

Homework 2: Information Design and Implementation

Due Friday 2/1 @4pm on Courseworks.

What to submit:

- 8 separate files with the following titles:
 - 1_Invitation_writeup.pdf
 - 1_Invitation.html

 - 2_Tinder_annotation.pdf

 - 3_Tinder_writeup.pdf
 - 3_Tinder.html

 - 4_My_info_design_writeup.pdf
 - 4_my_info_design.html

 - 5_information_foraging_theory.pdf

- Submit them separately to Courseworks, do **not** zip them up.

Problems:

1. Recreate the invitation example from class using HTML and CSS.

You are only allowed to use the following HTML elements: <div>, ,
. All styles must be in a <style> header in CSS. You may not use the style attribute of HTML elements.

- a. Show a screenshot of your recreation
- b. Emphasizing important information.
 - i. What two information design “tools” did you use together to achieve it?
 - ii. What CSS did you use to implement it?
- c. De-emphasizing lesser information.
 - i. What two information design “tools” did you use together to achieve it?
 - ii. What CSS did you use to implement it?
- d. (submit your code as invitation.html)

2. Annotate the following screenshot of the Tinder UI.

- a. What are the 3 groups in the information hierarchy? (On the screenshot, label them with boxes that cover the entire group and number them: 1,2,3)
- b. What is the concept behind each group?
- c. Within the most complex of those three groups, what are the 3 conceptual groups inside of it? (on the screenshot, label them with boxes that cover the entire group and number them: A, B, C)
- d. What is the concept behind each of those groups?

tinder



Sean Rad, 29

Verified

♥ Like Me On Tinder

3. Recreate the Tinder information display above in HTML and CSS.

Use only basic HTML elements, <div>, ,
, etc. (there are two more elements you will need, but we aren't going to tell you what they are). Don't use <table>. You will get zero points if you use a table element.

All styles must be added in the CSS header. No inline style tags.

Use only the following images from this location (do not copy the images to your local machine)

- http://coms4170.cs.columbia.edu/2019-spring/assignments/hw2/tinder_images/tinder_logo.png
 - http://coms4170.cs.columbia.edu/2019-spring/assignments/hw2/tinder_images/tinder_person.png
 - http://coms4170.cs.columbia.edu/2019-spring/assignments/hw2/tinder_images/tinder_verified.png
 - http://coms4170.cs.columbia.edu/2019-spring/assignments/hw2/tinder_images/heart.png
- a. Show a screenshot of your recreation
 - b. How did you implement the thin grey line under the logo:
 - i. What is the HTML element?
 - ii. how did you style it?
 - c. How did you implement the border the rounded corners:
 - i. What is the HTML element?
 - ii. how did you style it?
 - d. How did you get the white heart to show up on the solid grey background:
 - i. What was the HTML element?
 - ii. Why did it work?
 - e. How did you get the heart to be next to the "Like me on Tinder" text:
 - i. What is the HTML element?
 - ii. how did you style it?
 - f. How did you get the **verified image** to be next to the "**Sean Rad, 29**" text:
 - i. What is the HTML element?
 - ii. how did you style it?
 - g. How did you center the element containing the Tinder logo:
 - i. What is the HTML element?
 - ii. How did you style it?
 - h. How did you center the element containing the text "Like me on Tinder":
 - i. What is the HTML element?
 - ii. How did you style it?
 - i. (submit your code as tinder.html)

4. Information Design for Undifferentiated Text

Below is some undifferentiated text. You must design and implement (in HTML and CSS) this information so that the important elements are emphasized according to the information hierarchy principles discussed in class.

- Same implementation rules as before: no tables. no inline styles.
- Do not use color.
- You may re-order the information and re-phrase the information, as long as the meaning is preserved.
- We recommend designing the concept first (on paper, or PowerPoint), before translating it into HTML.

Undifferentiated text:

100% COTTON. COLD WASH MACHINE. DO NOT DRY CLEAN. WASH DARK SEPARATELY. DO NOT BLEACH. WASH INSIDE OUT. DO NOT TUMBLE DRY. LINE DRY IN SHADE. WARM IRON ON REVERSE. MADE IN CHINA. RFC# 910911-040

- a. Show a screenshot of your implementation.
- b. What are the 3 conceptual groups in your information design:
 - i. Label them with 3 boxes numbered 1,2,3.
 - ii. What is the concept behind them?
- c. In group 1:
 - i. What important information did you emphasize?
 - ii. Why?
 - iii. What two heuristics did you use together to bring it out?
- d. In group 2 (same questions):
 - i. What important information did you emphasize?
 - ii. Why?
 - iii. What two heuristics did you use together to bring it out?
- e. In group 3: (same questions)
 - i. What important information did you emphasize?
 - ii. Why?
 - iii. What two heuristics did you use together to bring it out?
- f. Did you use color?
- g. (submit your code as my_info_design.html)

5. Information Foraging Theory Questions

- a. Why do aesthetics matter to helping users find information?
- b. What is the biggest reason to use icons?
- c. When is using icons bad?
- d. Find an example of a website that has good simple labels.
 - i. Show us a screenshot.
 - ii. Explain one of the labels, and write one sentence about how it is important for a specific user to find information.
- e. Find an example of a website that does a good job of omitting labels.
 - i. Show a screenshot
 - ii. What could the labels have been (you can annotate them in a second annotated screenshot)