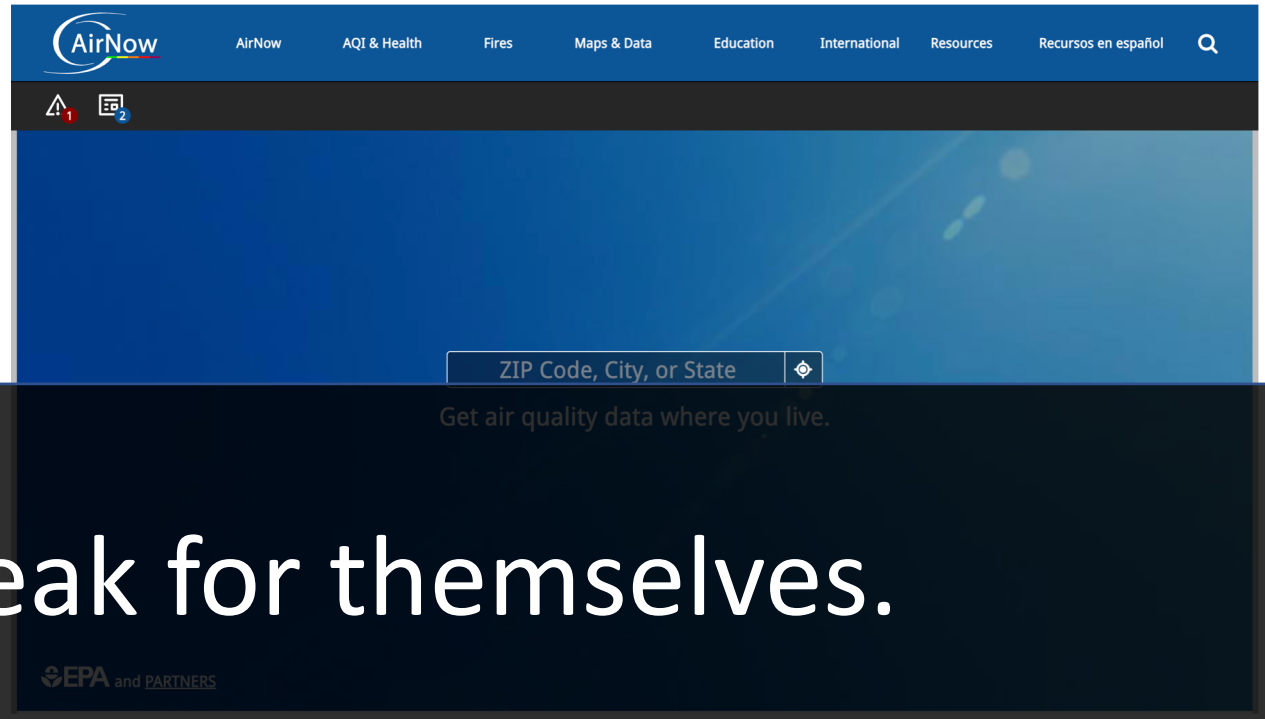
Sin #2. Long video (more than 30 seconds)



People learn from feedback,
Not from passive viewing

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



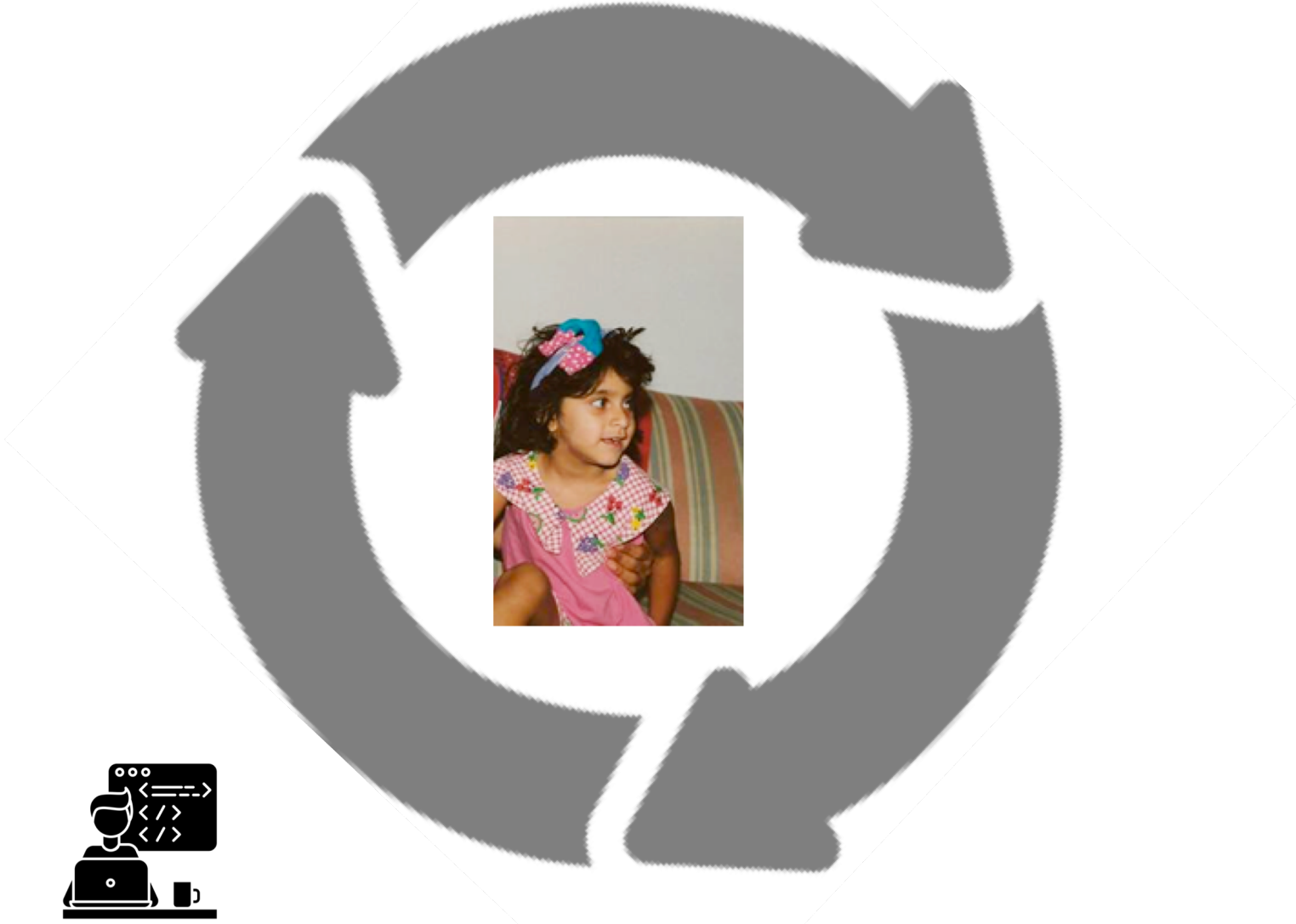


Designs should speak for themselves.

Bad

Good

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.

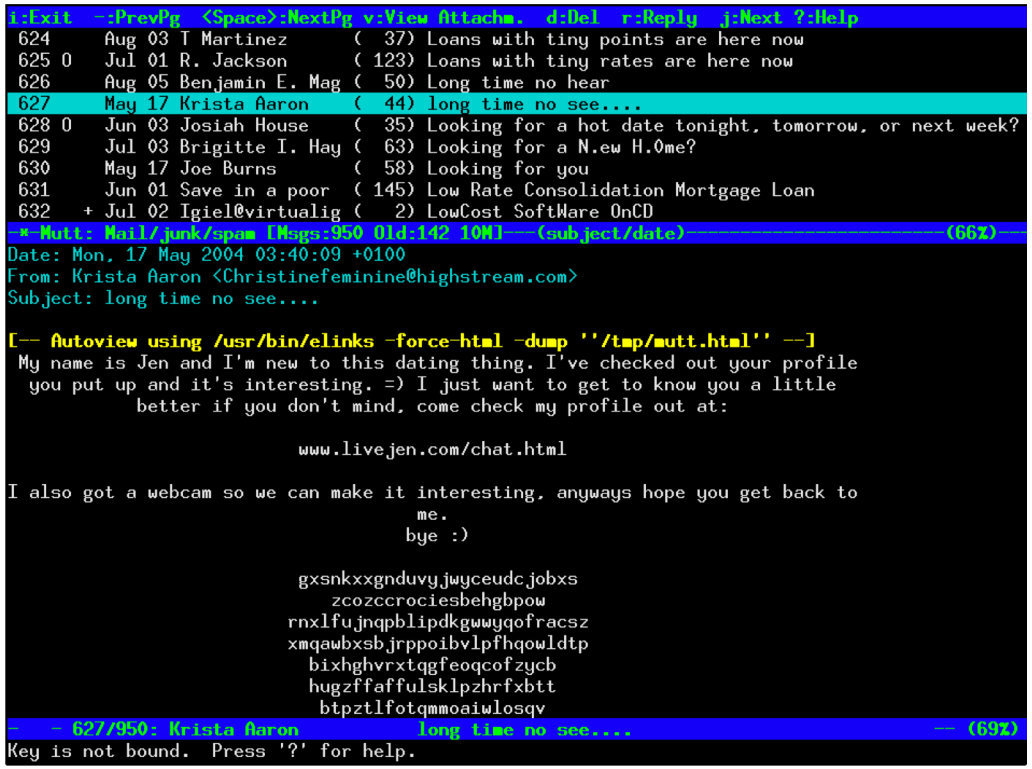
Implement the design of at least one of the screens you designed

Schedule

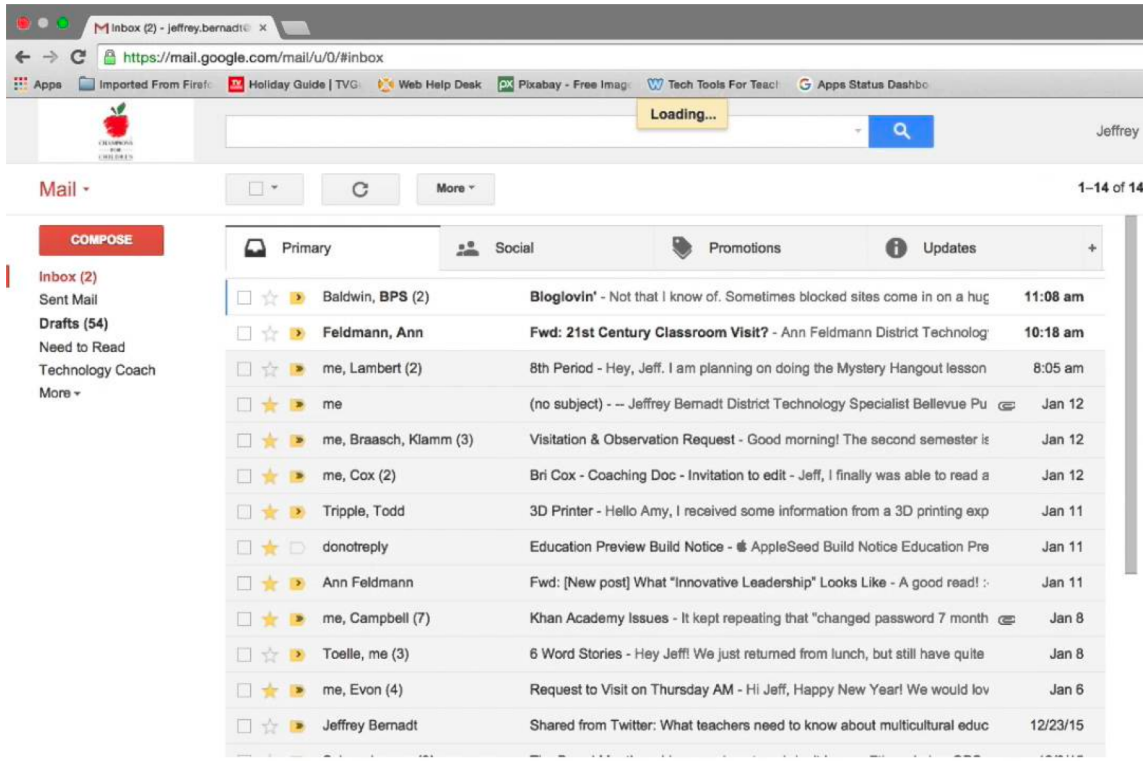
- This week (April 15)
  - Monday - Lecture
  - Wednesday – TA session: Technical Prototype Feedback
- Next week (April 22)
  - Monday – Lecture (review)
  - Wednesday TA session: Graphic Design and Implementation Feedback
- Next Next week (April 29)
  - Monday – no lecture
  - Wednesday – HW12 due – 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.



Pine text-based email client

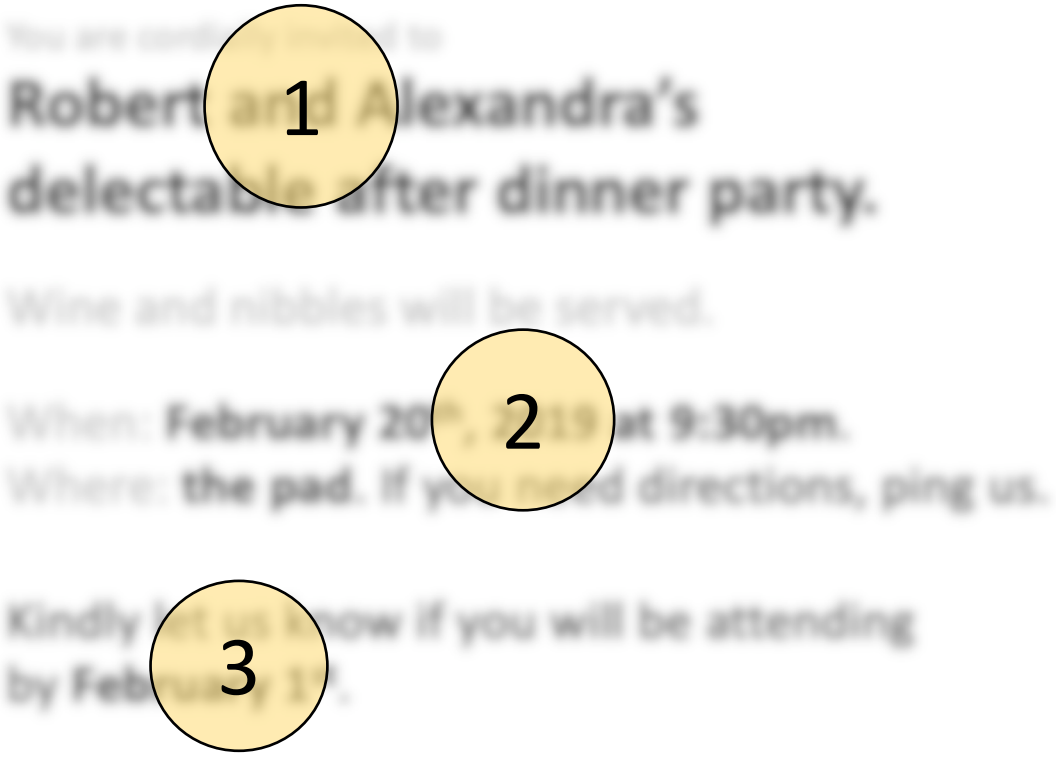


GMail

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?



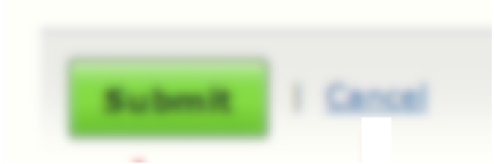
The squint test!

Seven tools for visually indicating importance

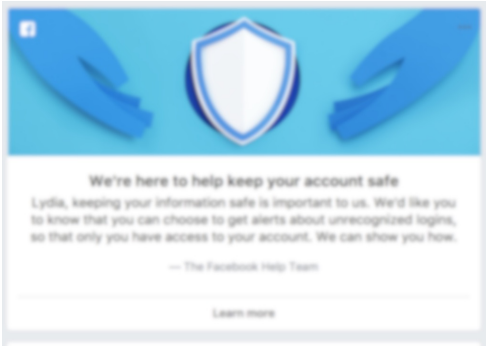
Conceptual grouping

Location

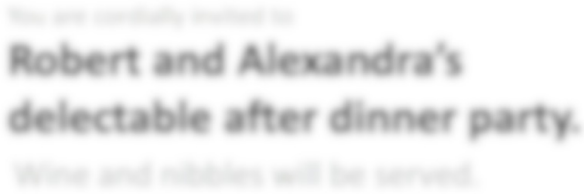
Whitespace



Size



Images



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

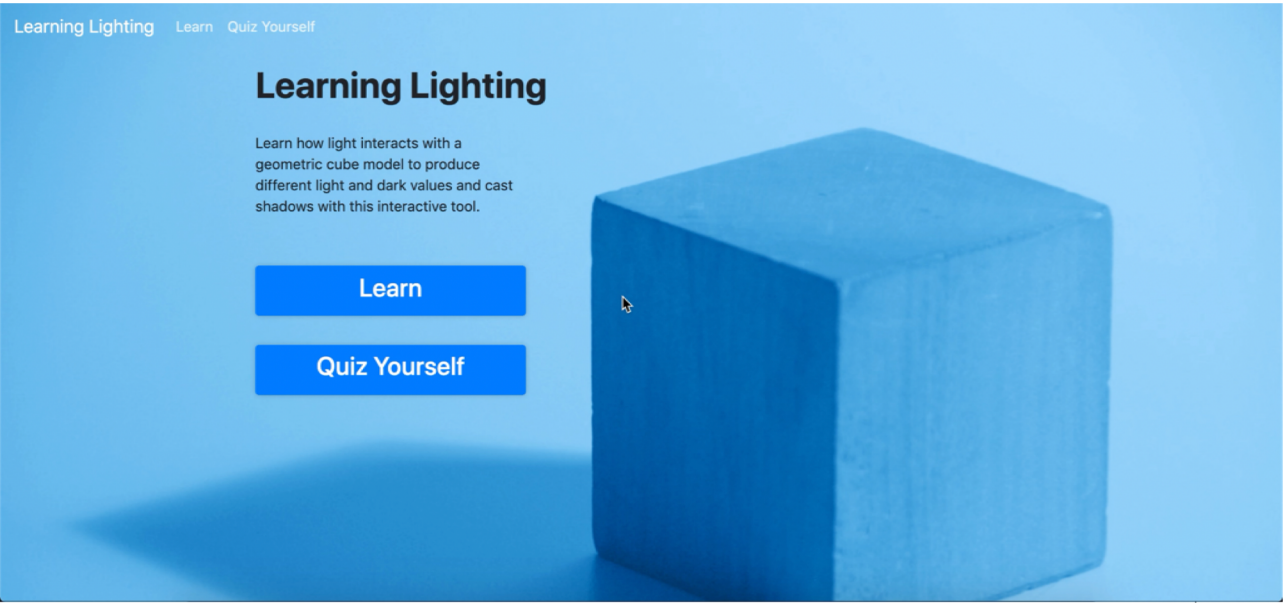
Robert and Alexandra's delectable after dinner party.

Wine and nibbles will be served.

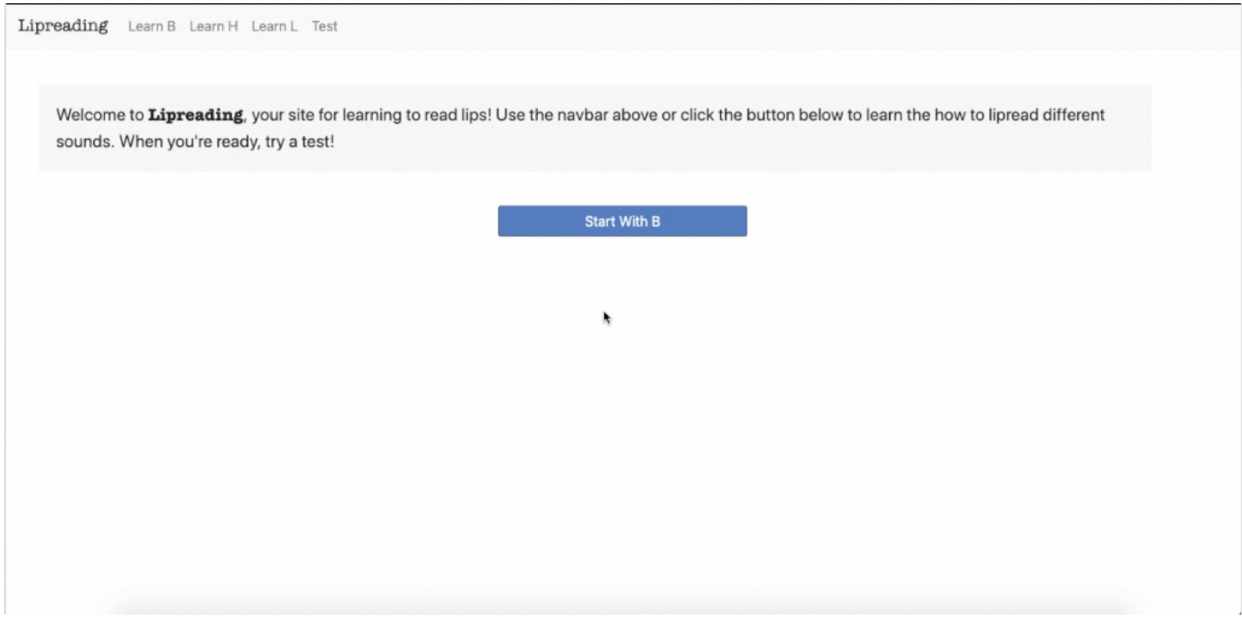
When: **February 20th, 2019 at 9:30pm**.
Where: **the pad**. If you need directions, ping us.

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

Does it pass the squint test?



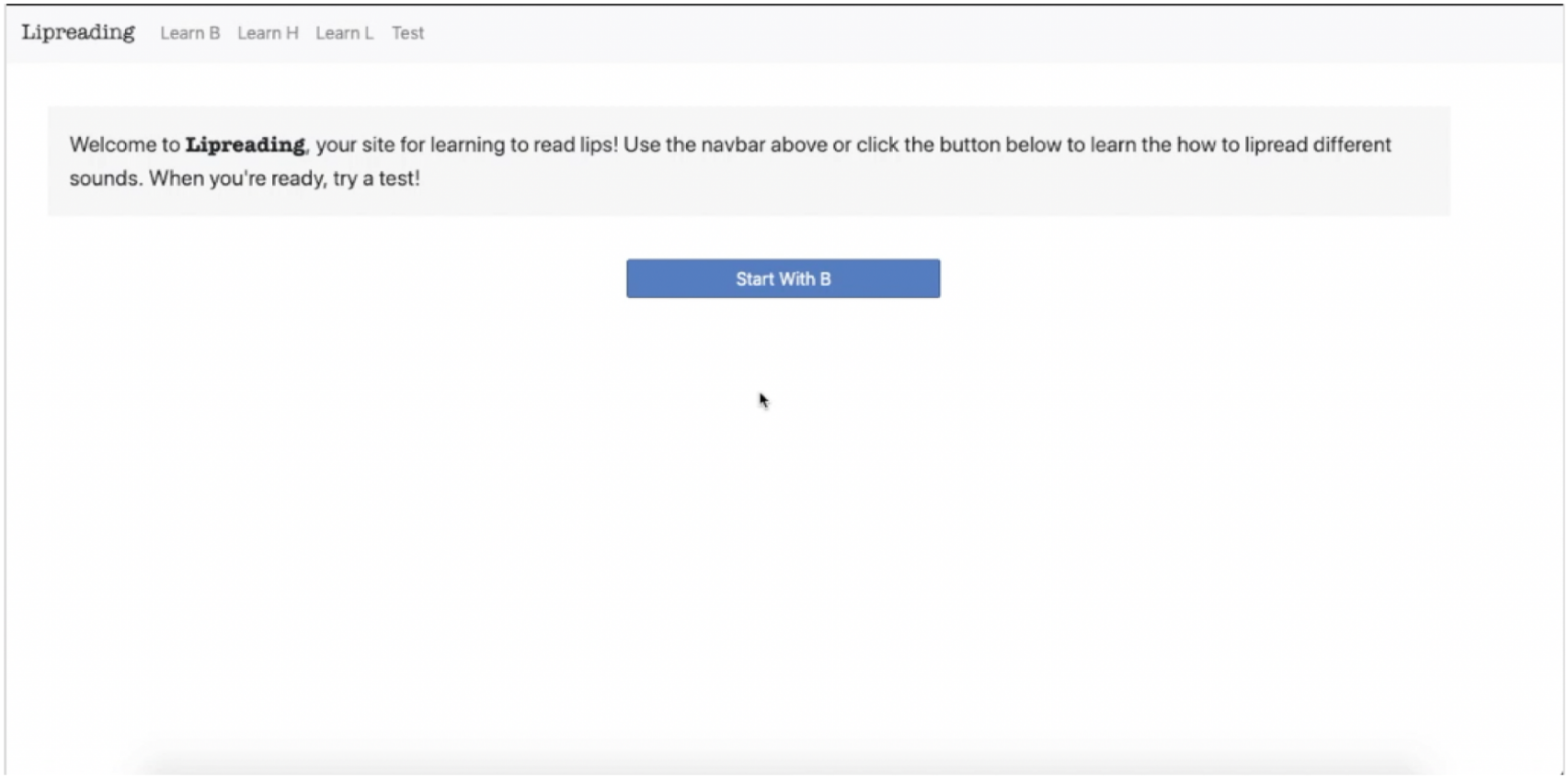
Yes!



No

Let’s fix it!

What’s the most important information?

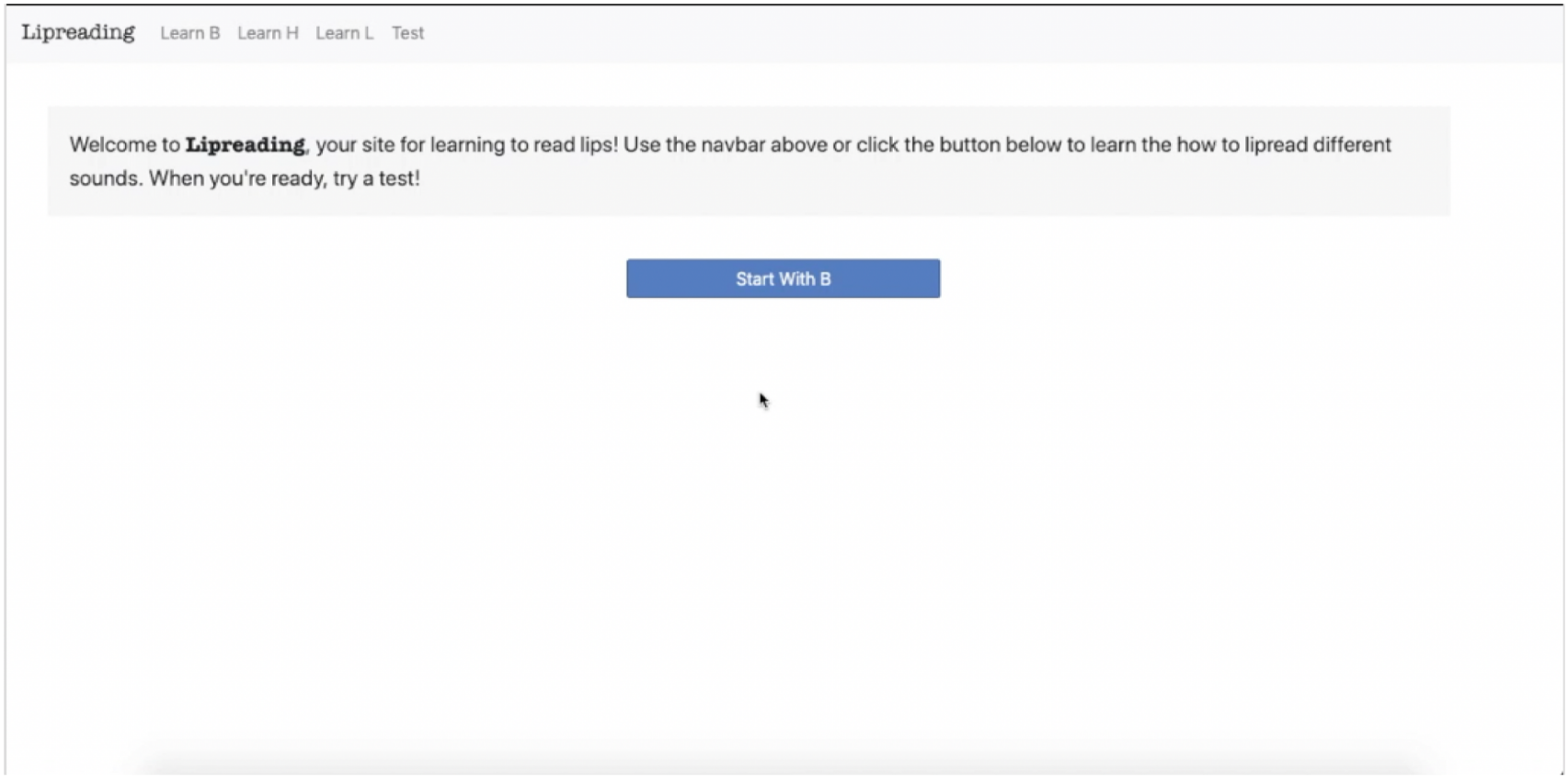


The title “Lipreading”

Lipreading

Position, size, whitespace, contrast

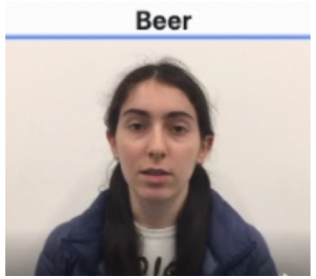
What’s the next most important information?



Learn the sounds of B, H, and L

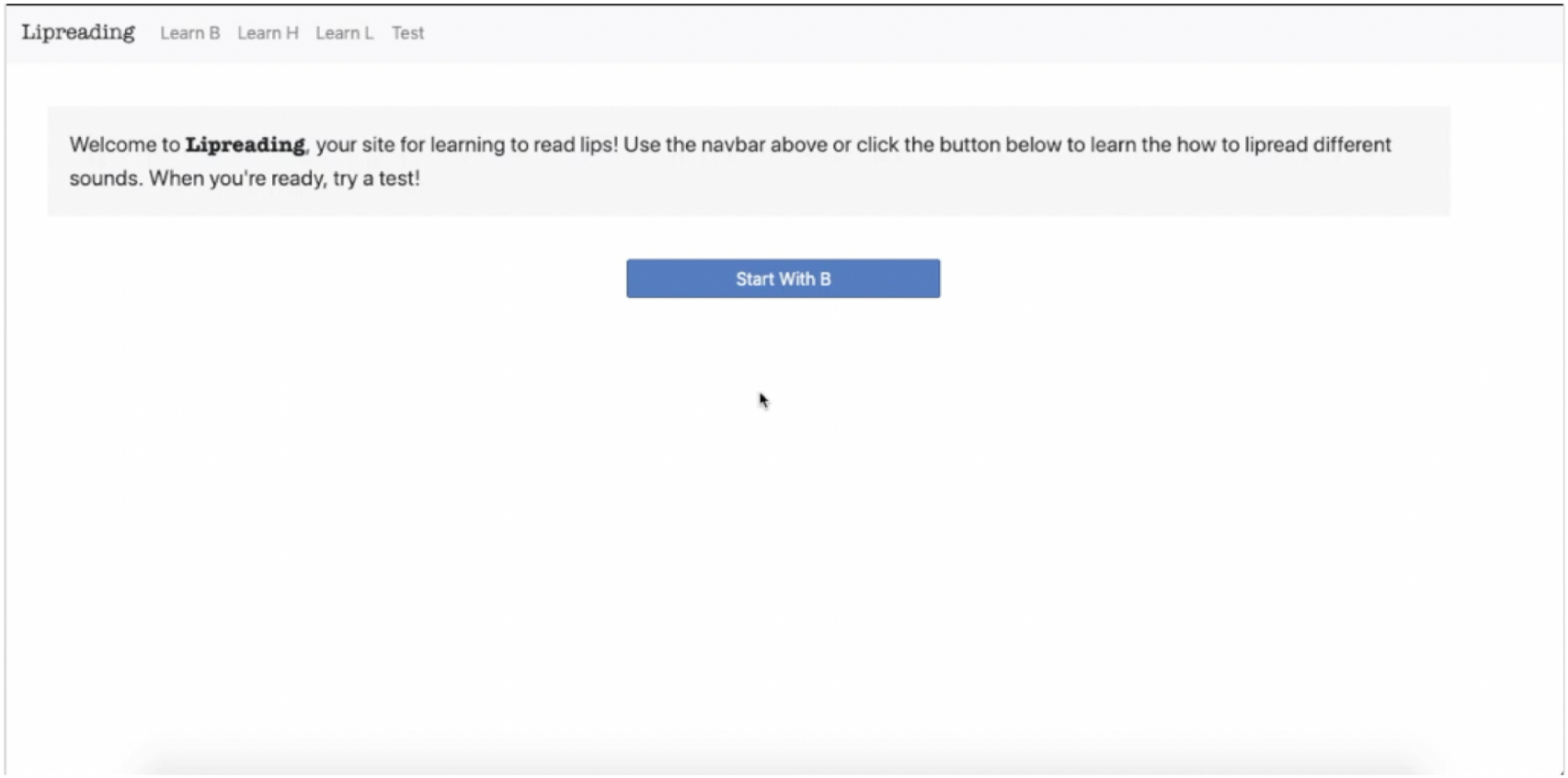
Lipreading

Learn the sounds of B, H, and L



Position, grouping, images

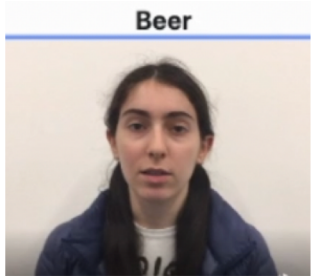
What’s the next most important information?



Start with B

Lipreading

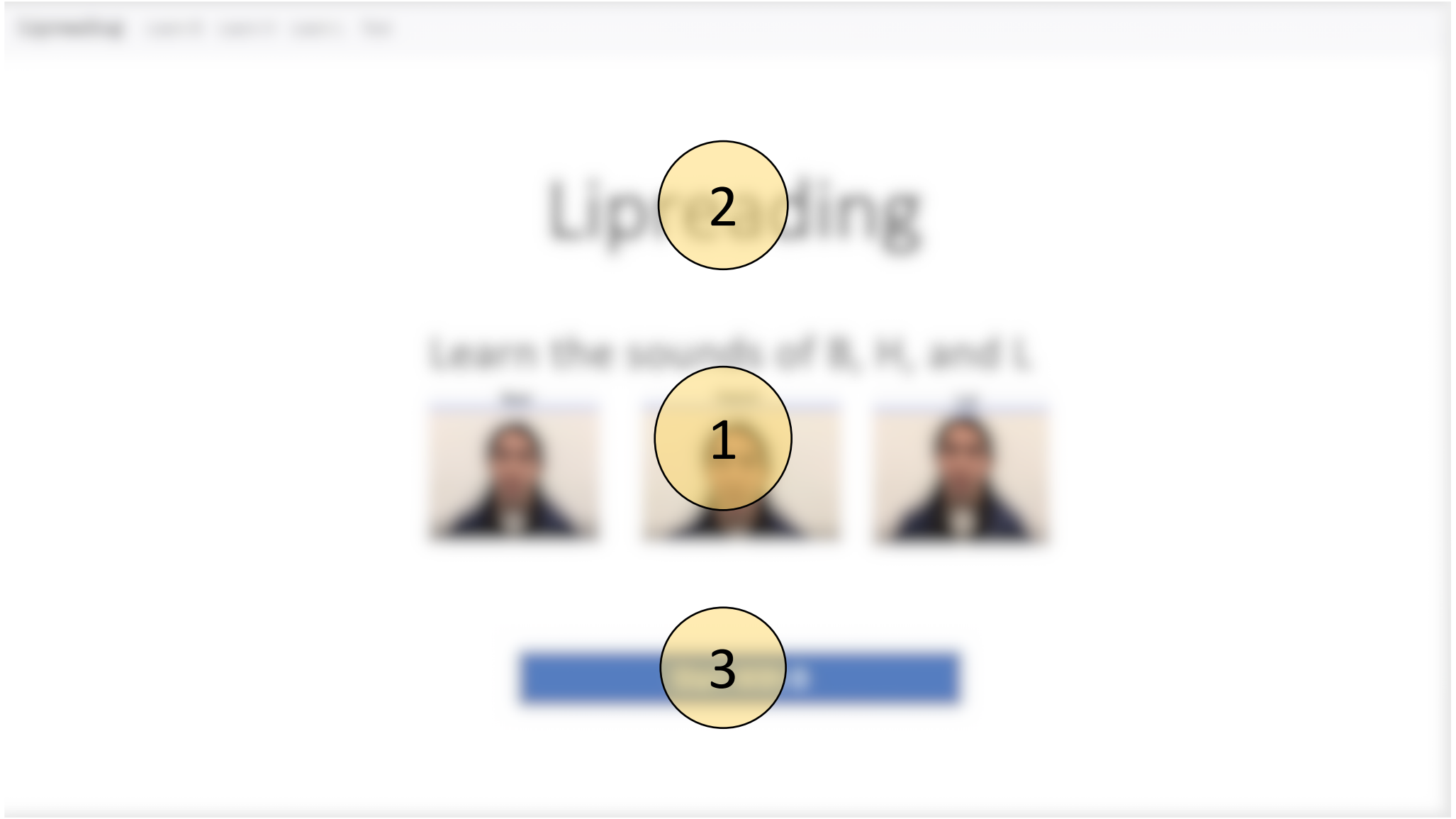
Learn the sounds of B, H, and L

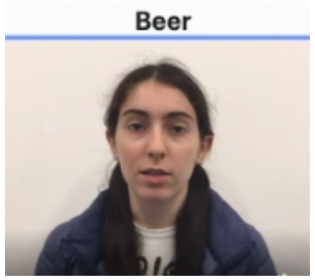


Start With B

Position, size, color

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

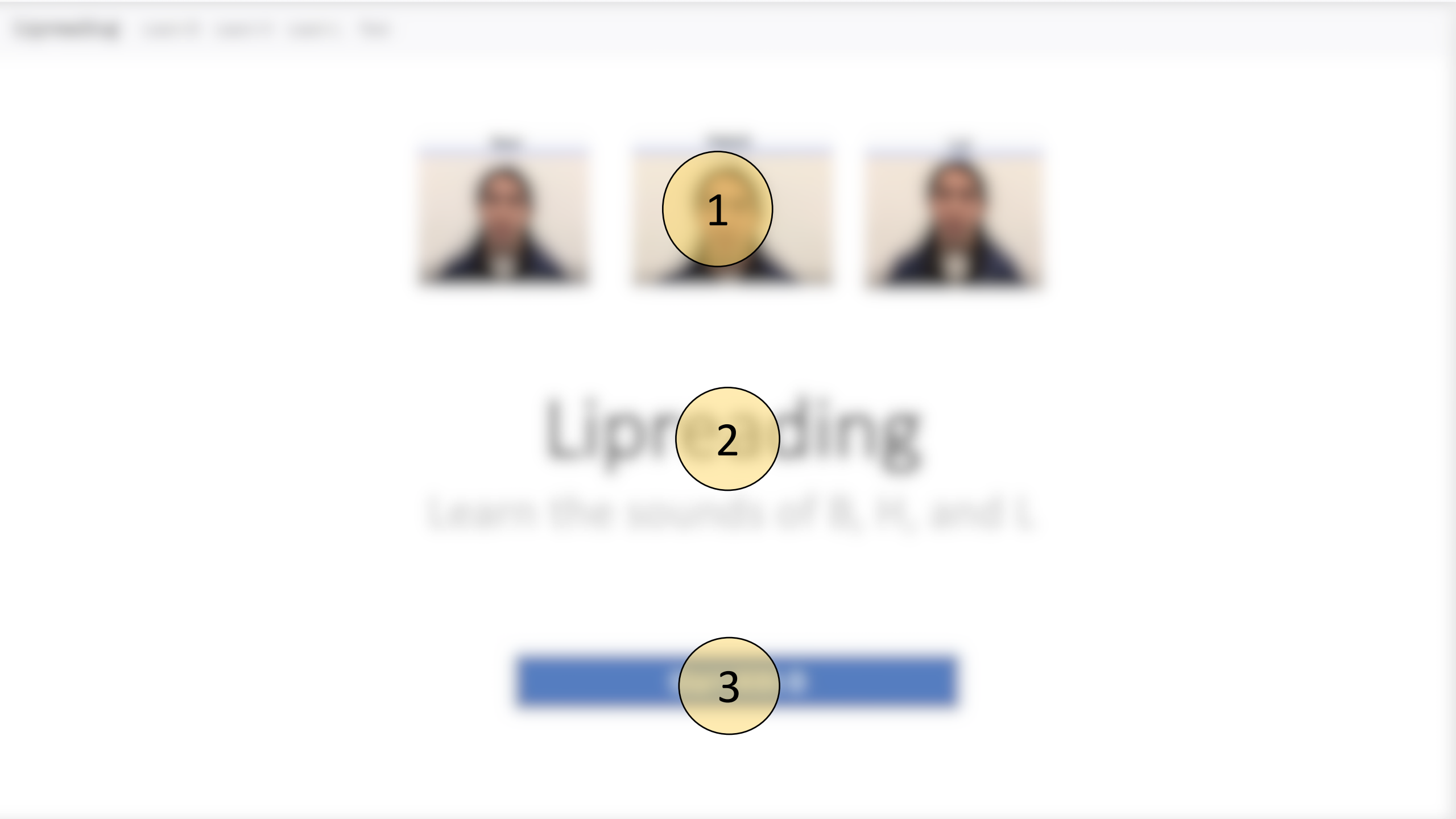




Lipreading

Learn the sounds of B, H, and L

Start With B


1
2
3

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.

What is it?

When: February 20th, 2019 at 9:30pm. Where: the pad. Call If you need info.

Logistics

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

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 by February 1st.

You are cordially invited to

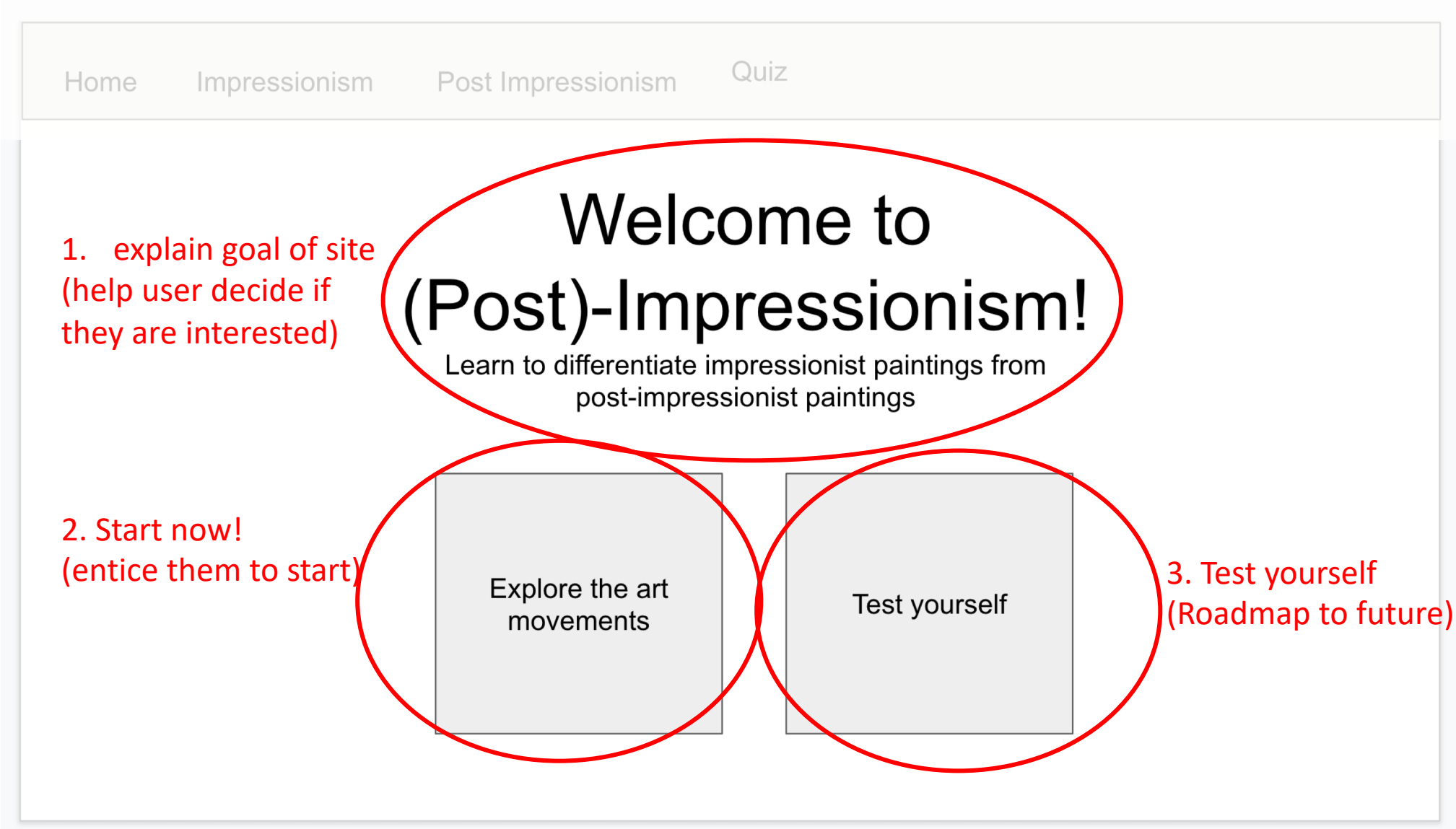
Robert and Alexandra's delectable after dinner party.

Wine and nibbles will be served.

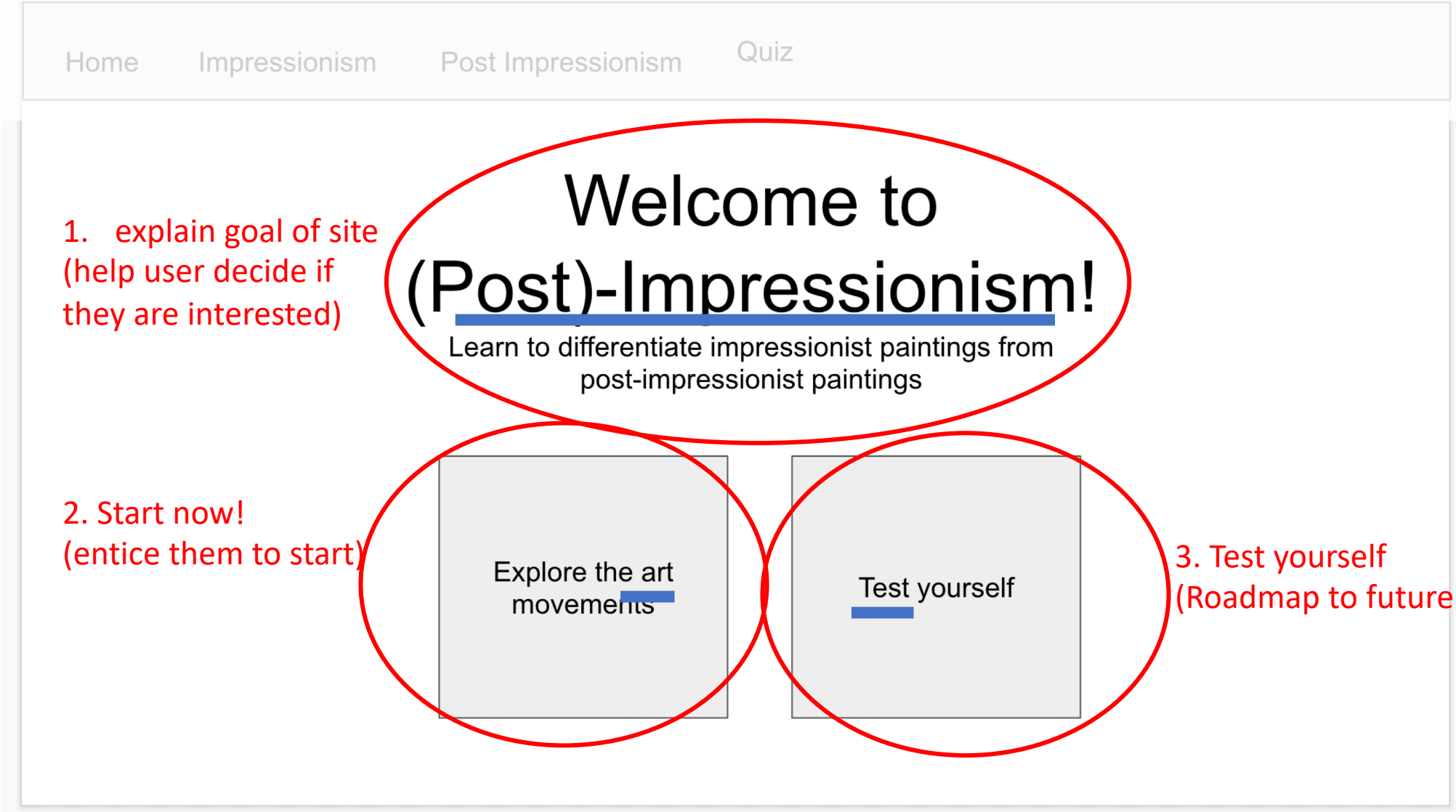
When: **February 20th, 2019 at 9:30pm**.
Where: **the pad**. If you need directions, ping us.

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

What are the three conceptual groups?



What is the most important information in each group?



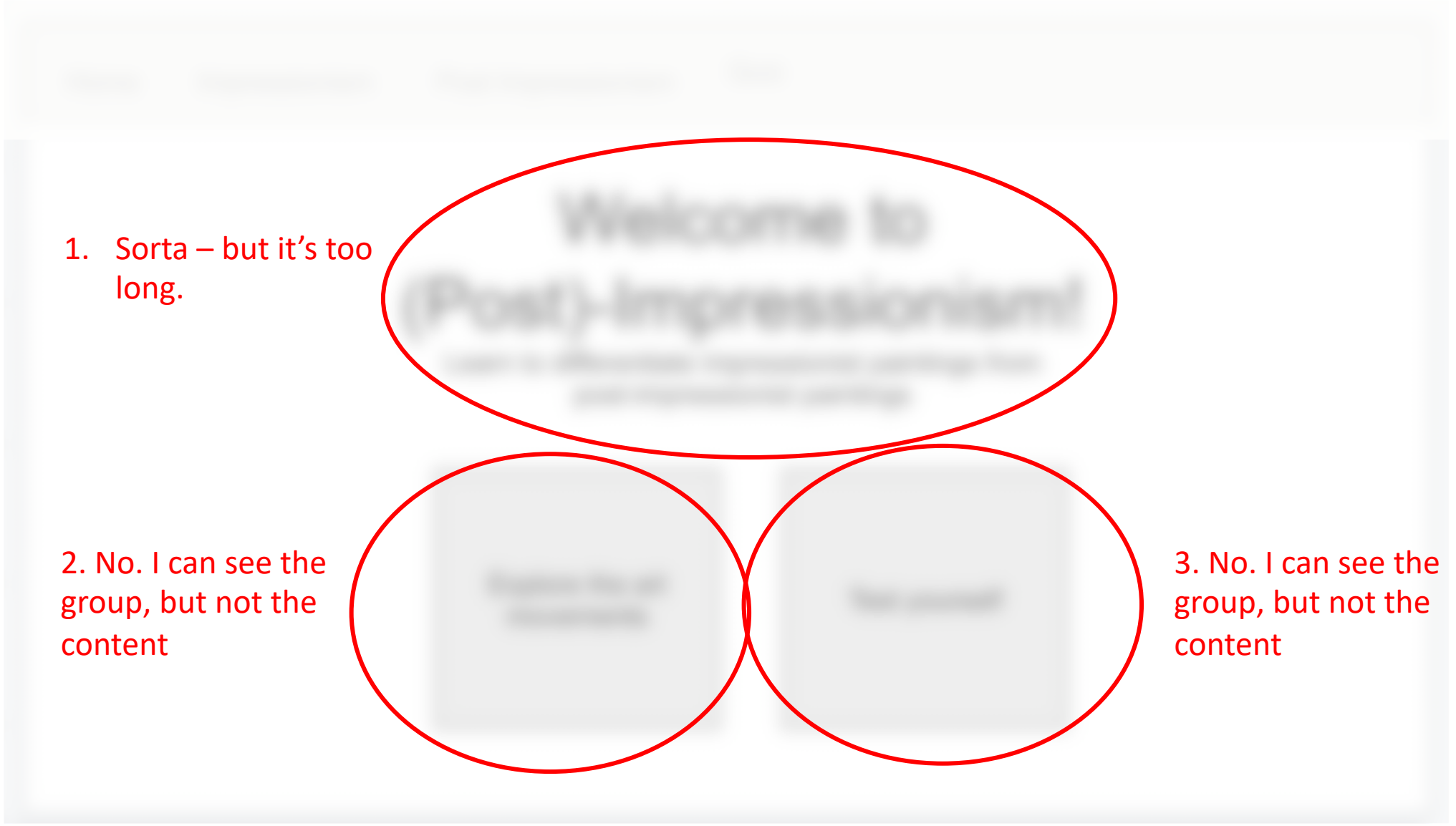
1. explain goal of site (help user decide if they are interested)

2. Start now! (entice them to start)

3. Test yourself (Roadmap to future)

Does it pass the squint test?

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



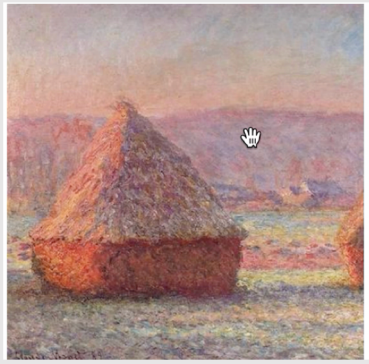
1. Sorta – but it's too long.

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

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

(Post)-Impressionism

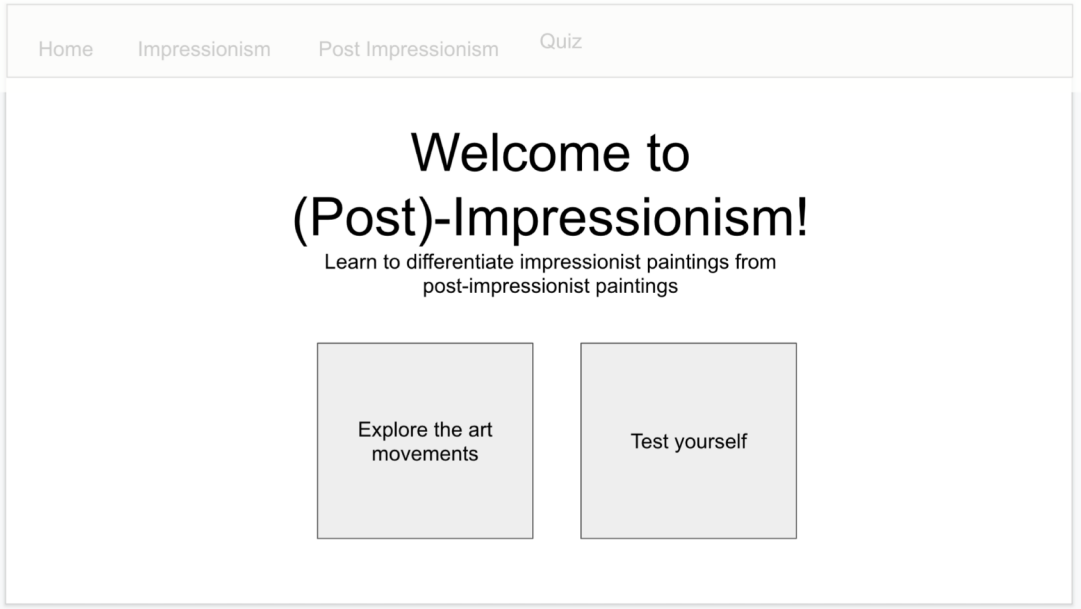
Learn to differentiate impressionist paintings
from post-impressionist paintings

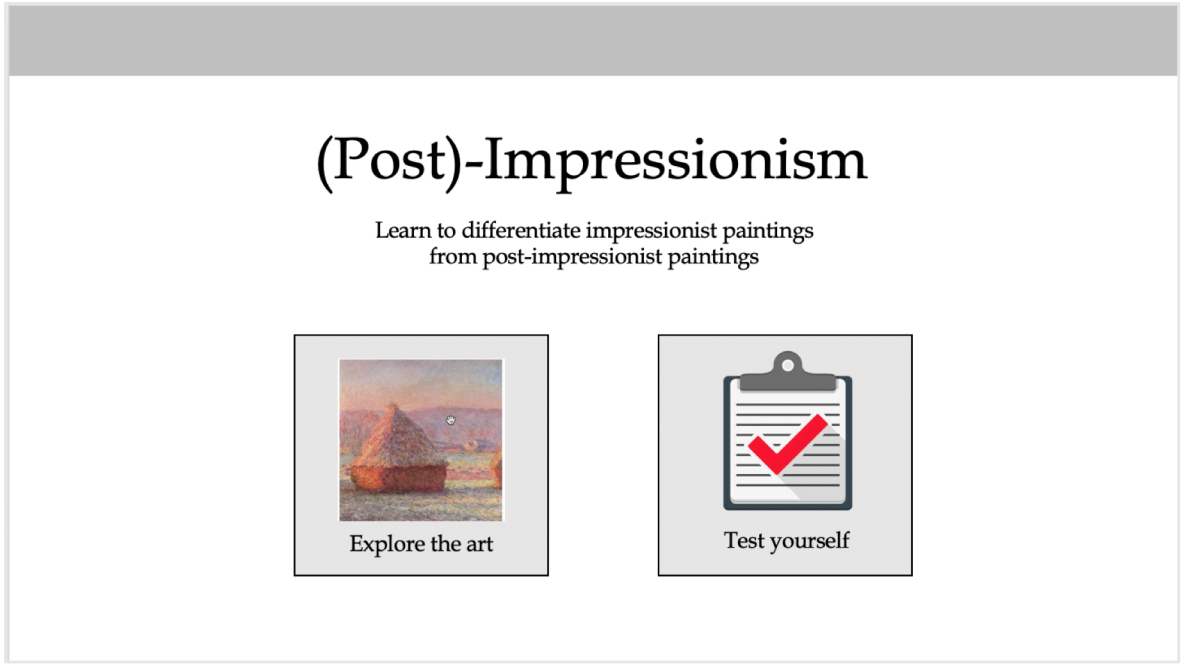


Explore the art

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

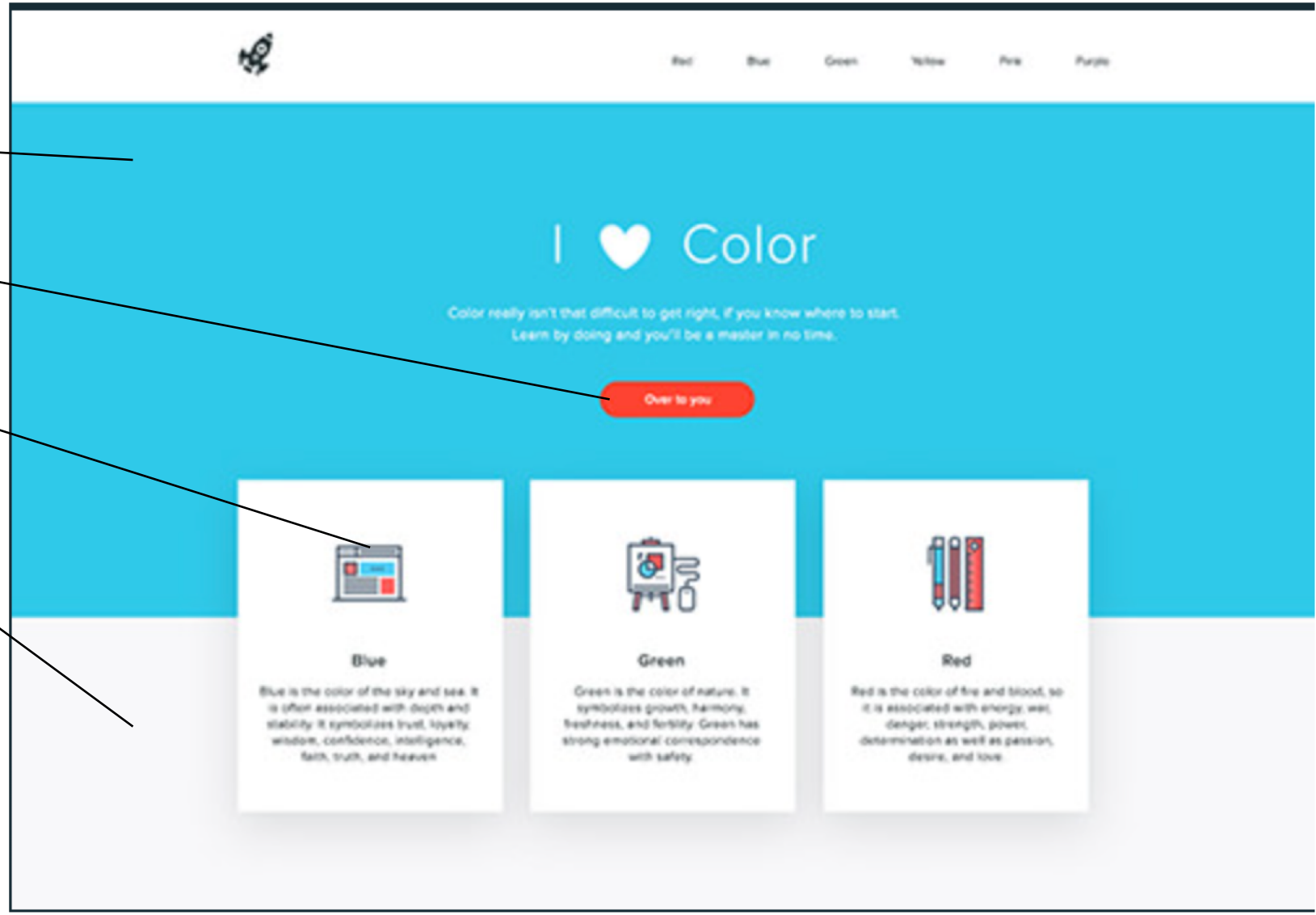
Pick four colors (and a white background)

A base color

An accent color

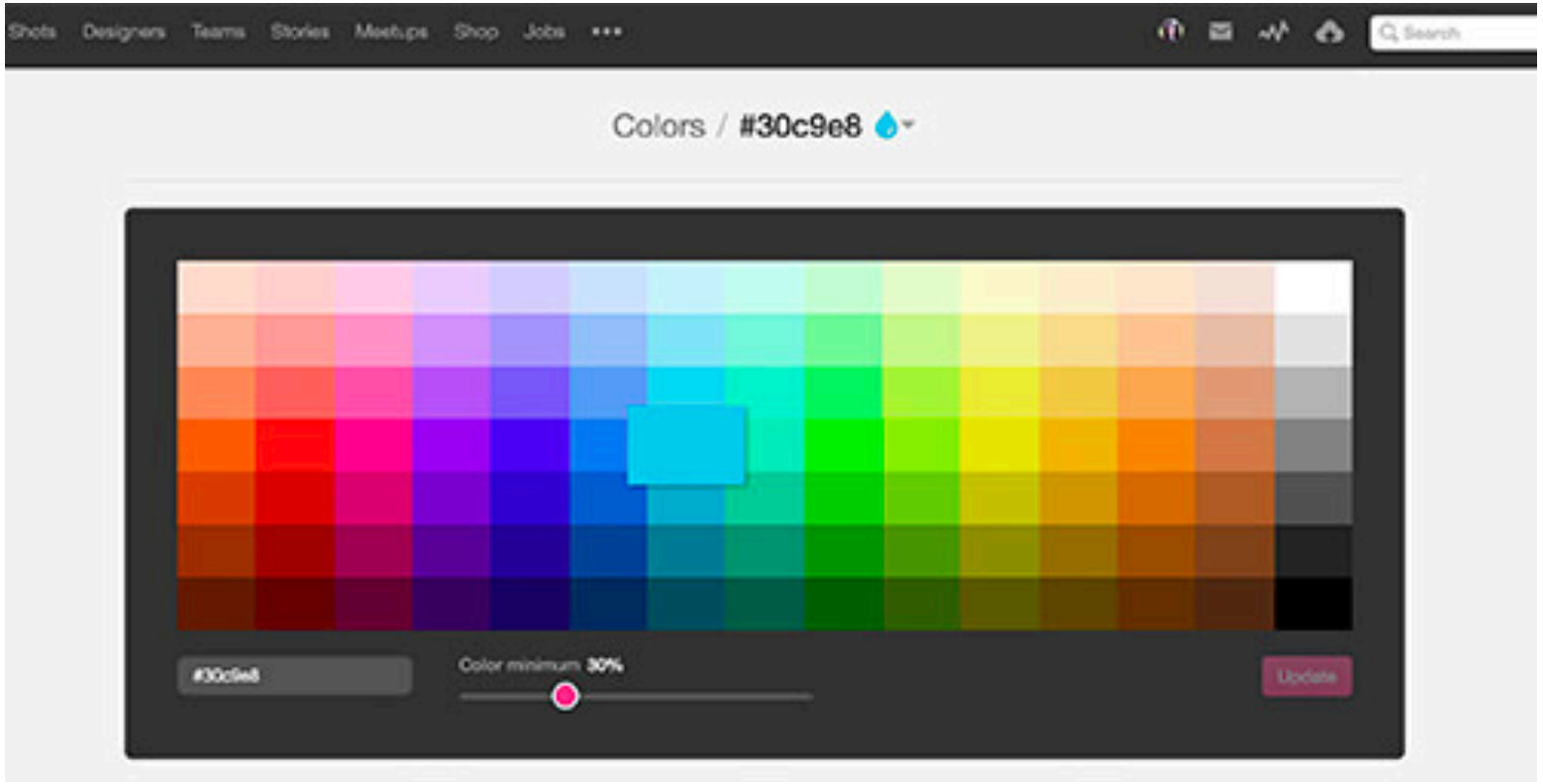
A dark grey

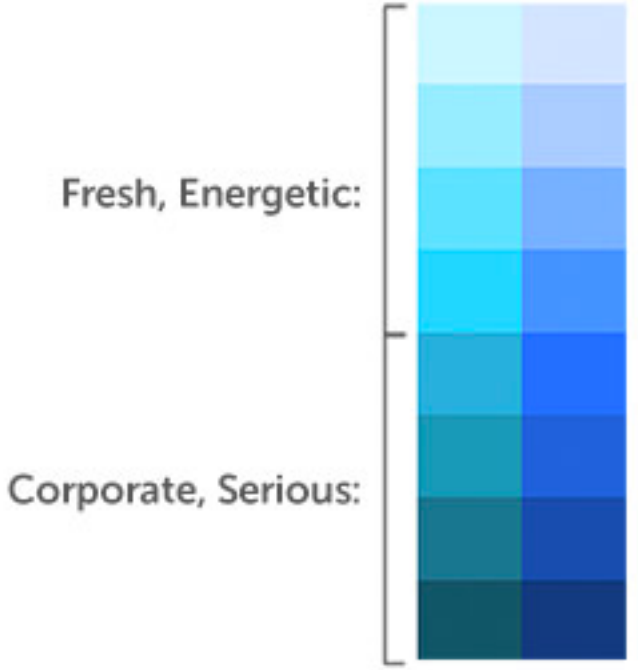
A light grey



https://www.smashingmagazine.com/2016/04/web-developer-guide-color/

There are tools to help pick base colors



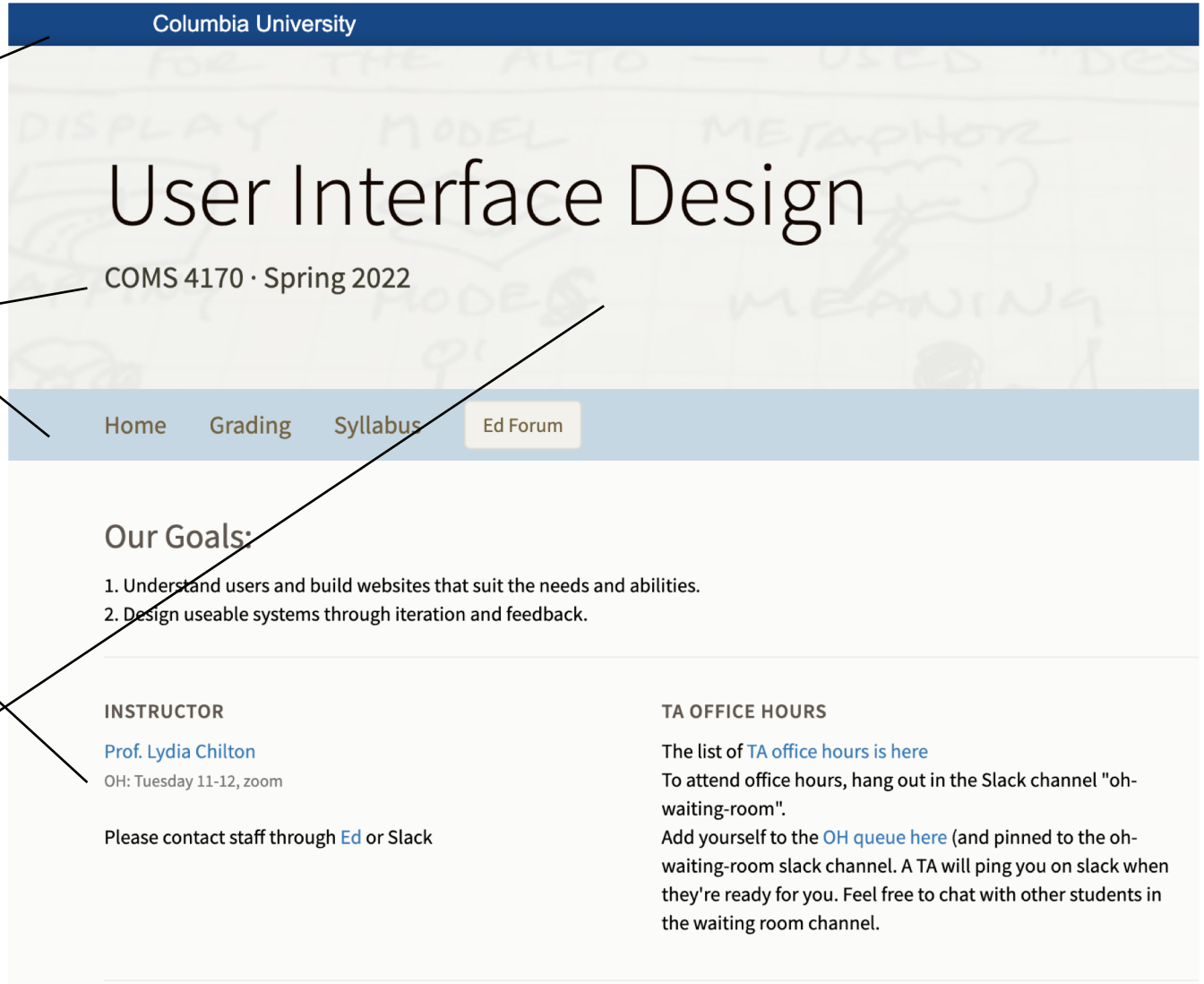


Make your design in greyscale first!

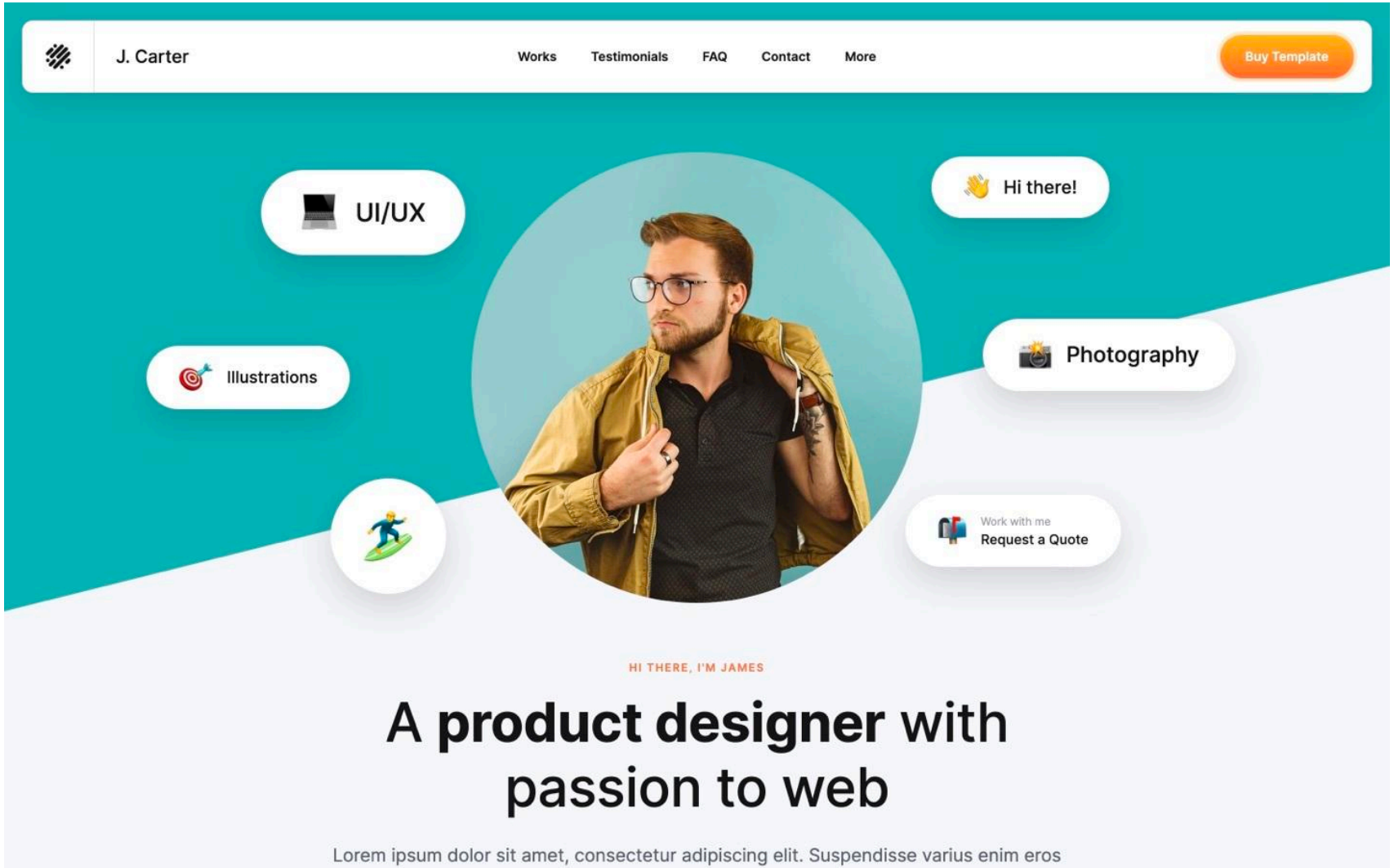
What are the 4170 site colors?

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

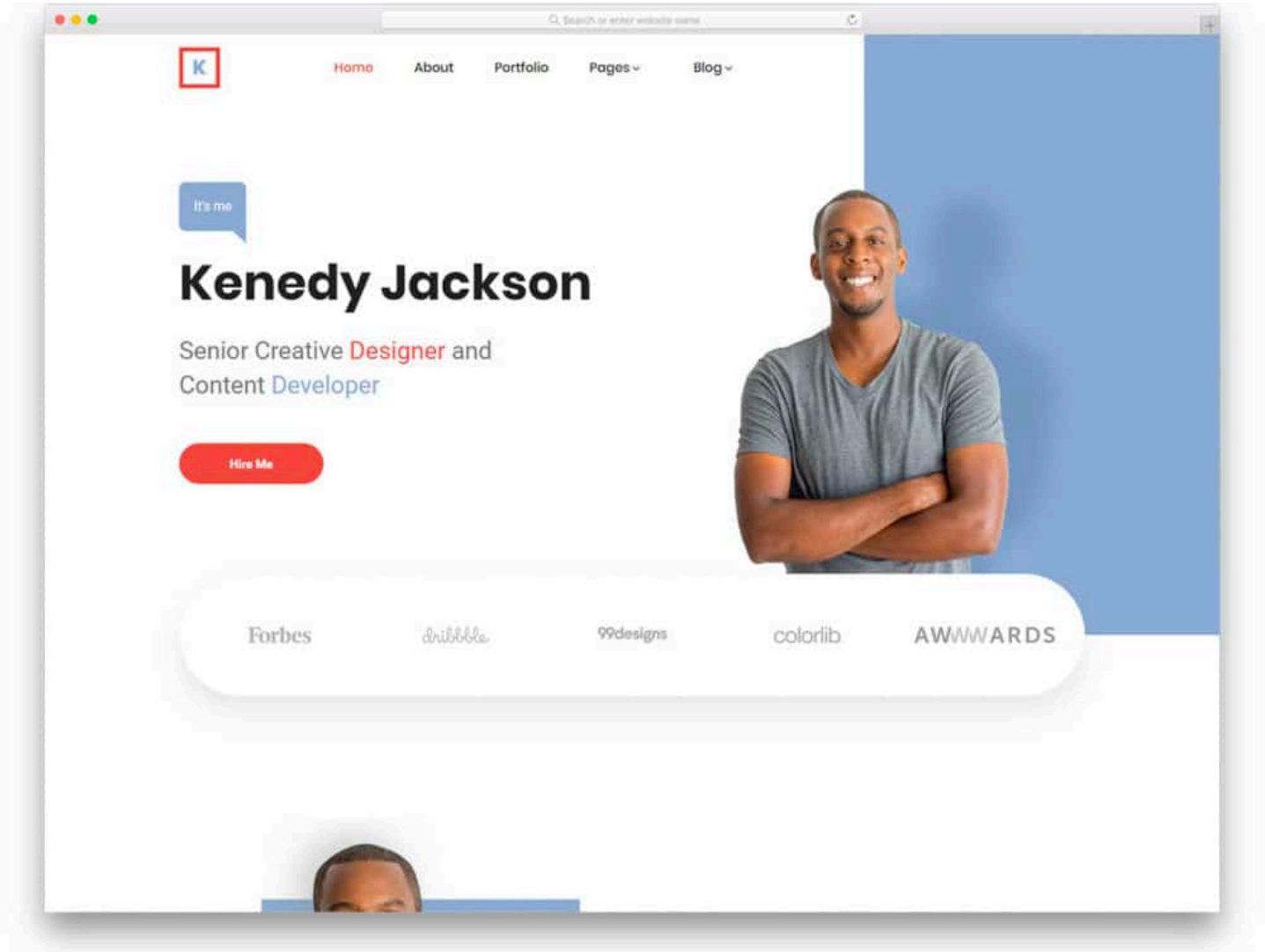
I also use a texture/image for the hero



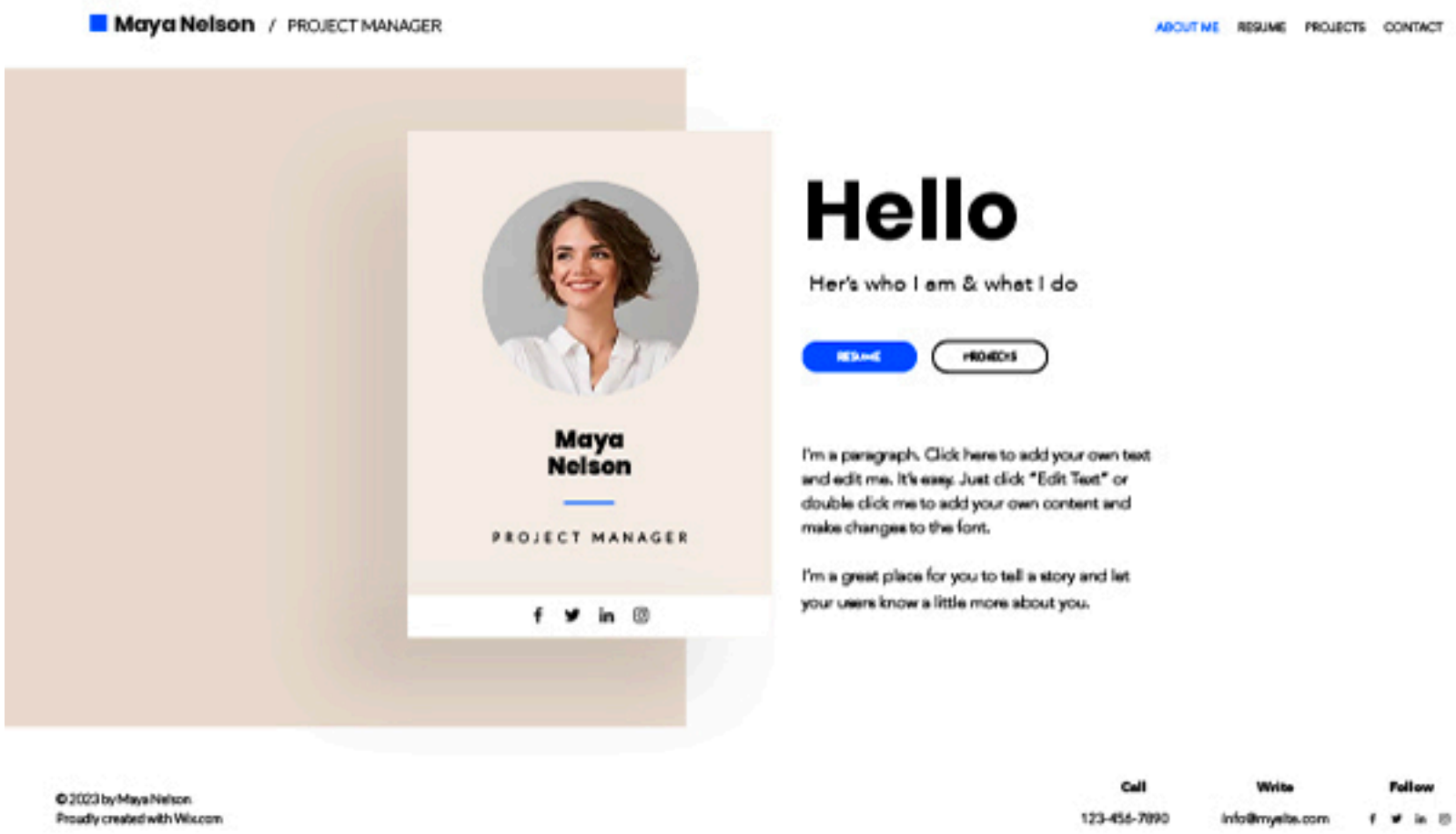
Teal and orange



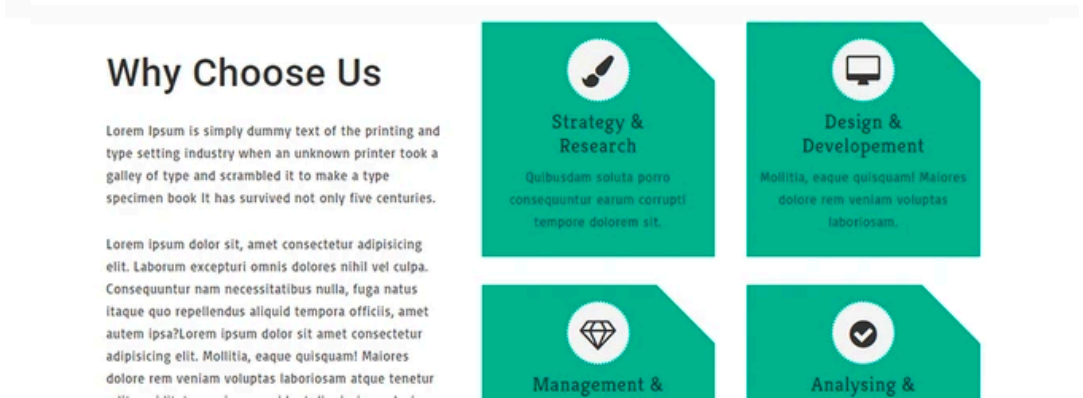
Periwinkle and coral red



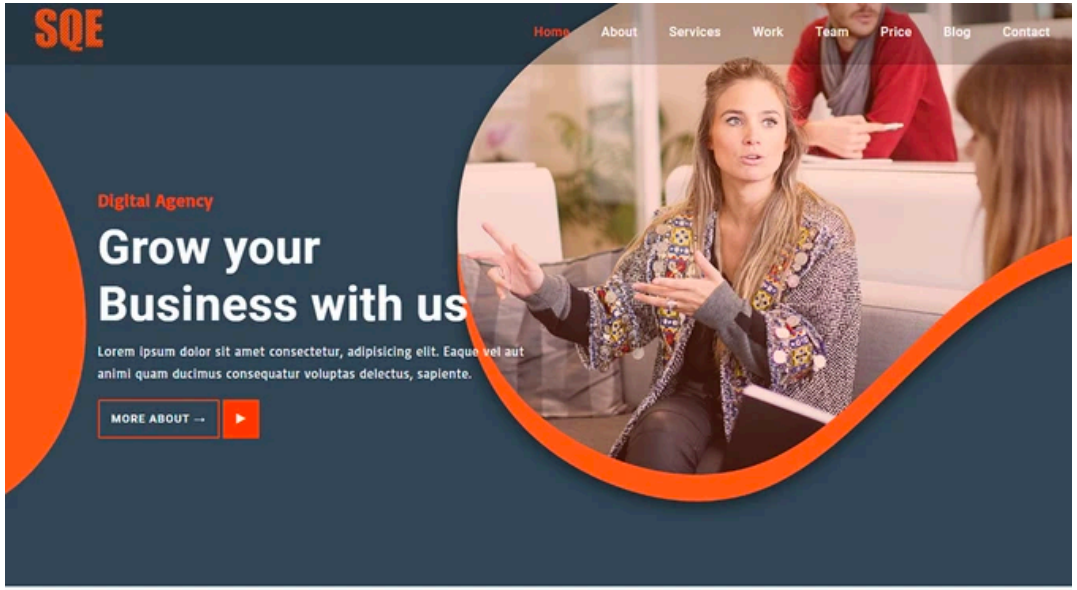
Beige and Blue

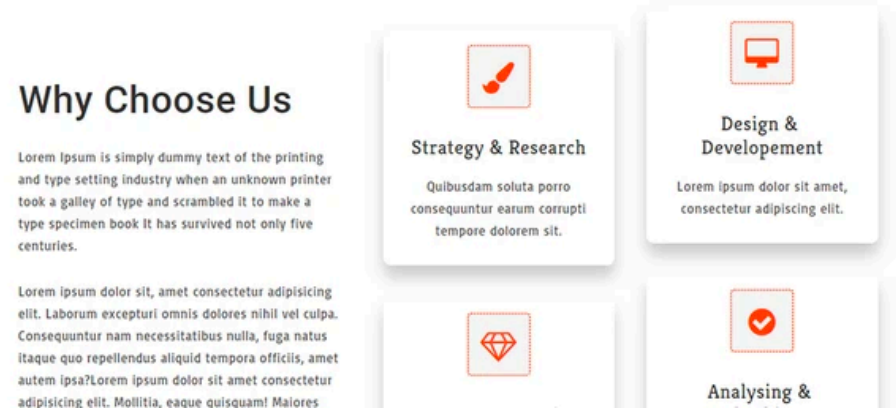


Green and black

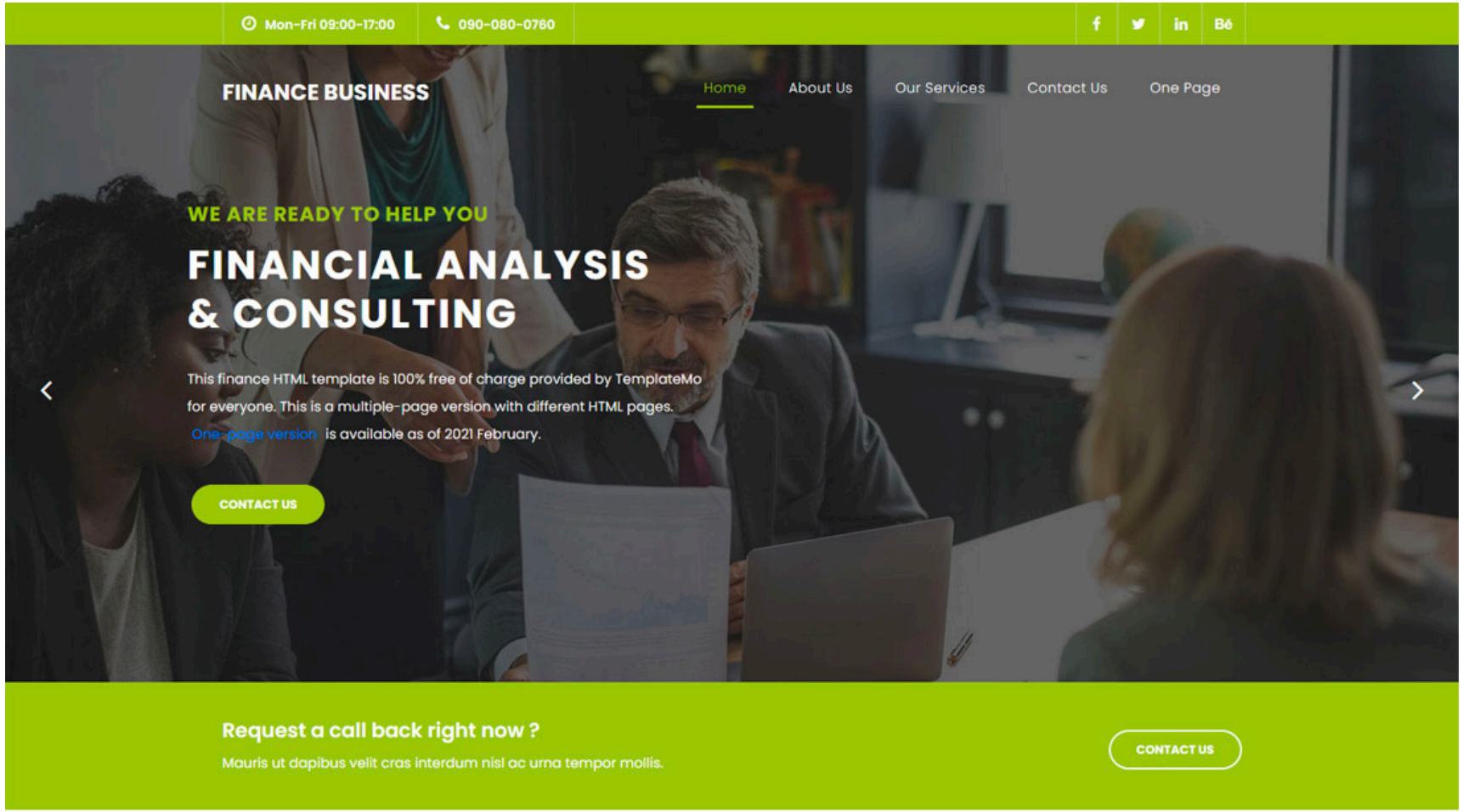


Grey and orange

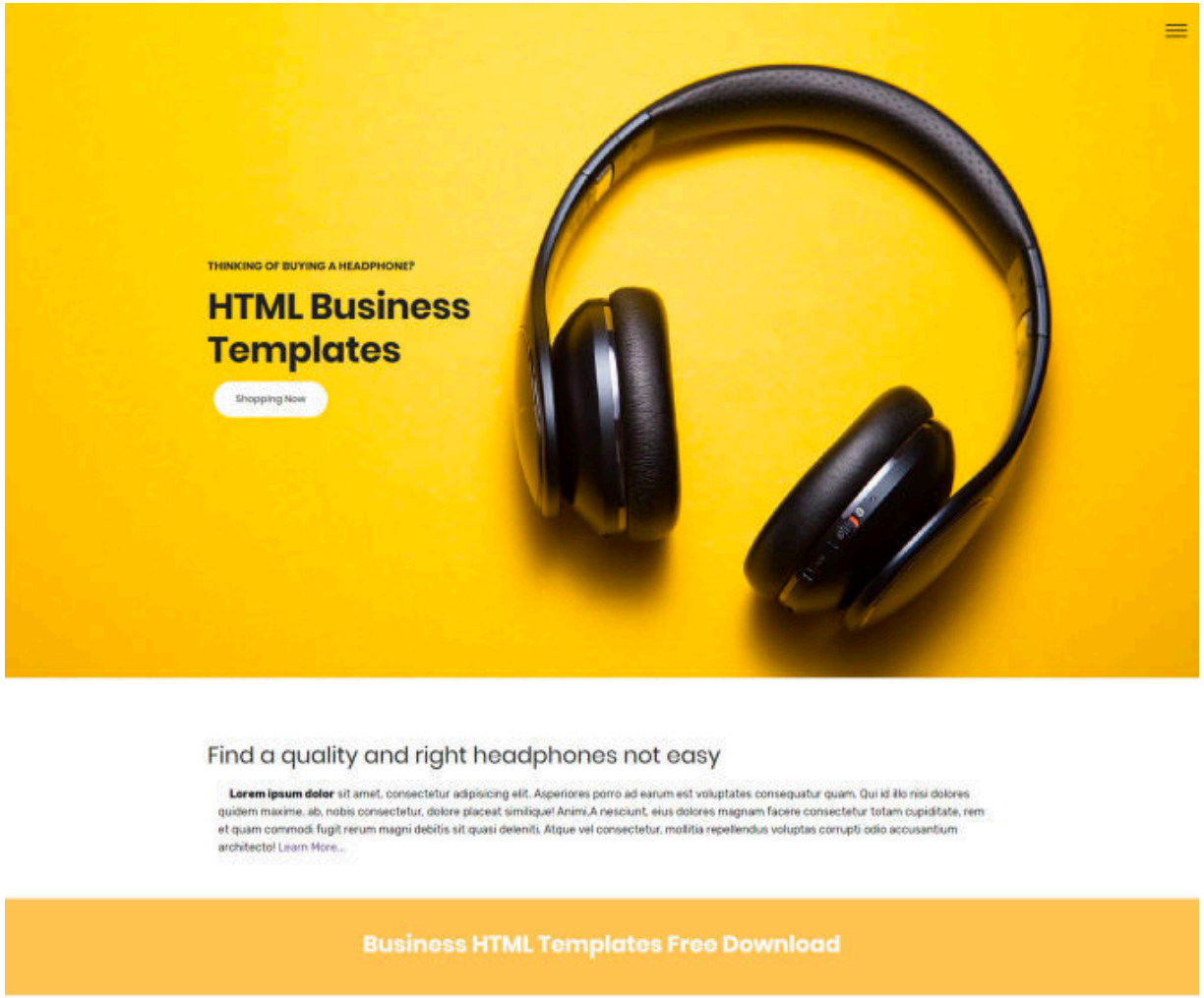




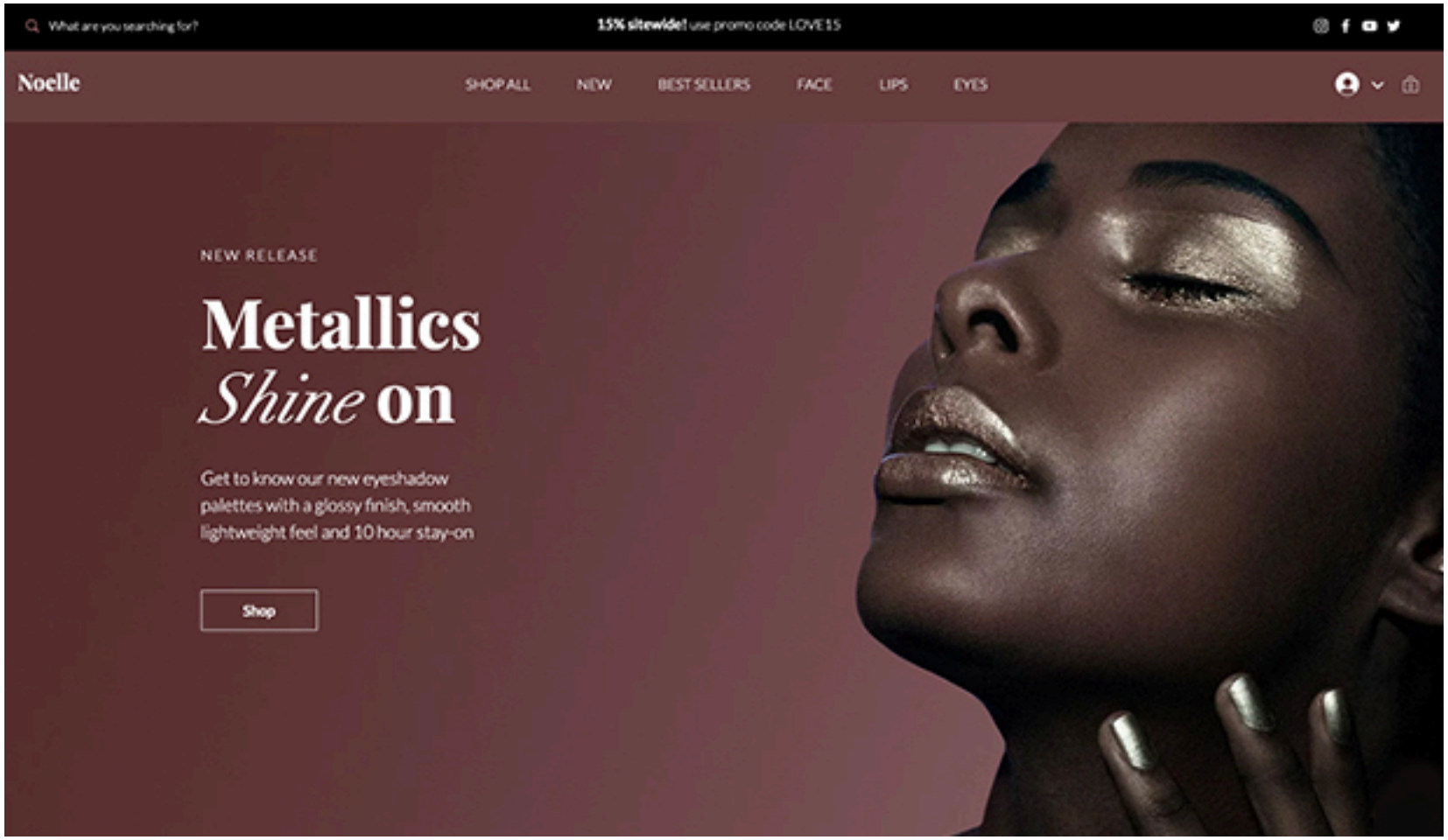
Black and green



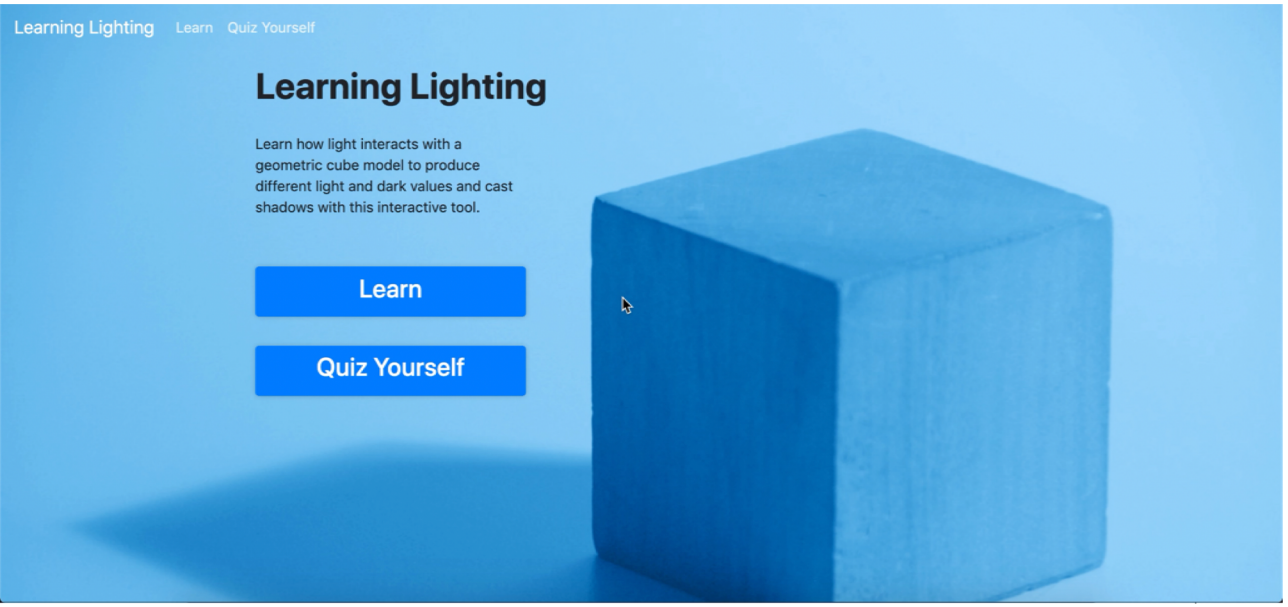
Yellow and black



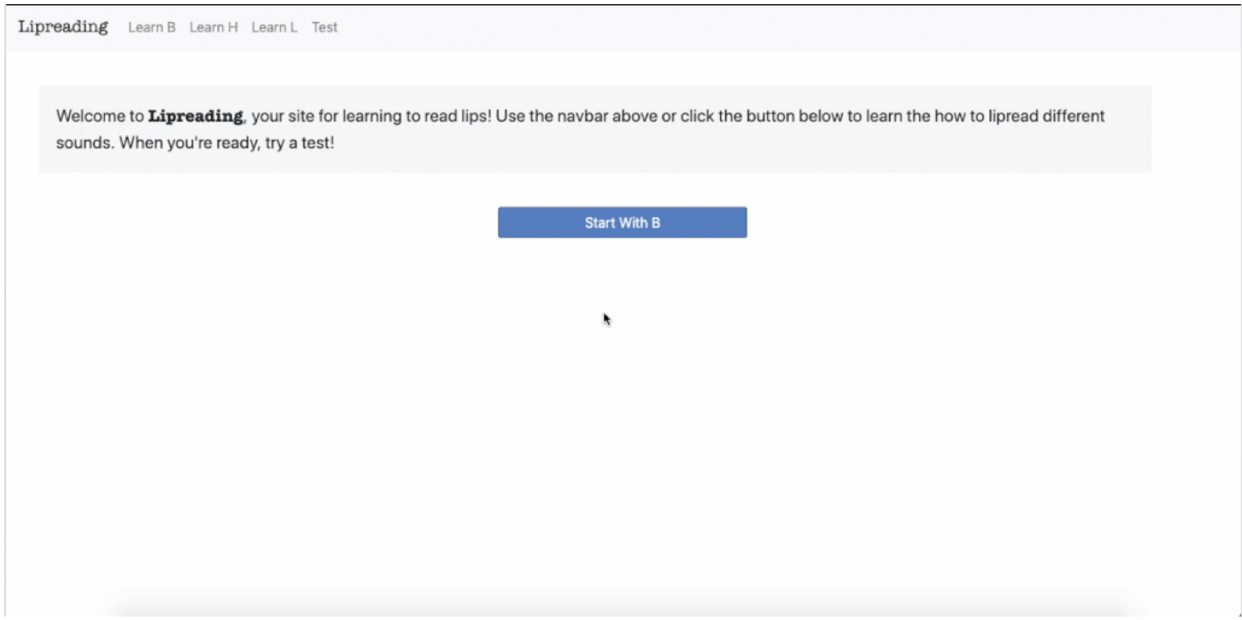
Mauve and white



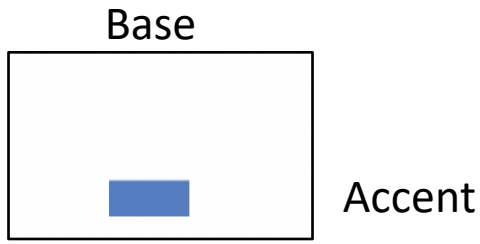
Does it have a base color and accent color?



Yes!

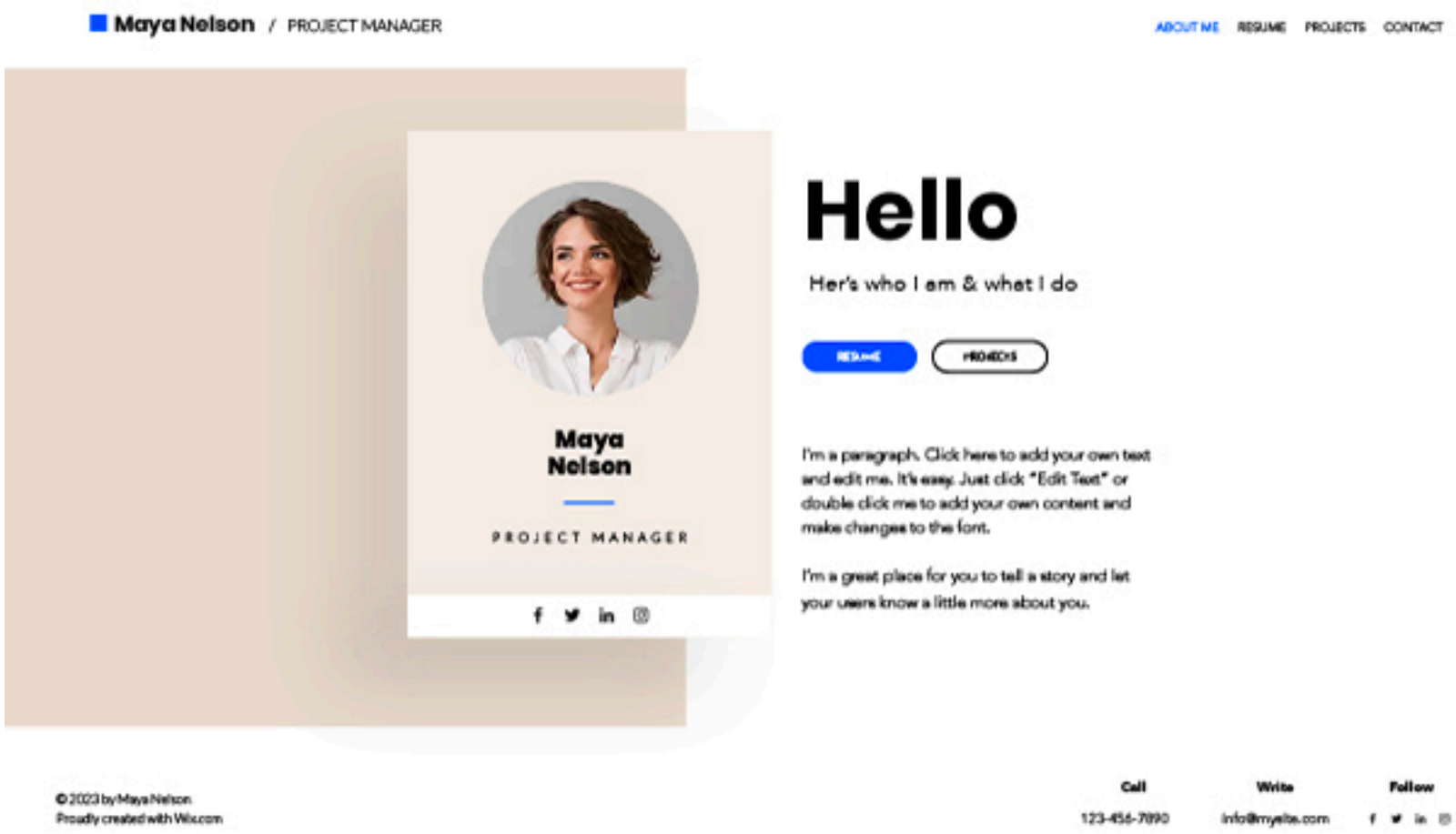


No



Let's fix it!

Let’s steal this one!



Lipreading

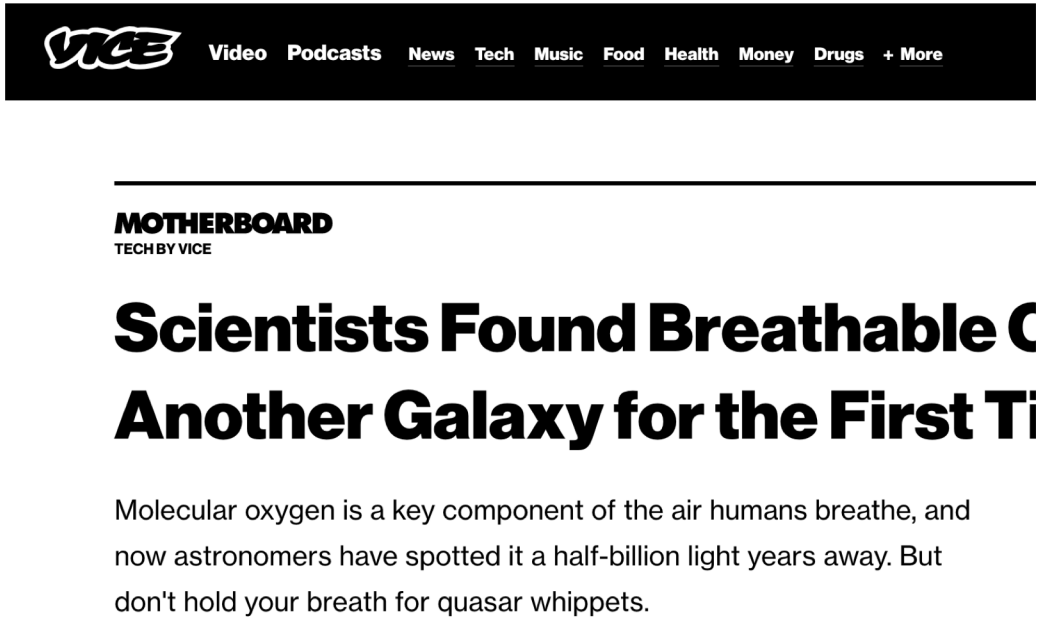
Learn the sounds of B, H, and L

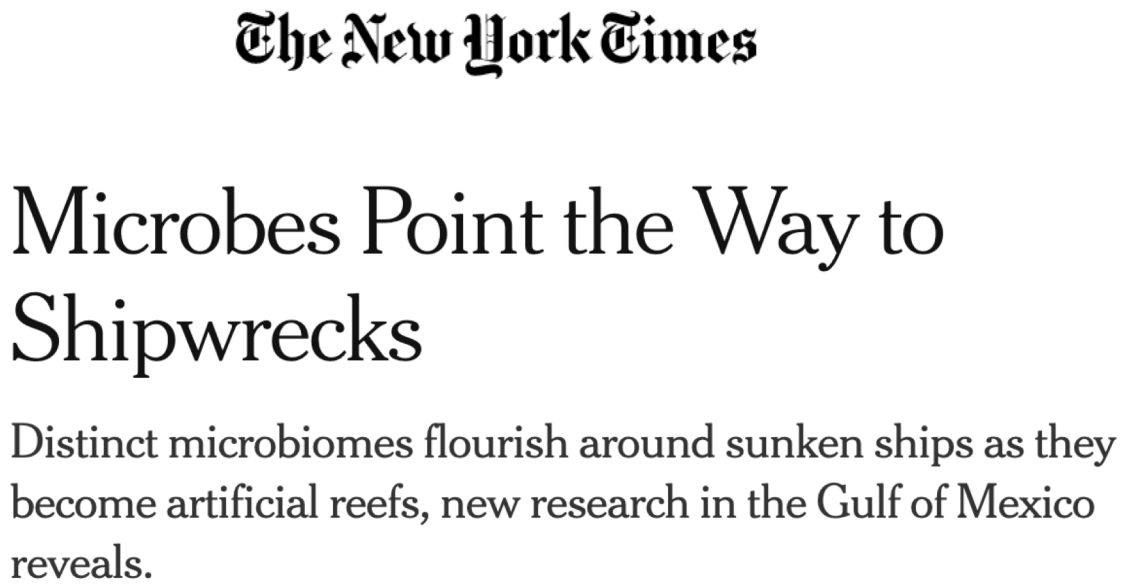
Start With B

Fonts

Serif
Sans-serif
UI Designers
JAKE-CLARK.TUMBLR

Like colors, fonts have cultural connotations

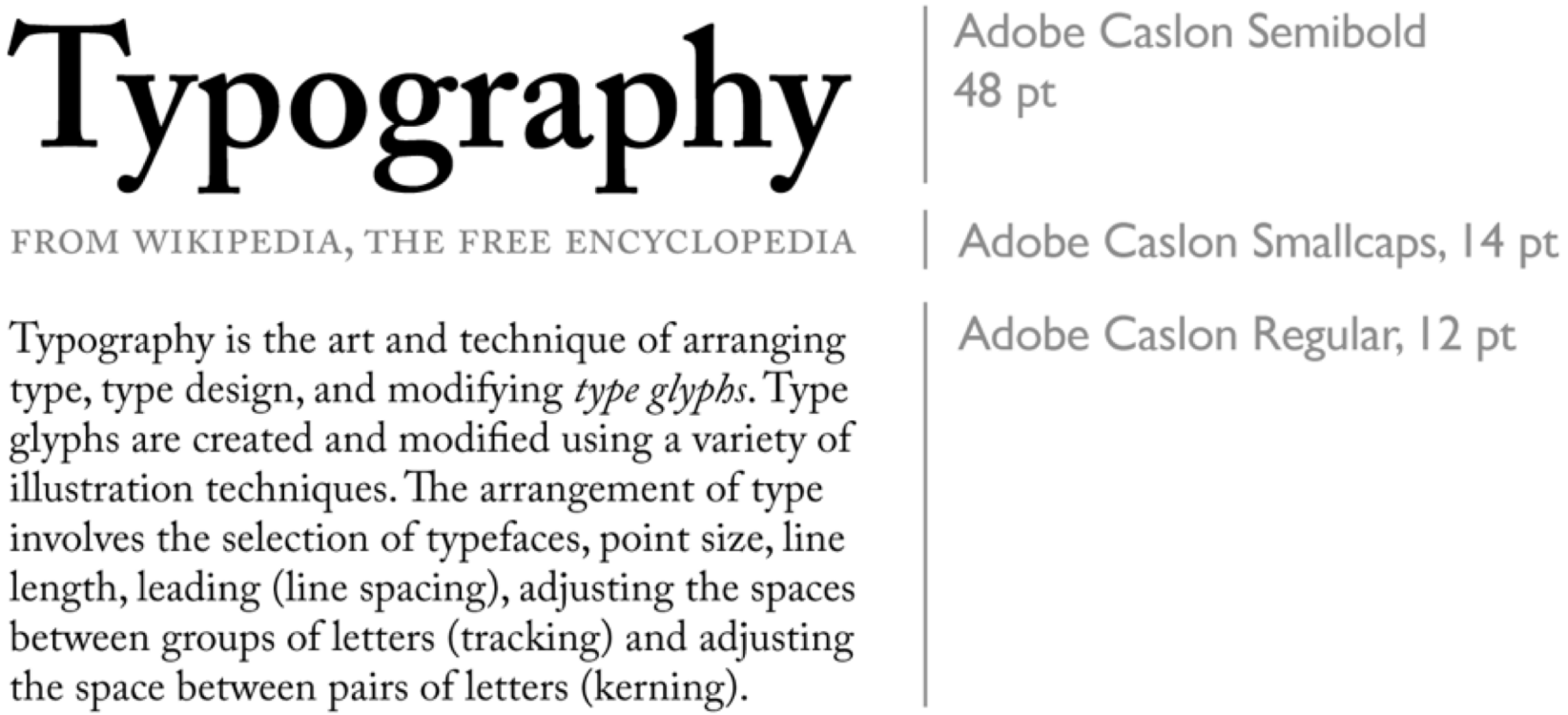




San Serif =
Modern, simple

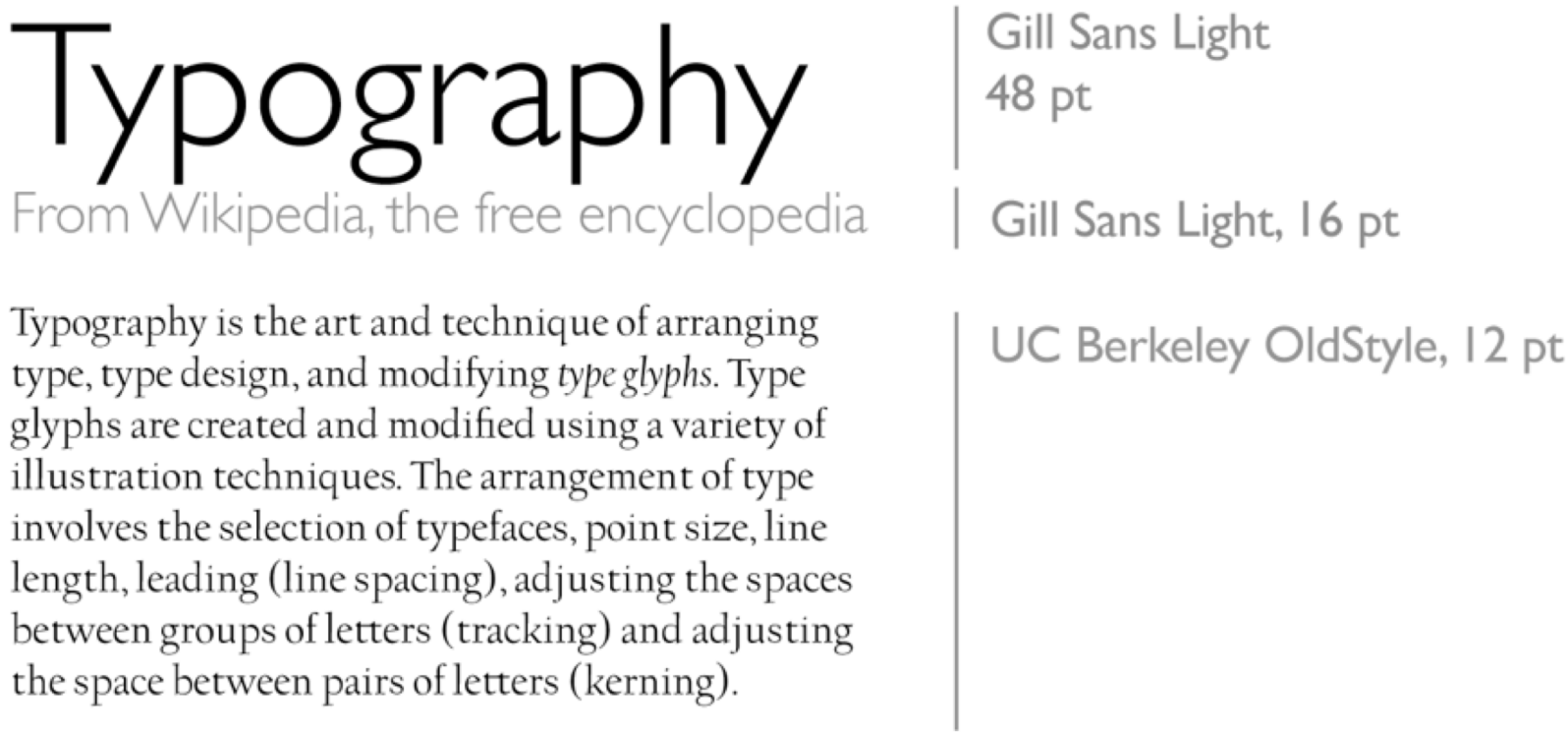
Serif =
Intellectual, Elite

Mixing fonts: Concordant fonts



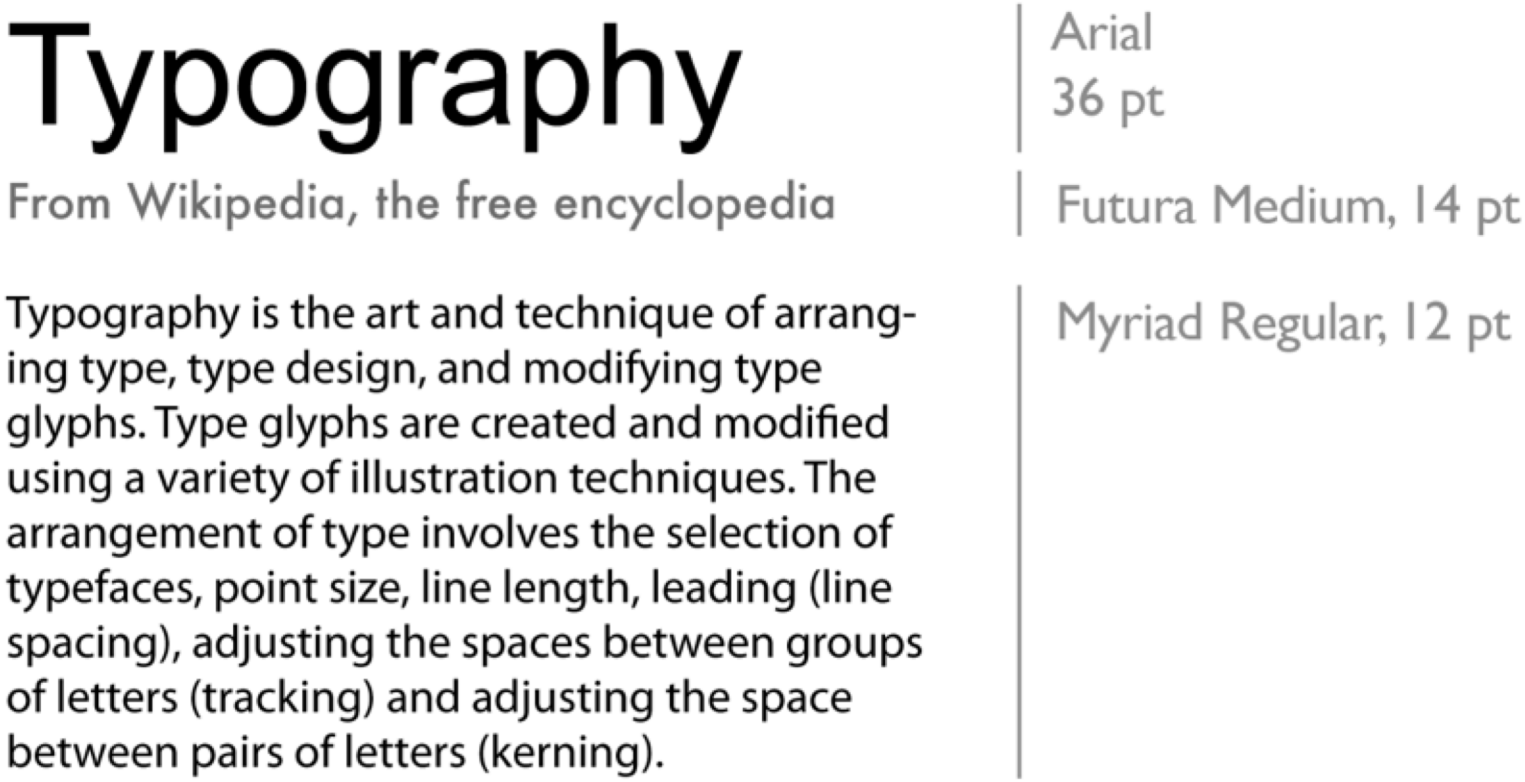
Mixing fonts of the same font-family is great.

Mixing fonts: Contrasting fonts



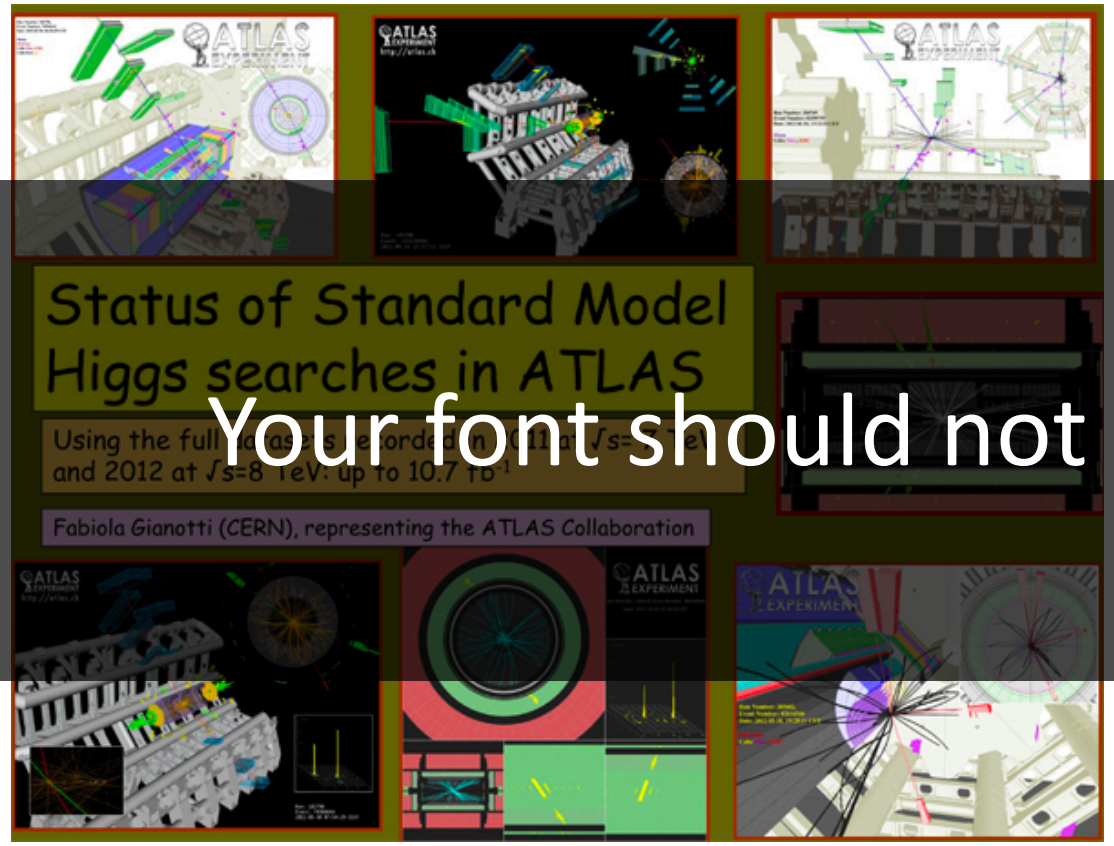
Mixing San Serif and Serif is ok. (But edgier)

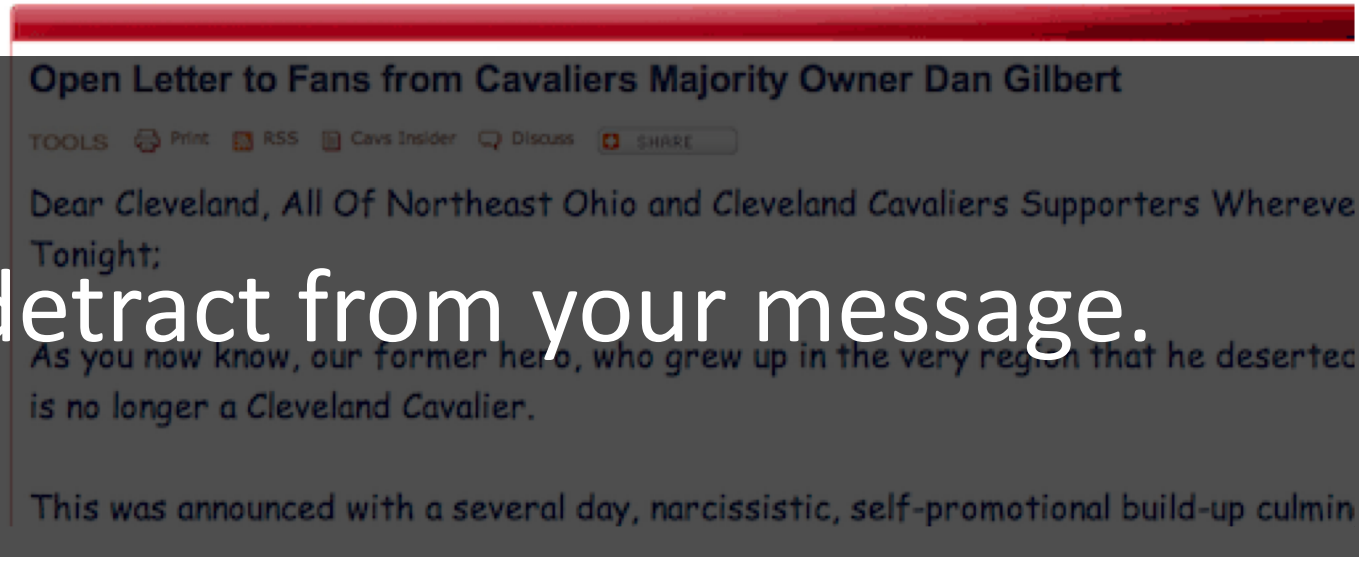
BAD font mix: Conflicting fonts



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.

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.