

Visual Information Design

No screens



Prof. Lydia Chilton
COMS 4170
28 January 2019

Say your name



Homework 1 Review

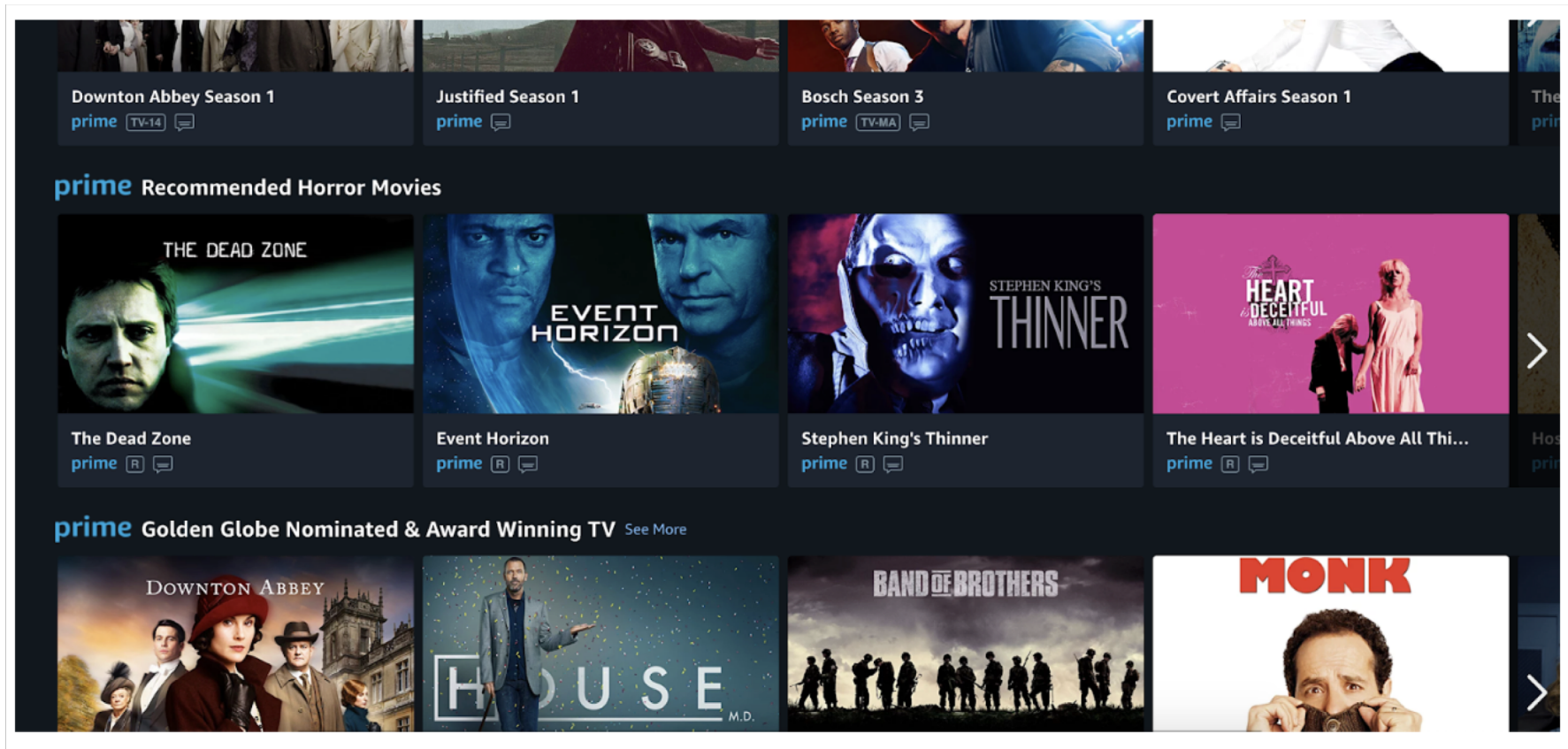
10 Usability Heuristics

Consistency and Standards Online textbook Navigation is on the left AND right.

The screenshot shows a textbook page for '4. Human Computer Interaction'. On the left is a navigation sidebar with a tree view containing sections like 'Introduction', 'Algorithms', 'Programming Languages', 'Human Computer Interaction' (highlighted), 'Data Representation', 'Coding - Introduction', 'Coding - Compression', 'Coding - Encryption', 'Coding - Error Control', 'Artificial Intelligence', 'Complexity and Tractability', 'Computer Graphics', 'Computer Vision', 'Formal Languages', and 'Network Communication Protocols'. The main content area has a blue header '4. Human Computer Interaction' and a video player titled 'Computer Science Field Guide: H...'. To the right of the video is a 'Table of Contents' with items: 'What's the big picture?', 'Users and tasks', 'Interface Usability', 'Usability Heuristics', and 'The whole story!'. Below that is an 'Authors' section listing 'Tim Bell' and 'Heidi Newton'.

Violation: Consistency and Standards

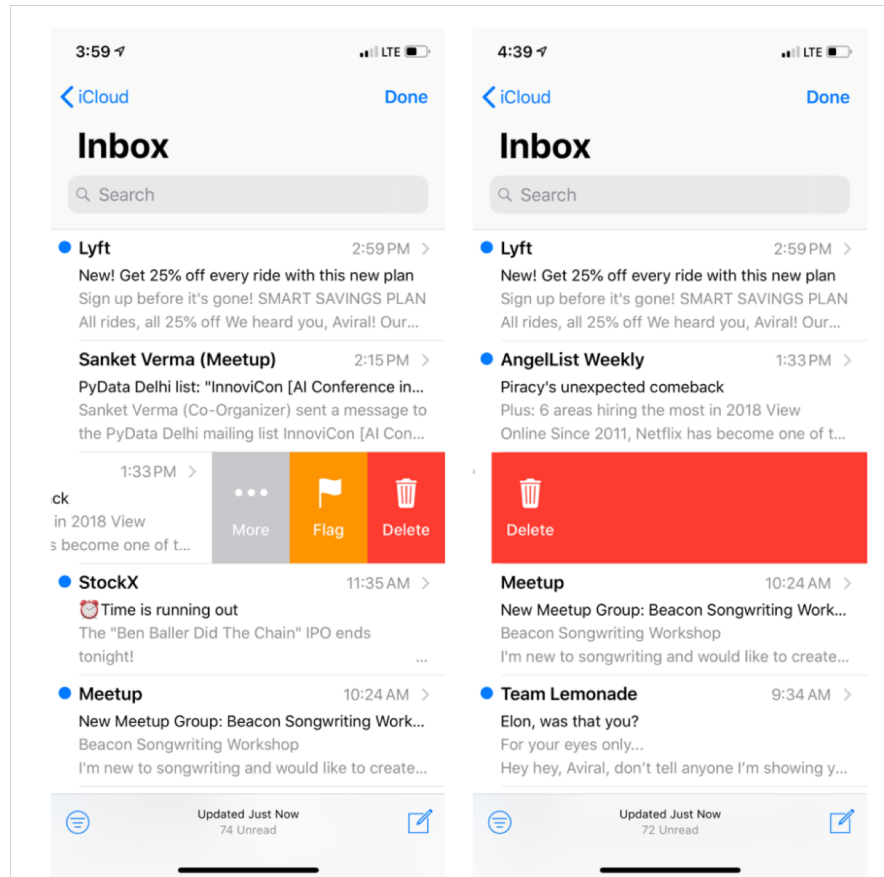
On Amazon Prime Video, I can't find "all Horror movies"



Violation: User Control and freedom

Apple Inbox delete mail

Too easy to accidentally flag rather than delete.



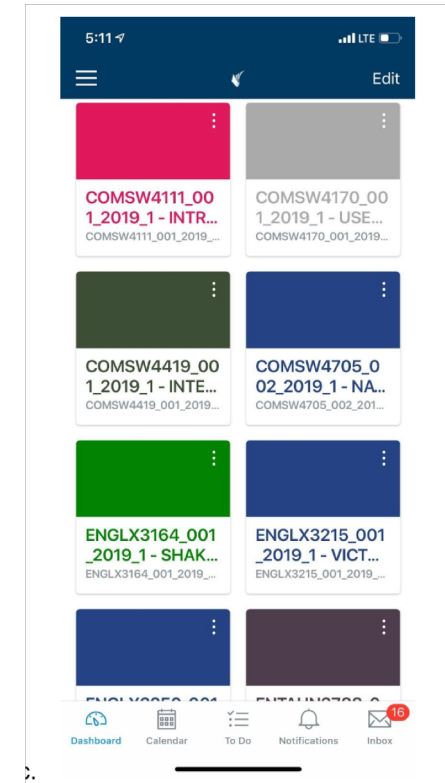
Violation: Error Prevention

Xbox live subscription cancellation. Can't cancel.



Violation: User Control and Freedom

What was the most common violation?



Violation: Aesthetic and minimalist design

Visual Information Design

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Goal 1

Build websites that suit the needs and abilities of users

The main goal of many websites is to
display information users need.

The screenshot shows the Amazon.com homepage with a search bar at the top. Below the navigation bar, there are several sections:

- Popular in Books:** A row of book covers including 'The Craft of Research', 'A Manual for Writers of Research Papers, Theses, and Dissertations', 'Academic Writing for Graduate Students', and 'A Manual for Writers of Research Papers, Theses, and Dissertations, Ninth Edition'.
- More in Books:** A section with 100 books to read in a lifetime, including 'The Craft of Research, Third Edition' and 'A Manual for Writers of Research Papers, Theses, and Dissertations'.
- Amazon Kindle:** A section for Kindle eBooks, including 'Kindle Deals', 'Kindle Unlimited', and 'Prime Reading'.
- Textbooks:** A section for textbooks, including 'Textbooks Store', 'Textbook Rentals', and 'Sell Us Your Books'.

The screenshot shows a Gmail inbox with a search bar at the top. The inbox is organized into folders: Primary, Social, Promotions, and Updates. The Primary folder is selected, showing a list of emails:

- Inbox (2):** Includes 'Baldwin, BPS (2)', 'Feldmann, Ann', 'me, Lambert (2)', 'me, Braasch, Klamm (3)', 'me, Cox (2)', 'Triple, Todd', 'donotreply', 'Ann Feldmann', 'me, Campbell (7)', and 'Toelle, me (3)'.
- Sent Mail:** Includes 'Bloglovin' - Not that I know of. Sometimes blocked sites come in on a hug'.
- Drafts (54):** Includes 'Fwd: 21st Century Classroom Visit? - Ann Feldmann District Technolog'.
- Need to Read:** Includes '8th Period - Hey, Jeff. I am planning on doing the Mystery Hangout lesson'.
- Technology Coach:** Includes '8:05 am', 'Jan 12', 'Jan 12', 'Jan 11', 'Jan 11', 'Jan 11', 'Jan 11', 'Jan 8', 'Jan 8', 'Jan 6', and '12/23/15'.

The main goal of many websites is to display information users need.

The screenshot shows a Facebook post from 'PictureCorrect Photography Tips'. The post asks 'What is your Photography-Related New Year's Resolution??' and has 15 minutes ago as the timestamp. The post includes several comments:

- Adel Gomaa and Richard Schneider like this.
- Sadi Molloy: 'get my business looking more professional: car signed: tick, making up portrait folders: tick, stickers & cd covers: still to do... its getting there though.' (11 minutes ago)
- PictureCorrect Photography Tips: 'My resolution for 2011 is to capture more landscape photos outside the U.S., and add more countries to my portfolio! What is yours?' (11 minutes ago)
- Richard: 'privacy policy system status' (11 minutes ago)
- James Donnelly: 'Larger concerts to cover and improve my portrait editing style/skill' (10 minutes ago)
- Jose Antonio Rubido: 'To push my photpography foward full throttle' (9 minutes ago)
- Deacon Jonathan Jerome Johnson: 'To learn more and enhance the quality of my shots!' (5 minutes ago)
- Latu Peti Vimahi Manulua-hafoka: 'learn learn learn!!!'

The screenshot shows the Craigslist website for the SF bay area. The site is organized into several categories:

- community:** Includes 'activities', 'artists', 'childcare', 'classes', 'events', 'general', 'groups', 'rideshare', 'volunteers', 'local news', 'lost+found', 'musicians', 'pets', 'politics', 'rideshare', 'volunteers'.
- housing:** Includes 'apts / housing', 'housing swap', 'housing wanted', 'office / commercial', 'parking / storage', 'real estate for sale', 'rooms / shared', 'rooms wanted', 'sublets / temporary', 'vacation rentals'.
- jobs:** Includes 'accounting+finance', 'admin / office', 'arch / engineering', 'art / media / design', 'biotech / science', 'business / mgmt', 'customer service', 'education', 'food / bev / hosp', 'general labor', 'government', 'human resources', 'internet engineers', 'legal / paralegal', 'manufacturing', 'marketing / pr / ad', 'medical / health', 'nonprofit sector', 'real estate', 'retail / wholesale', 'sales / biz dev', 'salon / spa / fitness', 'security', 'skilled trade / craft', 'software / qa / dba', 'systems / network', 'technical support', 'transport', 'tv / film / video', 'web / info design', 'writing / editing', '[part-time]'.
- personals:** Includes 'strictly platonic', 'women seek women', 'women seeking men'.
- for sale:** Includes 'antiques', 'appliances', 'arts+crafts', 'atv/utv/sno', 'auto parts', 'baby+kid', 'barber', 'beauty+hth', 'bikes', 'boats', 'books', 'business', 'cars+trucks', 'cds/dvd/vhs', 'cell phones', 'clothes+acc', 'collectibles', 'computers', 'electronics', 'farm+garden', 'free', 'furniture', 'garage sale', 'general', 'heavy equip', 'household', 'jewelry', 'materials', 'motorcycles', 'music instr', 'photo+video', 'rvs+camp', 'sporting', 'tickets', 'tools', 'toys+games', 'video gaming', 'wanted'.
- discussion forums:** Includes 'apple', 'arts', 'atheist', 'autos', 'beauty', 'bikes', 'celebs', 'comp', 'crafts', 'diet', 'divorce', 'dying', 'eco', 'educ', 'help', 'history', 'housing', 'jobs', 'jokes', 'kink', 'linux', 'm4m', 'manners', 'marriage', 'media', 'money', 'photo', 'p.o.c.', 'politics', 'psych', 'queer', 'recover', 'religion', 'romance', 'science', 'spirit', 'sports', 'tax', 'travel', 'tv'.

What information do these sites display?

Ignore the interaction and
Focus on the information being displayed.

User Interface Design

COMS 4170 · Spring 2019

[Home](#)

[Grading](#)

[Syllabus](#)

[Piazza](#)

Goals

1. Build websites that suit the needs and abilities of users.
2. When the needs and abilities of users are uncertain, design systems by learning from iteration.

INSTRUCTOR

[Prof. Lydia Chilton](#)

OH: Wednesday 5:30-6:30, CEPSPR 612

Please contact staff through [Piazza](#) only

TAS

Angelina Lam OH: Tue 5-6:30, CS TA room

Daniel Li OH: TBA, TBA

Eleanor Murguia OH: TBA, TBA

Katie Pflieger OH: TBA, TBA

Melanie Sawyer OH: Thurs 5-6, CS TA room

WEEKLY SCHEDULE

Lecture

Monday, Wednesday

4:10-5:25pm

451 CSB



columbia



All

Maps

Images

News

Shopping

More

Settings

Tools

About 647,000,000 results (0.66 seconds)

Shop Columbia® Online | Outdoor Apparel & Products

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Types: Jackets, Vests, Shirts, Pants, Shorts, Footwear, Accessories, Backpacks

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<https://www.columbia.com/>

Shop direct from **Columbia** Sportswear. Our Outerwear is Tested Tough in the Pacific Northwest. Shop for Jackets, Pants, Shirts, Shoes & more.

[Men](#) · [Women](#) · [Insulated & Down](#) · [Jackets](#)

Columbia University in the City of New York

<https://www.columbia.edu/>

Schedule a tour of the Morningside campus. Five graduates in cap and gown celebrate facing the camera. Commencement. University-wide commencement information. Annette Lopes smiling at camera. Employment. Careers at **Columbia**. College walk in front of Low Library. **Columbia** Data. A statistical snapshot of the ...

[Centers and Institutes](#) · [Students](#) · [Manage My UNI](#) · [Careers at Columbia](#)

Columbia University Libraries: Libraries Home

library.columbia.edu/

Through the launch of a Shared Collection Service developed in partnership with Princeton University Library and The New York Public Library, **Columbia** added over seven million items to its catalog this month... Staff Profile: Ben Armintor Ben Armintor discusses his role in open source software for libraries, his journey ...

You've visited this page 4 times. Last visit: 1/16/18

Columbia - Wikipedia

<https://en.wikipedia.org/wiki/Columbia>



Popular in Books

- Award Winners
- Bargain Books
- Best Books of the Month
- Best Books of 2017
- Books in Spanish
- Children's Books
- Deals in Books
- Top 20 Lists in Books

More in Books

- 100 Books to Read in a Lifetime
- Amazon Book Review Blog
- Amazon Books on Facebook
- Amazon Books on Twitter
- Amazon First Reads

Amazon Kindle

- Kindle eBooks
- Kindle Deals
- Kindle Unlimited
- Prime Reading
- Spanish Kindle eBooks

Textbooks

- Textbooks Store
- Textbook Rentals
- Sell Us Your Books
- Kindle eTextbooks

The Craft of Research, Third Edition
Wayne C. Booth, ...Gregory G. Colomb...
Paperback
★★★★☆ 384

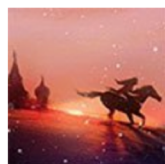
A Manual for Writers of Research Papers, Theses...
Kate L. Turabian, Wayne C. Booth...
Paperback
★★★★☆ 753

Academic Writing for Graduate Students...
John M. Swales, Christine B. FEAR
Paperback
★★★★☆ 128
\$25.65 ✓prime

The Craft of Research, 2nd edition
Wayne C. Booth, Joseph M. Williams...
Paperback
★★★★☆ 384

A Manual for Writers of Research Papers, Theses...
Kate L. Turabian, Wayne C. Booth...
Paperback
\$18.00 ✓prime

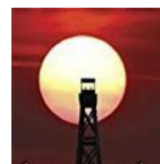
More from the Amazon Book Editors



Best Books of the Month
Top 10
Literature & Fiction
Kids & Teens Books
Mystery & Thriller
[See all categories](#)



Celebrity Picks 2017
Sheryl Sandberg
John Green
Gabrielle Union
Denis Leary
[See all Celebrity Picks](#)



Best Books of 2017
Top 100 Print Books
Fiction
Children's Books
Biographies & Memoirs
[See all](#)



Amazon Book Review
Weekend Reading
Resolution Cage Match
Graphic Novels for Kids
Sticky Fingers: Jann Wenner
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Windows 95 Video Guide with Matthew Perry & Jennifer Aniston

216,782 views

2K 48 SHARE



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Subscribe and watch scenes from all seasons of Friends on my channel - <https://www.youtube.com/channel/UCA8V...>

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Up next

AUTOPLAY



Friends - The One that Goes Behind the Scenes
Favorite Videos
1.8M views



Would I Lie to You? - S11 E08 (NEW WILTY 19th January)
David Mitchell
Recommended for you
New



Actor Replacements That Totally Ruined The Show
Looper
3M views



Inside Matthew Perry's Tragic Real Life Story
Nicki Swift
952K views



Friends - ET On VH1: Behind The Friends Finale
Favorite Videos
1M views



REACT S7 - E19
TEENS REACT TO WINDOWS 95
FBE
12M views



Friends - Ross and Monica's Cousin
Favorite Videos
3.6M views

Mail ▾

COMPOSE

- Inbox (2)
- Sent Mail
- Drafts (54)
- Need to Read
- Technology Coach
- More ▾

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

- Search people...
- Jed Givens
 - Ann Feldmann
 - Ann Feldmann
 - Cadwallader, Julie**
 - Christopher Kessell
 - Courtney Saffold
 - Jeanette Carlson
 - Johnson, Stephanie
 - Kelly Bernadt
 - Loomis, Phillip
 - Robert Mason
 - Shannon Gier
 - Todd Tripple
 - Toledo, Julian (Delor...

post to classifieds

my account

search craigslist

event calendar

M	T	W	T	F	S	S
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4
5	6	7	8	9	10	11

help, faq, abuse, legal

avoid scams & fraud

personal safety tips

terms of use ^{new}

privacy policy

system status

about craigslist

craigslist is hiring in sf

craigslist open source

craigslist blog

best-of-craigslist

craigslist TV

"craigslist joe"

craig connects

progressive directory

weather quake tide

community

activities local news
 artists lost+found
 childcare musicians
 classes pets
 events politics
 general rideshare
 groups volunteers

personals

strictly platonic
 women seek women
 women seeking men
 men seeking women
 men seeking men
 misc romance
 casual encounters
 missed connections
 rants and raves

discussion forums

apple	help	photo
arts	history	p.o.c.
atheist	housing	politics
autos	jobs	psych
beauty	jokes	queer
bikes	kink	recover
celebs	legal	religion
comp	linux	romance
crafts	m4m	science
diet	manners	spirit
divorce	marriage	sports
dying	media	tax
eco	money	travel
educ	motocy	tv
feedback	music	vegan
film	nonprofit	w4w
fitness	open	wed
fixit	outdoor	wine
food	over 50	women
frugal	parent	words

housing

apts / housing
 housing swap
 housing wanted
 office / commercial
 parking / storage
 real estate for sale
 rooms / shared
 rooms wanted
 sublets / temporary
 vacation rentals

for sale

antiques	free
appliances	furniture
arts+crafts	garage sale
atv/utv/sno	general
auto parts	heavy equip
baby+kid	household
barter	jewelry
beauty+hlth	materials
bikes	motorcycles
boats	music instr
books	photo+video
business	rvs+camp
cars+trucks	sporting
cds/dvd/vhs	tickets
cell phones	tools
clothes+acc	toys+games
collectibles	trailers
computers	video gaming
electronics	wanted
farm+garden	

services

automotive	legal
beauty	lessons
cell/mobile	marine
computer	pet
creative	real estate

jobs

accounting+finance
 admin / office
 arch / engineering
 art / media / design
 biotech / science
 business / mgmt
 customer service
 education
 food / bev / hosp
 general labor
 government
 human resources
 internet engineers
 legal / paralegal
 manufacturing
 marketing / pr / ad
 medical / health
 nonprofit sector
 real estate
 retail / wholesale
 sales / biz dev
 salon / spa / fitness
 security
 skilled trade / craft
 software / qa / dba
 systems / network
 technical support
 transport
 tv / film / video
 web / info design
 writing / editing
 [ETC]
 [part-time]

gigs

computer	event
creative	labor
crew	talent
domestic	writing

nearby cl

bakersfield
 chico
 fresno
 gold country
 hanford
 Humboldt
 inland empire
 Klamath falls
 las vegas
 los angeles
 medford
 Mendocino co
 Merced
 Modesto
 Monterey
 orange co
 palm springs
 Redding
 Reno
 Roseburg
 Sacramento
 San Luis Obispo
 Santa Barbara
 Santa Maria
 Siskiyou co
 Stockton
 Susanville
 Ventura
 Visalia-tulare
 Yuba-sutter

us cities

us states

canada

cl worldwide

How should we design
information to suit the needs
and abilities of users?

(forget about interaction for a minute)

Undifferentiated Text

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.

Step 1. Group related information into chunks

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. If you need directions, ping us.

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

Step 2. In each chunk, decide what's 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.**

Step 2. In each chunk, decide what's important to emphasize.

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Where: **the pad.** If you need directions, ping us.

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

Step 3. Consolidate into **3 groups**.

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**.

Step 3. Consolidate into **3 groups**.

You are cordially invited to

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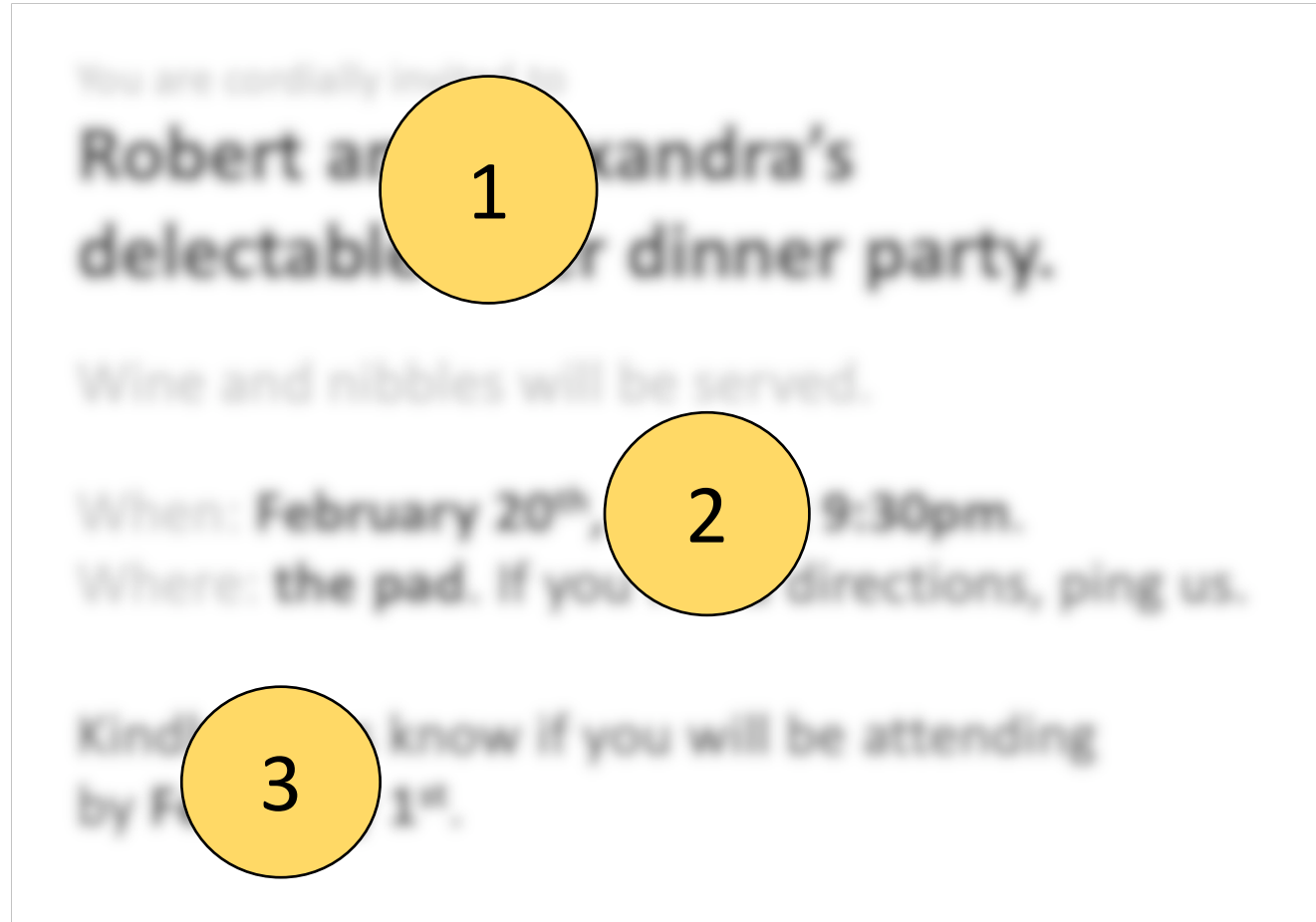
Wine and nibbles will be served.

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**.

Use the squint test to verify the Hierarchy of Information



Users can't focus on everything at once.
They have a spotlight of attention.

You are cordially invited to Robert and
Alexandra's delectable after dinner party.

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 can't make it.

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 can't make it.

A visual hierarchy of information allows
designers to guide users' attention.

7 Tools for *visually* conveying importance

1. Conceptual Grouping:

A few high-level visual groups (3)

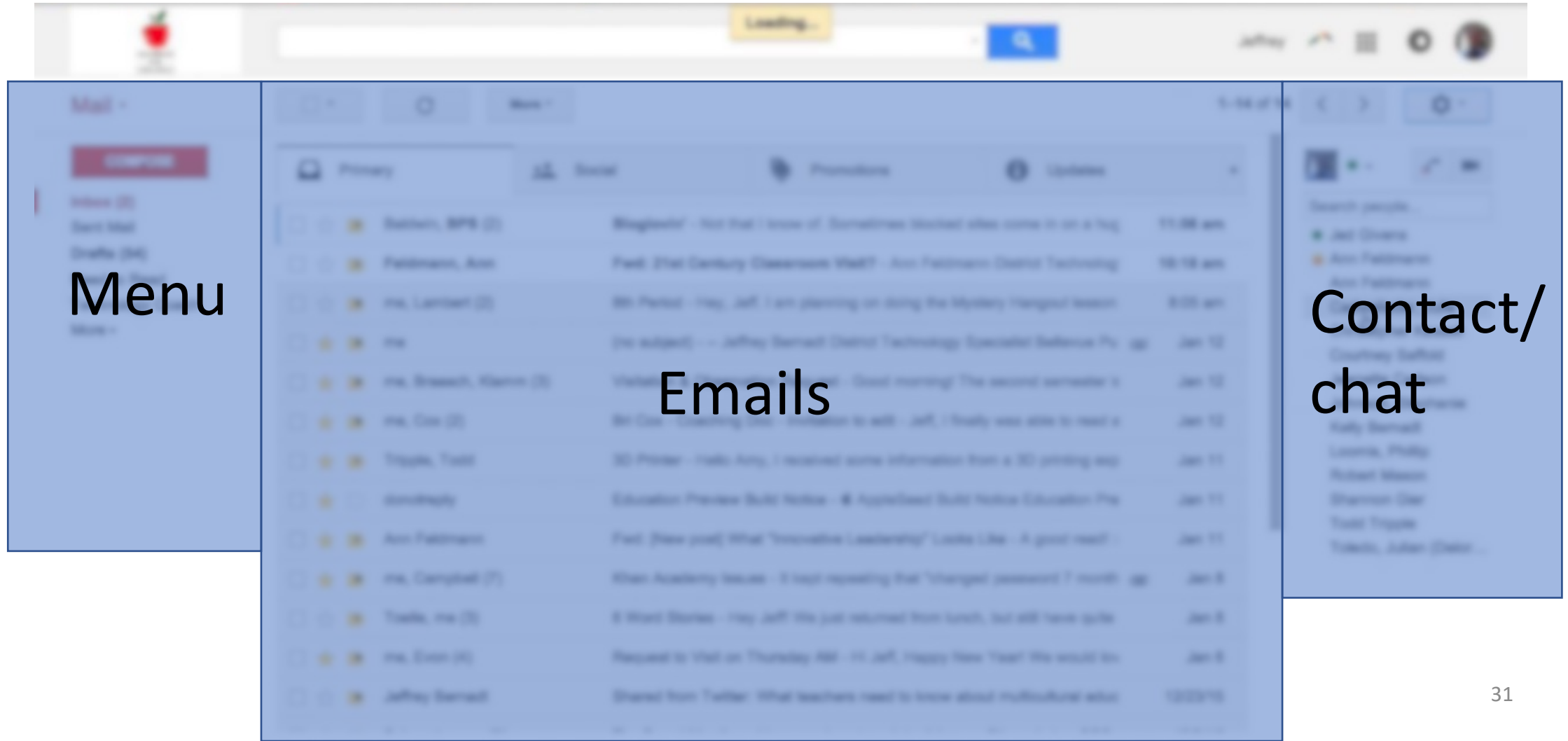
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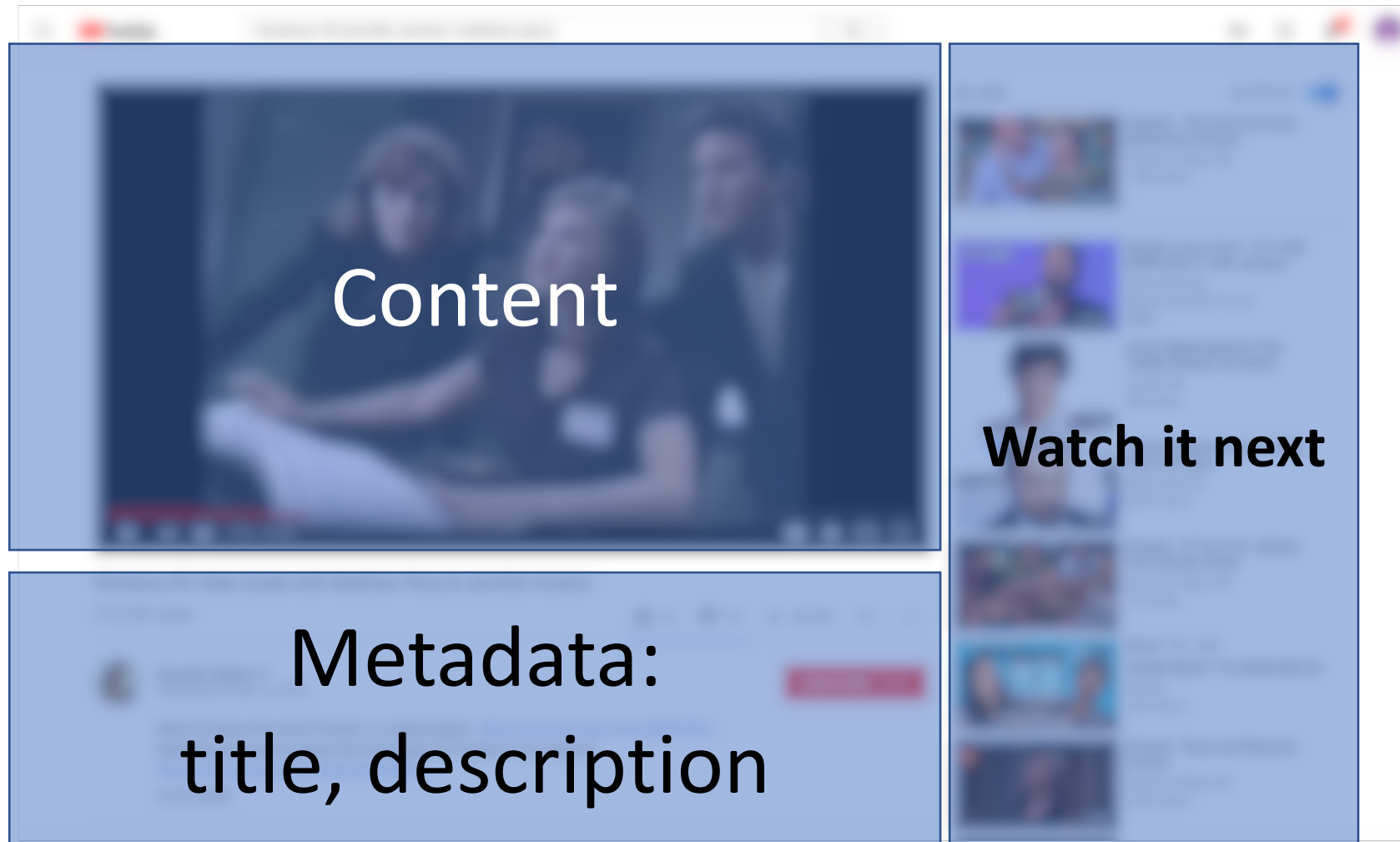
Kindly let us know if you will be attending by February 1st.

1. Conceptual Grouping: A few high-level visual groups



1. Conceptual Grouping:

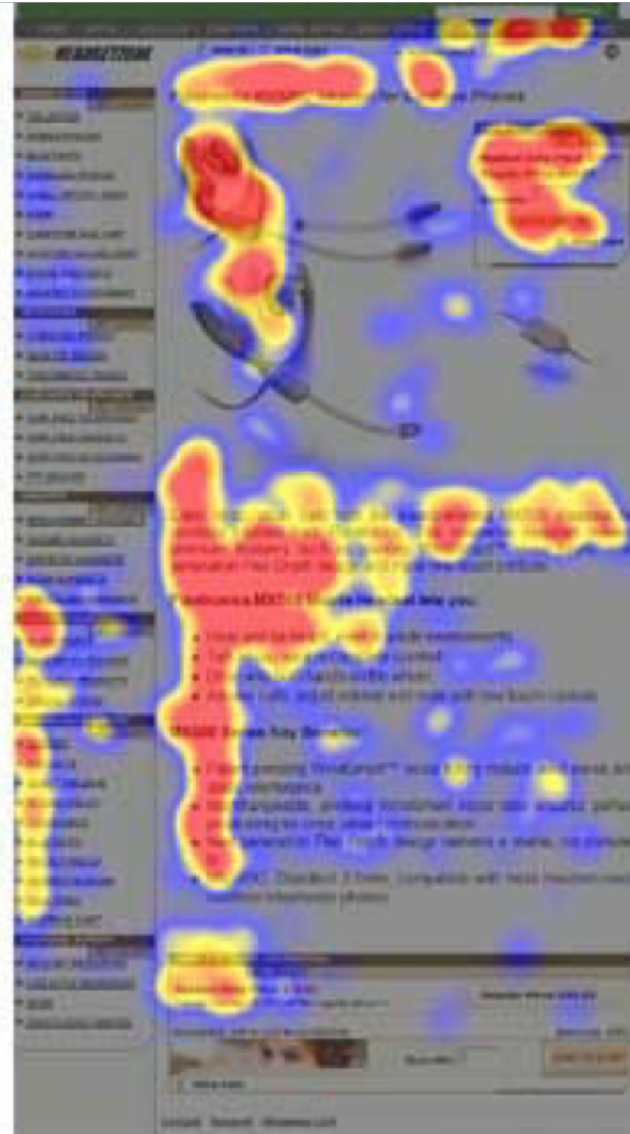
A few high-level visual groups



2. Location indicates Importance



2. Location indicates importance



3. Whitespace indicates importance

Columbia University

User Interface Design

COMS 4170 · Spring 2018

Home Syllabus Assignments ▾ Piazza

Part 1 Build websites that suit the needs and abilities of users.
Part 2 When the needs and abilities of users are uncertain, design systems by learning from iteration and experimentation.

INSTRUCTOR Prof. Lydia Chilton OH: Tuesday 3-4 pm, CEPSR 612 Please contact staff through Piazza only	TAS Tessa Hurr Eleanor Murguia Lucille Sui	WEEKLY SCHEDULE Lecture Mon, Wed 4:10-5:25pm, 413 Kent Hall
---	--	---

Whitespace vs. No Whitespace

Columbia University

User Interface Design

COMS 4170 · Spring 2018

Home Syllabus Assignments ▾

Part 1 Build websites that suit the needs and abilities of users.
Part 2 When the needs and abilities of users are uncertain, design systems by learn experimentation.

INSTRUCTOR	TAS	WEEKLY
Prof. Lydia Chilton OH: Tuesday 3-4 pm, CEPSR 612 Please contact staff through Piazza only	Tessa Hurr Eleanor Murguia Lucille Sui	Lecture Mon, Wed

Columbia University

User Interface Design

COMS 4170 · Spring 2018

Home Syllabus Assignments ▾

Part 1 Build websites that suit the needs and abilities of users.
Part 2 When the needs and abilities of users are uncertain, design systems by learn experimentation.

INSTRUCTOR	TAS	WEEKLY
Prof. Lydia Chilton OH: Tuesday 3-4 pm, CEPSR 612 Please contact staff through Piazza only	Tessa Hurr Eleanor Murguia Lucille Sui	Lecture Mon, Wed 4:

3. Whitespace indicates importance



New Year, New You


Adriana Lima Store

Zac Efron Store

The Celebrity Store



Wireless Headphones




Performance Logo Pants



Exercise Bands



Elliptical Trainers



Sports Beverage



Men's Deodorant

3. Whitespace indicates importance

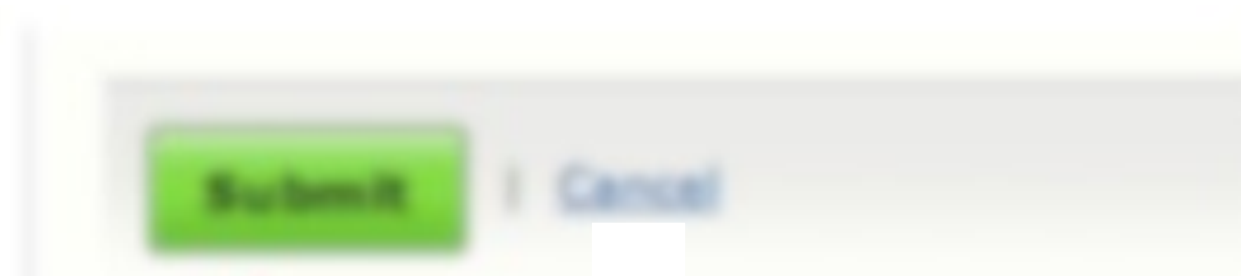


Random Art



Mona Lisa

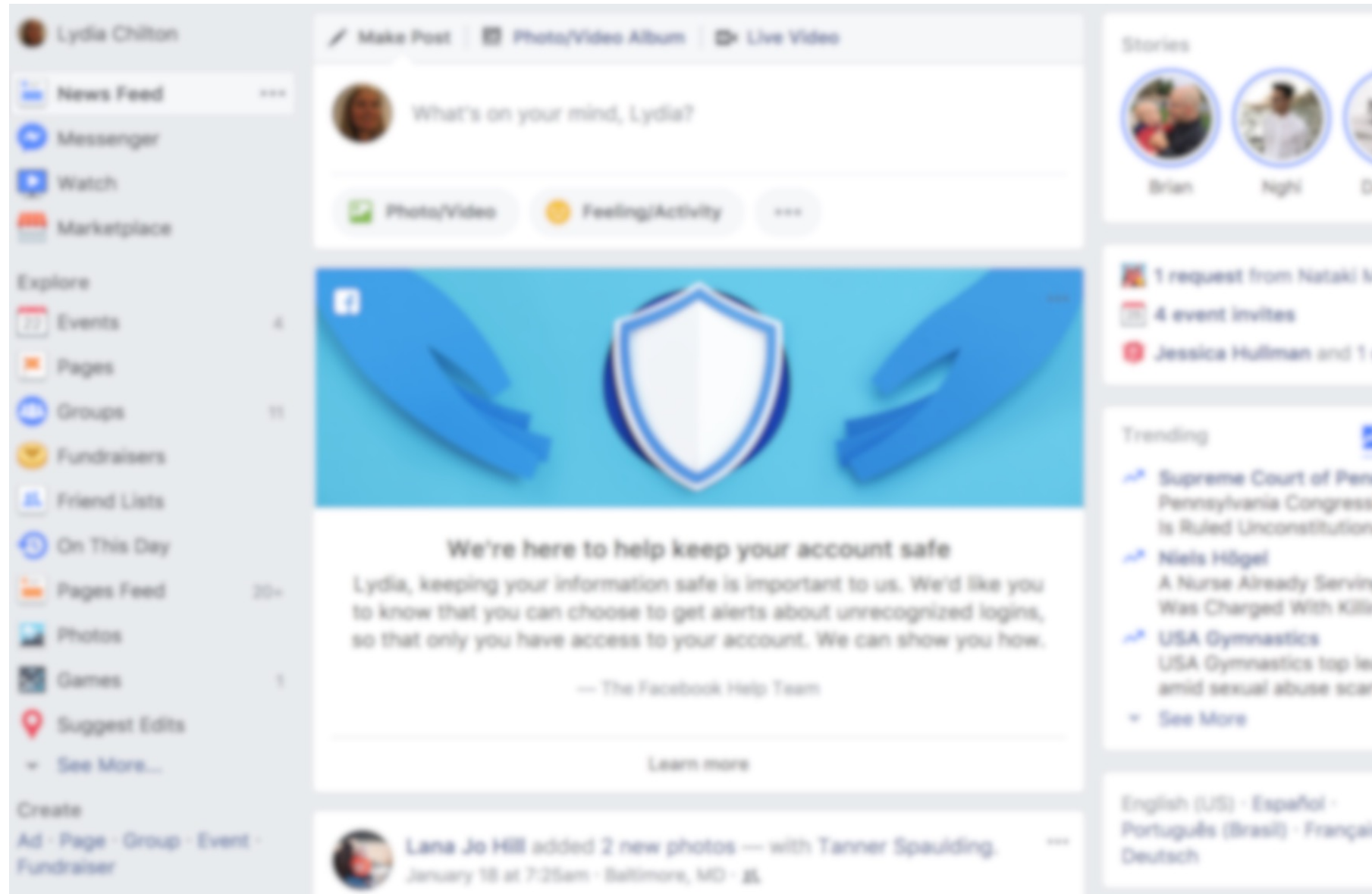
4. Size indicates importance



4. Size indicates importance



5. Images indicate importance



4. Images indicate importance



6. Contrast indicates importance

You are cordially invited to

**Robert and Alexandra's
delectable after dinner party.**

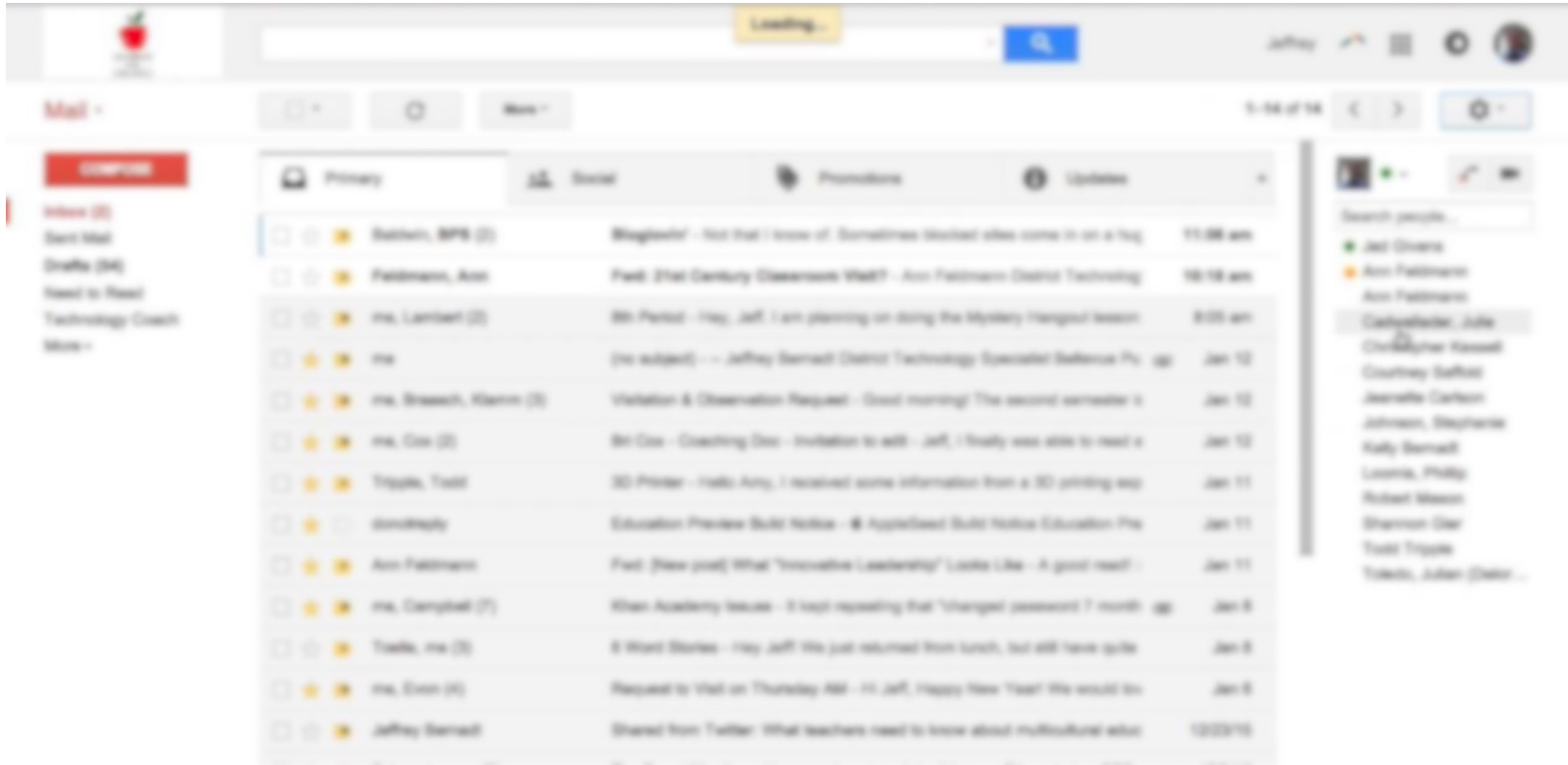
Wine and nibbles will be served.

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.**

6. Contrast indicates importance



7. Color indicates importance

Or start a new account

Choose a username (no spaces)

test

⚠️ test is already taken. Please choose a different username.

Choose a password

123

⚠️ Passwords must be at least 8 characters and can only contain letters and numbers.

Repeat password

Email address (must be valid)

test@.com

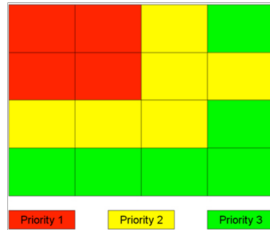
⚠️ The email provider does not appear to be valid.

Send me occasional help updates.

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.

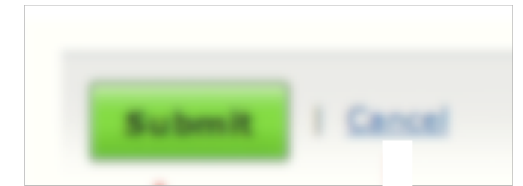
Conceptual grouping



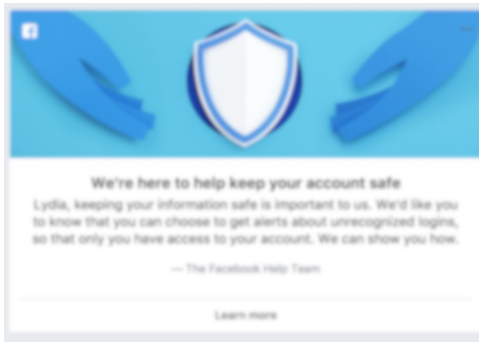
Location



Whitespace



Size



Images

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

Contrast

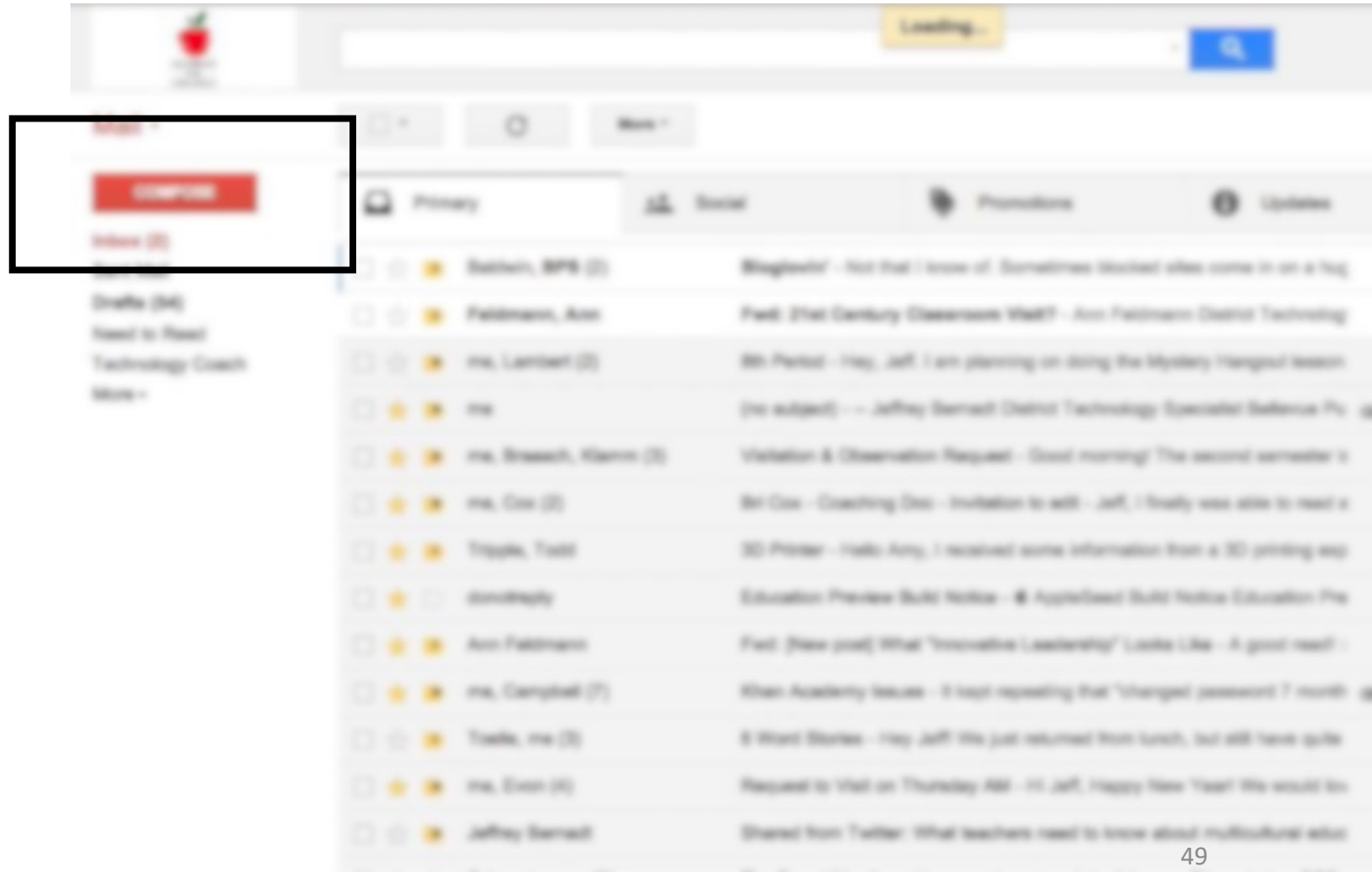


Color

Using the tools together

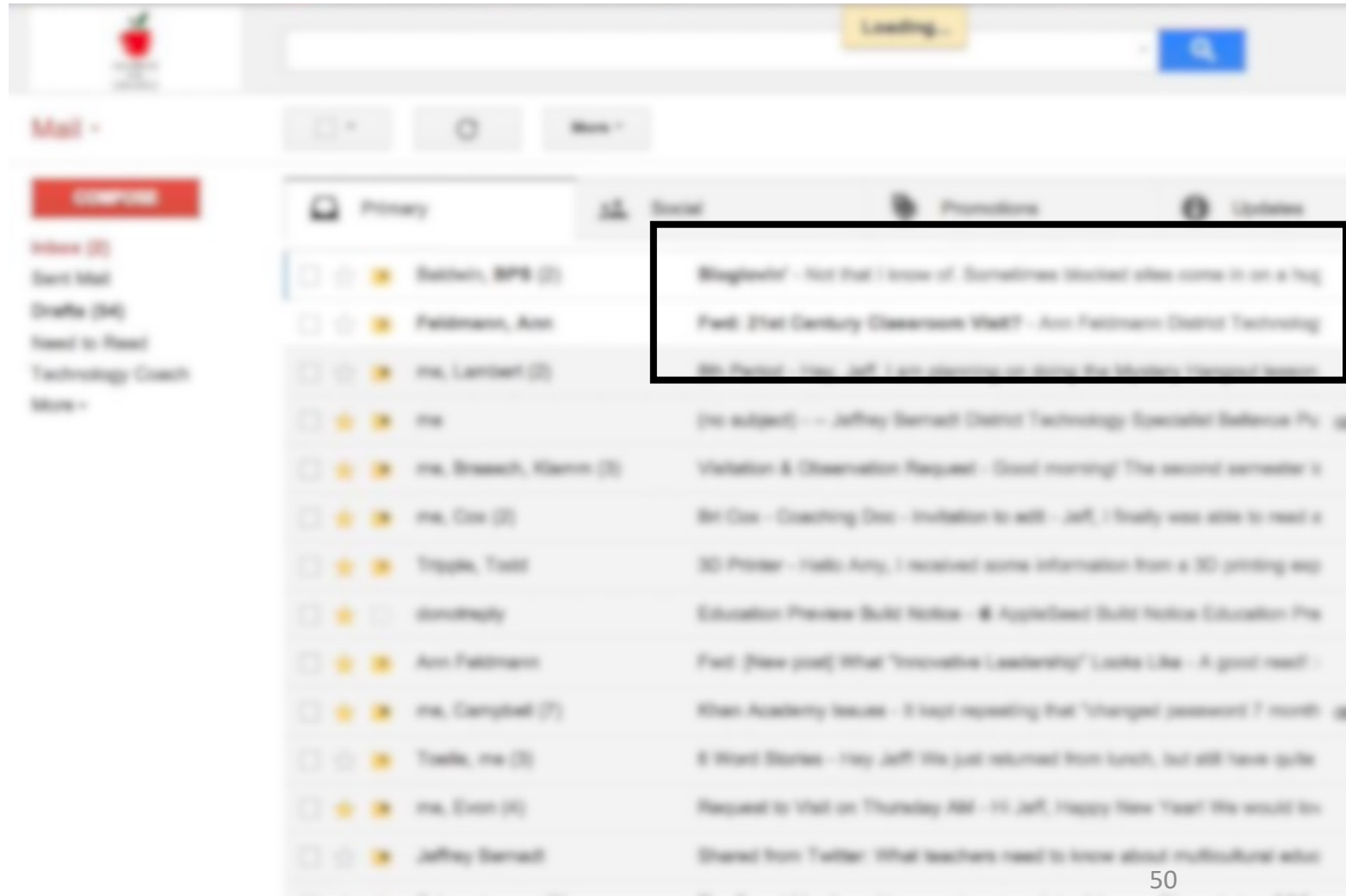
What tools does the compose button use?

1. Conceptual Groupings? Grouped with “menu”
2. Position? Top and left
3. Whitespace? Top and right
4. Size? Big
5. Images? No
6. Contrast? Dark box
7. Color? Red



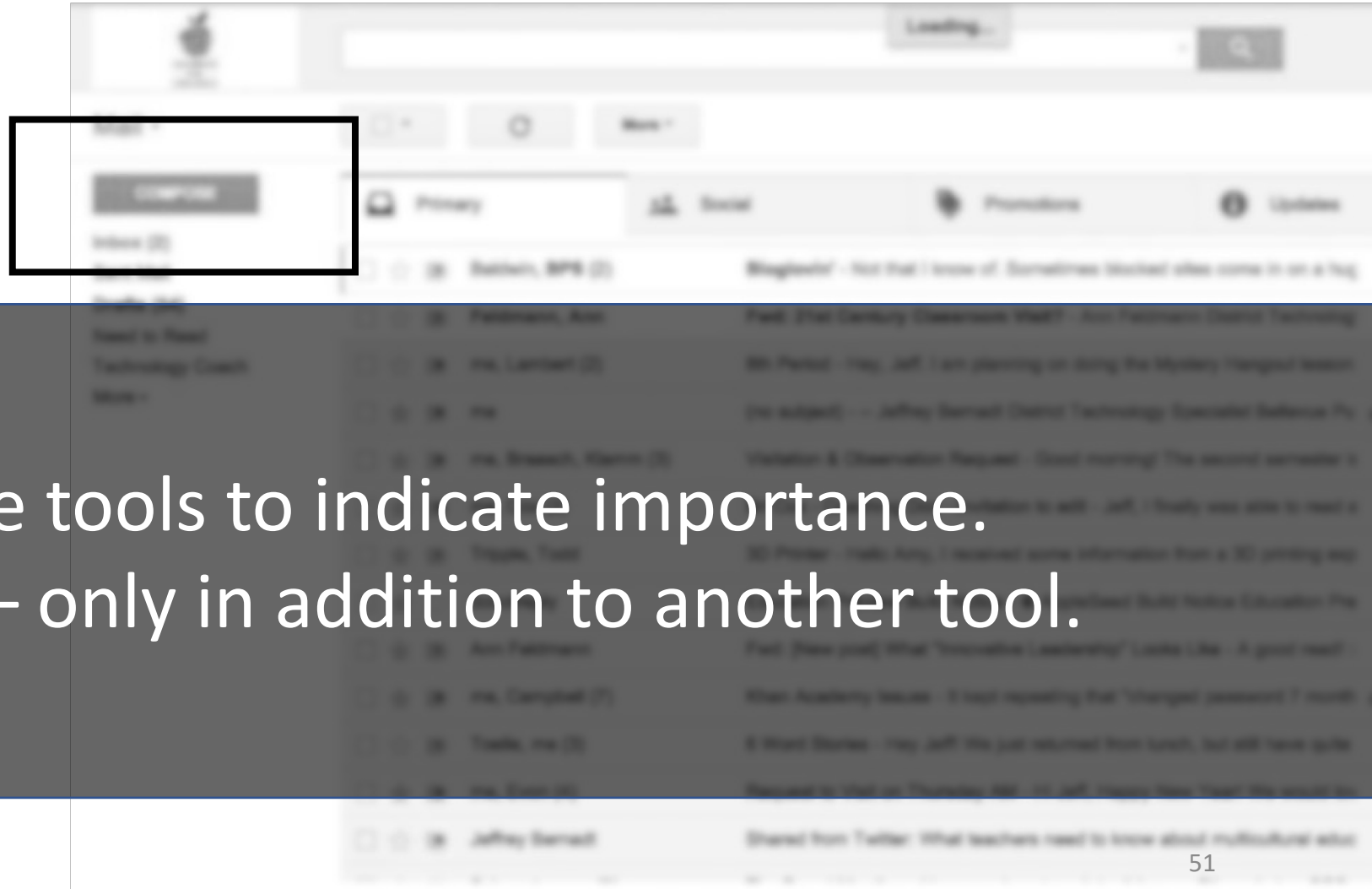
What tools does the unread message use?

1. Conceptual Groupings? All messages
2. Position? Top
3. Whitespace? left
4. Size? No
5. Images? No
6. Contrast? Bold
7. Color? No



Only use color in addition to other tools.

1. Conceptual Groupings? Grouped with “menu”
2. Position? Top and left
3. Whitespace? Top and right
4. Size? Big
5. Images? No
6. Contrast? Dark box
7. Color? No



Use multiple tools to indicate importance.
Use color last – only in addition to another tool.

If you are tempted to use color,
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.

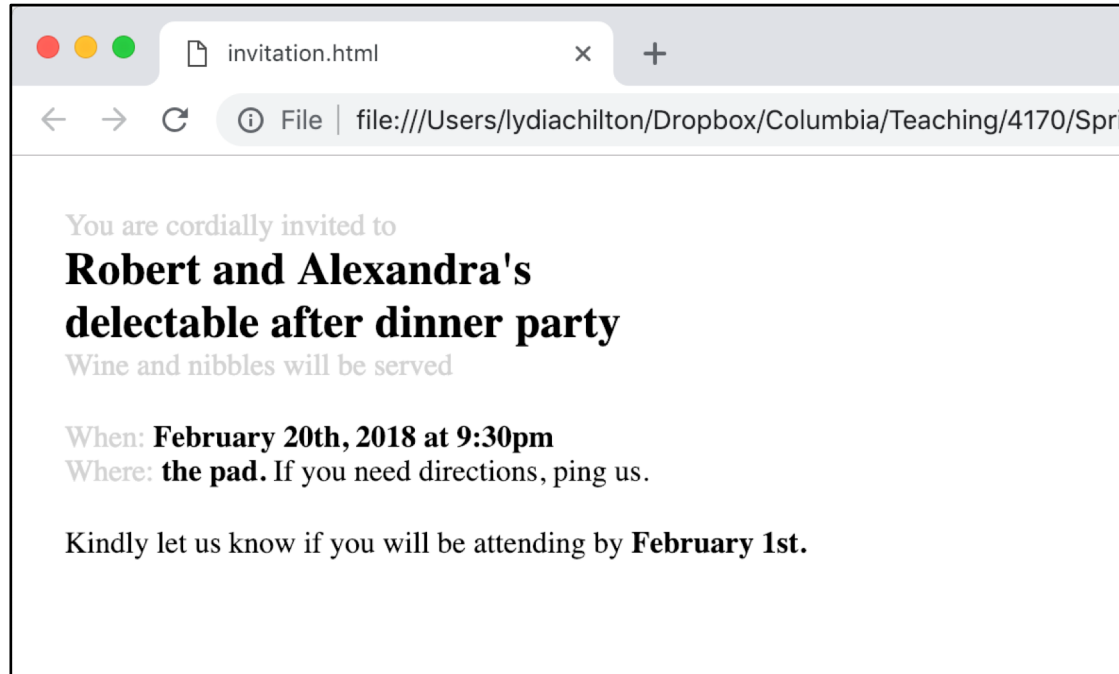
When: **February 20th, 2019 at 9:30pm.**
Where: **the pad.** If you need directions, ping us.

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

Implementing Information Design

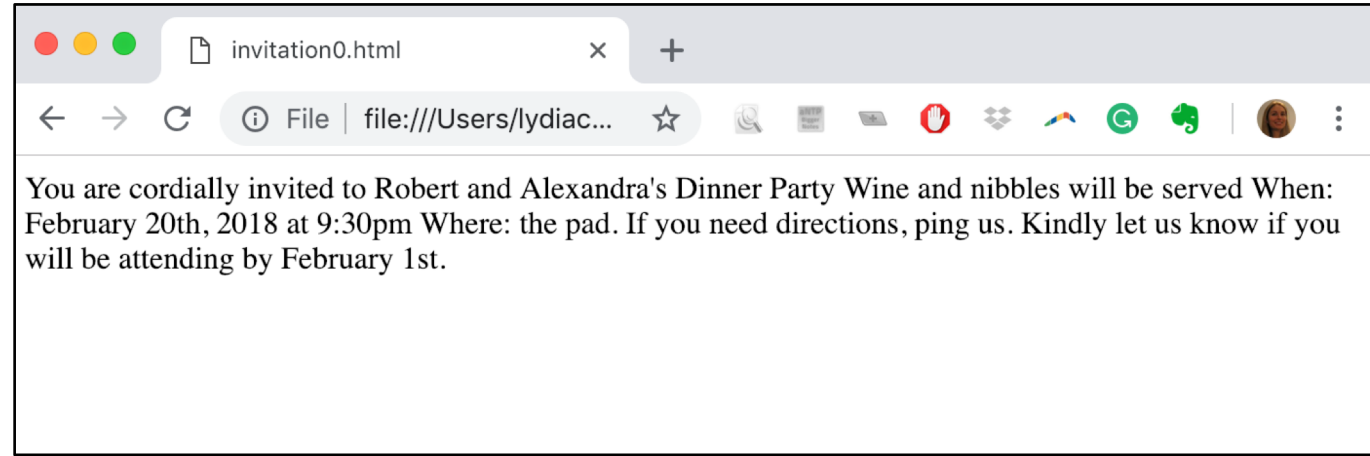
In HTML and CSS

HTML Warm-up: Remake the invitation



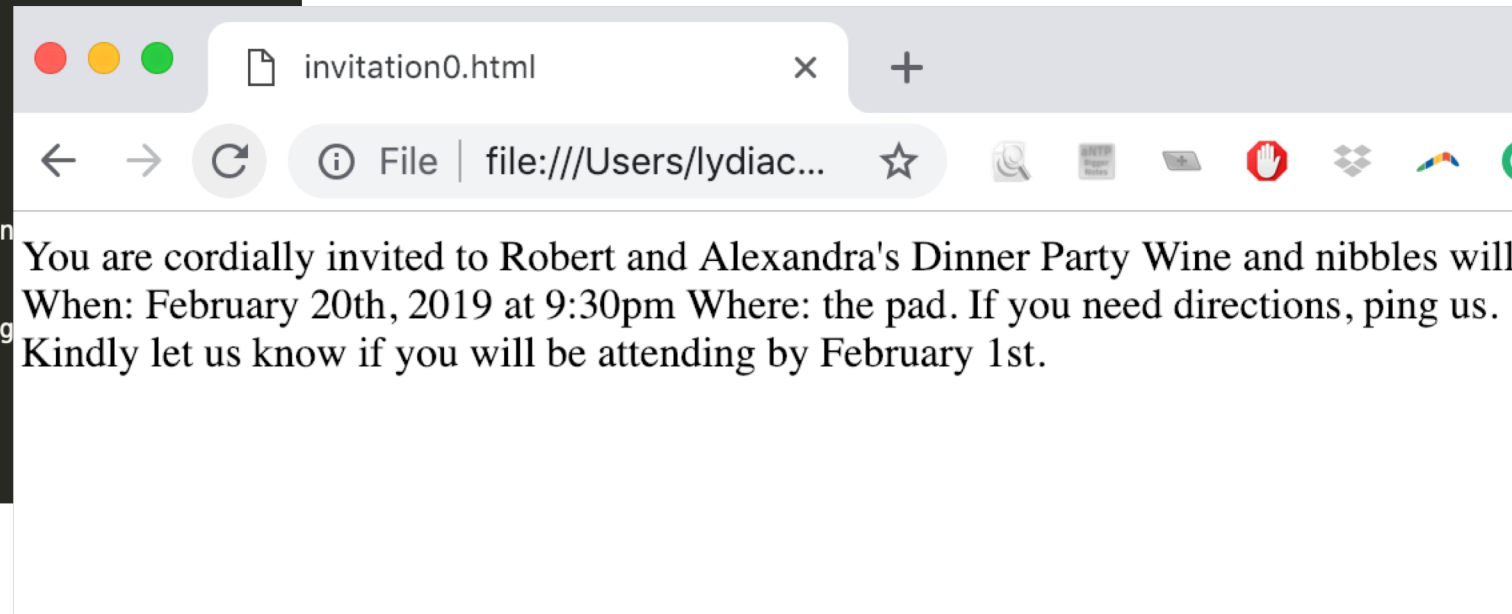
Step 1. Just run it.

```
invitation0.html
1 <html>
2   <body>
3
4     You are cordially invited to
5     Robert and Alexandra's Dinner Party
6     Wine and nibbles will be served
7
8     When: February 20th, 2019 at 9:30pm
9     Where: the pad. If you need directions, ping us.
10
11     Kindly let us know if you will be attending by February 1st.
12
13
14   </body>
15 </html>
```



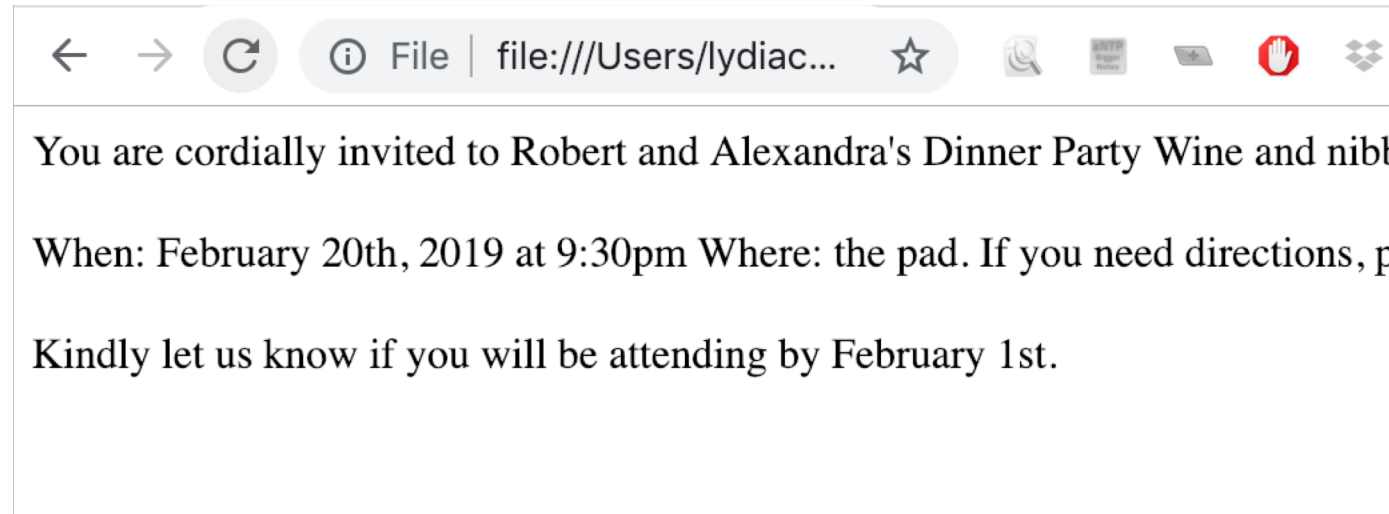
Step 2. Add <div> elements to create groups

```
invitation0.html x
1 <html>
2 <body>
3   <div>
4     You are cordially invited to
5     Robert and Alexandra's Dinner Party
6     Wine and nibbles will be served
7   </div>
8   <div>
9     When: February 20th, 2019 at 9:30pm
10    Where: the pad. If you need directions, ping us.
11  </div>
12  <div>
13    Kindly let us know if you will be attending
14  </div>
15
16 </body>
17 </html>
```



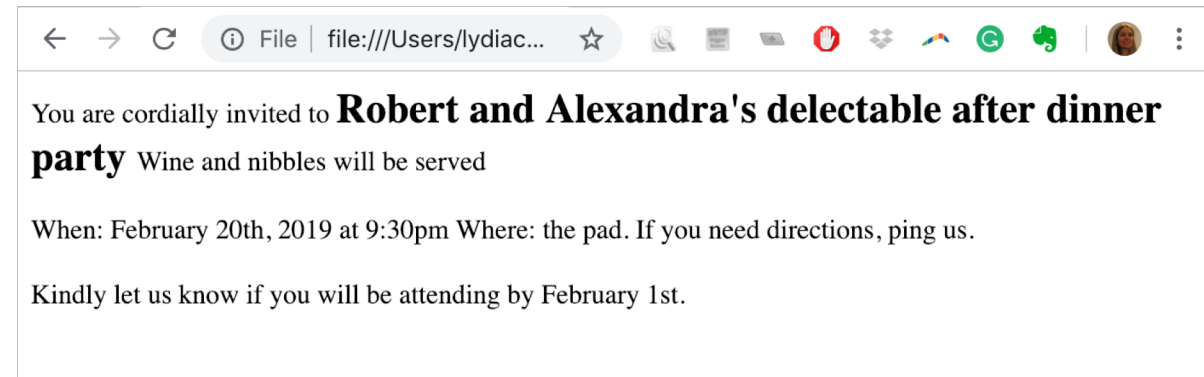
Step 3. Add style header, and padding to divs

```
invitation0.html
1 <html>
2 <head>
3   <style>
4     div{
5       padding-bottom: 20px;
6     }
7   </style>
8 </head>
9 <body>
10  <div>
11    You are cordially invited to
12    Robert and Alexandra's Dinner Party
13    Wine and nibbles will be served
14  </div>
15  <div>
16    When: February 20th, 2019 at 9:30pm
17    Where: the pad. If you need directions, ping us.
18  </div>
19  <div>
20    Kindly let us know if you will be attending by February 1st.
21  </div>
22
23 </body>
24 </html>
```



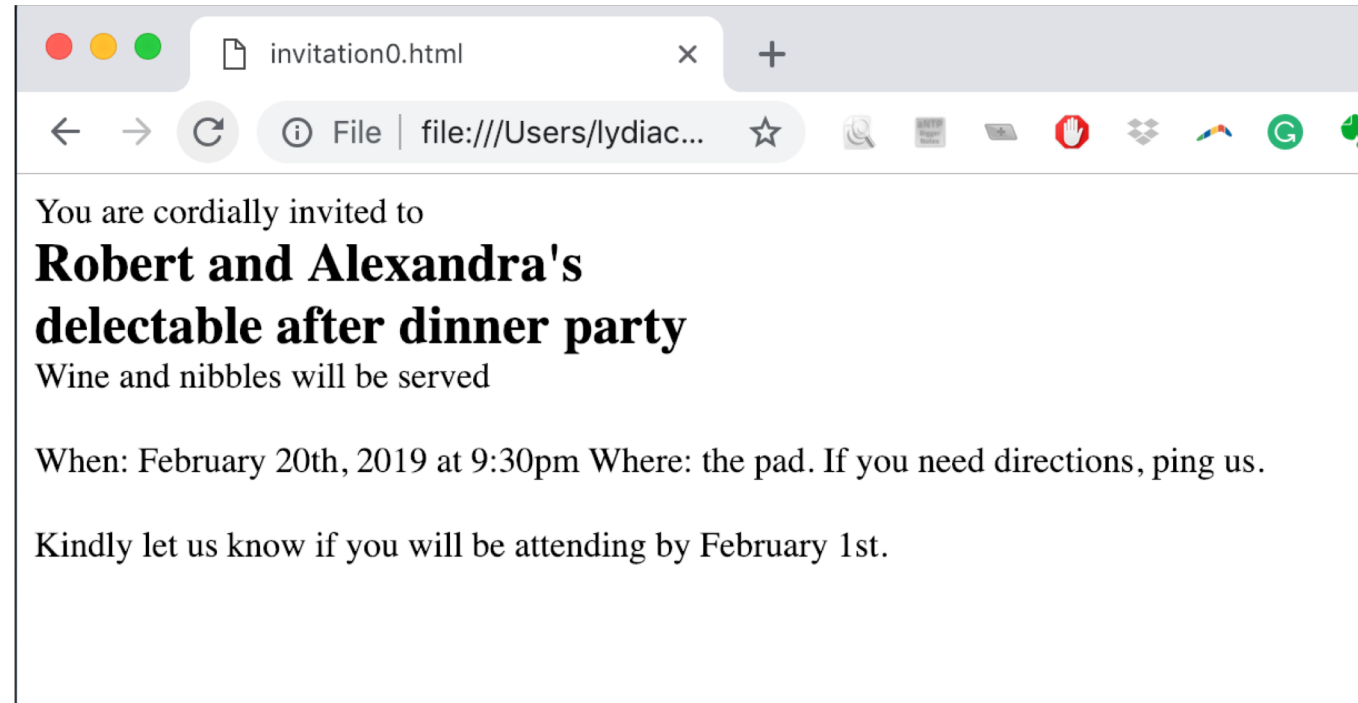
Step 4. Add spans and more styles by class

```
invitation0.html x
1 <html>
2   <head>
3     <style>
4     div{
5       padding-bottom: 20px;
6     }
7
8     .dark{
9       font-weight: bold;
10    }
11
12    .big{
13      font-size: 24px;
14    }
15
16    </style>
17  </head>
18  <body>
19    <div>
20      You are cordially invited to
21      <span class="dark big">
22        Robert and Alexandra's
23        delectable after dinner party
24      </span>
25      Wine and nibbles will be served
26    </div>
```



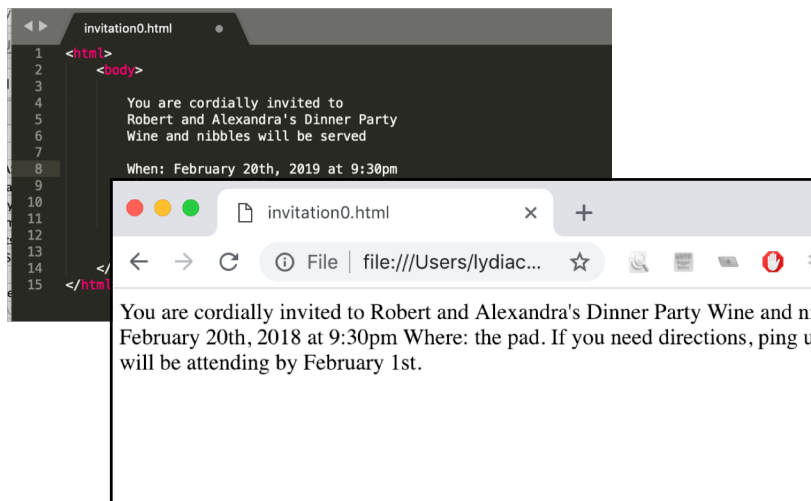
Step 5. Add `
` elements to break lines.

```
18 <body>
19   <div>
20     You are cordially invited to<br>
21     <span class="dark big">
22       Robert and Alexandra's <br>
23       delectable after dinner party
24     </span><br>
25     Wine and nibbles will be served
26   </div>
```

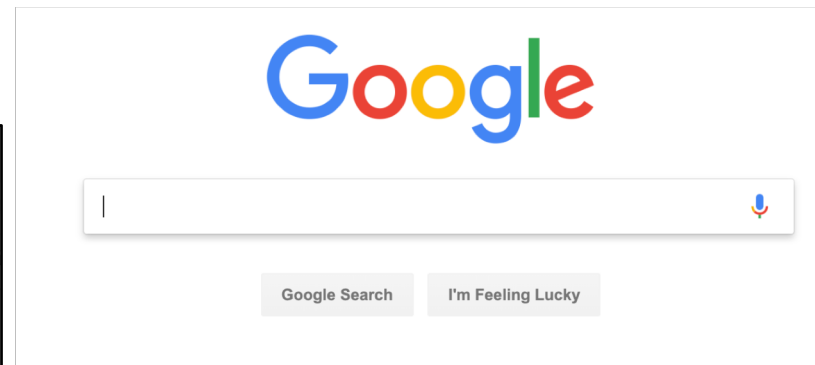


If you are new to HTML and CSS....

Try it



Google it



Ask the staff

INSTRUCTOR

[Prof. Lydia Chilton](#)

OH: Wednesday 5:30-6:30, CEPSR 612

TAS

Angelina Lam OH: Tue 5-6:30, CS TA room

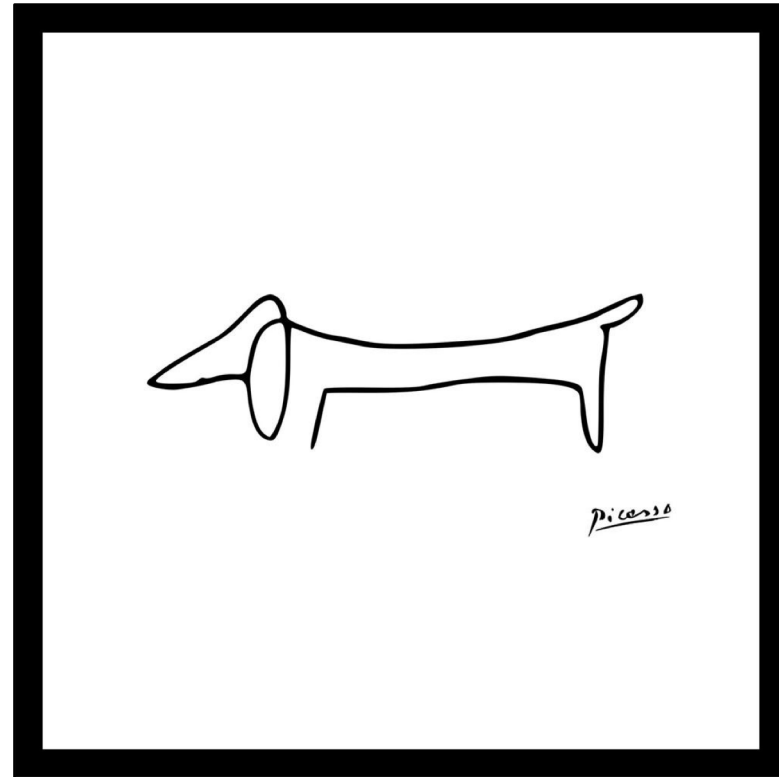
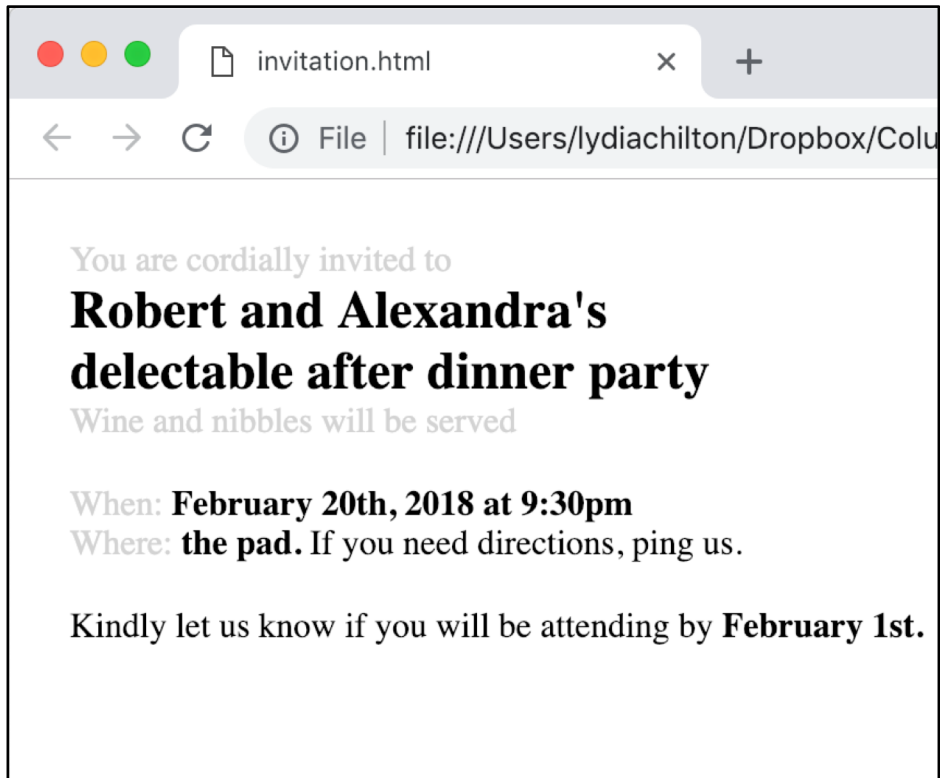
Daniel Li OH: Thur 4-5, CSB 536

Eleanor Murguia OH: Tue 10-11, [502 Milstein](#)

Katie Pflieger OH: Tue 4:15-5:15, CEPSR 6th floor lounge

Melanie Sawyer OH: Thurs 5-6, CS TA room

Reminder: Good Minimalism takes time.



Information Foraging Theory

Information Hierarchy guides attention at a high level...

The screenshot displays the Craigslist website for the San Francisco Bay Area. The layout is highly structured and organized into several key sections:

- Header:** "craigslist" logo, "SF bay area" location, and language selection ("english").
- Navigation:** "post to classifieds", "my account", and "search craigslist" with a search input field.
- Event Calendar:** A calendar grid for the current month.
- Help & Support:** Links for "help, faq, abuse, legal", "avoid scams & fraud", "personal safety tips", "terms of use", "privacy policy", and "system status".
- Community & Discussion:** "community" (activities, local news, artists, etc.), "discussion forums" (apple, arts, atheist, etc.), and "personals" (strictly platonic, women seek women, etc.).
- Real Estate & Services:** "housing" (apts / housing, housing swap, etc.), "for sale" (antiques, appliances, etc.), and "services" (automotive, beauty, etc.).
- Jobs & Gigs:** "jobs" (accounting+finance, admin / office, etc.) and "gigs" (computer, event, etc.).
- Location & Language:** "nearby ci" (bakersfield, chico, etc.) and "us states", "canada", "cl worldwide".

But often users need to find something very specific.

You want to find buy a used guitar. Where would you look?

The screenshot shows the Craigslist website for the SF bay area. The main navigation bar includes the location 'SF bay area' and filters for 'sfc', 'sby', 'eby', 'pen', 'nby', and 'scz'. Below this, there are several category lists: 'community', 'housing', 'jobs', 'personals', 'discussion forums', 'for sale', 'services', and 'gigs'. The 'for sale' category is highlighted with a black box, and the 'music instr' sub-category is also highlighted with a black box. To the right of the main content, there is a 'nearby cl' section with a list of nearby cities and a 'us cities' section with a list of US states. The left sidebar contains a search bar, a calendar, and various links for help and account management.

Good conceptual groups

Simple labels

Information Foraging Theory says users follow visual or textual clues to sense if they are on the right track.



craigslist

post to classifieds
my account

search craigslist

event calendar

M	T	W	T	F	S	S
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4
5	6	7	8	9	10	11

help, faq, abuse, legal
avoid scams & fraud
personal safety tips
terms of use ^{new}
privacy policy
system status

about craigslist
craigslist is hiring in sf
craigslist open source
craigslist blog
best-of-craigslist
craigslist TV
"craigslist joe"
craig connects
progressive directory
weather quake tide

SF bay area [sfc](#) [sby](#) [eby](#) [pen](#) [nby](#) [scz](#)

english

community

- activities
- artists
- childcare
- classes
- events
- general
- groups
- local news
- lost+found
- musicians
- pets
- politics
- rideshare
- volunteers

housing

- apts / housing
- housing swap
- housing wanted
- office / commercial
- parking / storage
- real estate for sale
- rooms / shared
- rooms wanted
- sublets / temporary
- vacation rentals

jobs

- accounting+finance
- admin / office
- arch / engineering
- art / media / design
- biotech / science
- business / mgmt
- customer service
- education
- food / bev / hosp
- general labor
- government
- human resources
- internet engineers
- legal / paralegal
- manufacturing
- marketing / pr / ad
- medical / health
- nonprofit sector
- real estate
- retail / wholesale
- sales / biz dev
- salon / spa / fitness
- security
- skilled trade / craft
- software / qa / dba
- systems / network
- technical support
- transport
- tv / film / video
- web / info design
- writing / editing
- [ETC]
- [part-time]

for sale

- antiques
- appliances
- arts+crafts
- atv/utv/sno
- auto parts
- baby+kid
- barter
- beauty+hilt
- bikes
- boats
- books
- business
- cars+trucks
- cds/dvd/vhs
- cell phones
- clothes+acc
- collectibles
- computers
- electronics
- farm+garden
- free
- furniture
- garage sale
- general
- heavy equip
- household
- jewelry
- materials
- motorcycles
- music instr
- photo+video
- rvs+camp
- sporting
- tickets
- tools
- toys+games
- trailers
- video gaming
- wanted

discussion forums

apple	help	photo
arts	history	p.o.c.
atheist	housing	politics
autos	jobs	psych
beauty	jokes	queer
bikes	kink	recover
celebs	legal	religion
comp	linux	romance
crafts	m4m	science
diet	manners	spirit
divorce	marriage	sports
dying	media	tax
eco	money	travel
educ	mology	tv
feedback	music	vegan
film	nonprofit	w4w
fitness	open	wed
fixit	outdoor	wine
food	over 50	women
frugal	parent	words

services

- automotive
- beauty
- cell/mobile
- computer
- creative
- legal
- lessons
- marine
- pet
- real estate

gigs

- computer
- creative
- crew
- domestic
- event
- labor
- talent
- writing

nearby ci

- bakersfield
- chico
- fresno
- gold country
- hanford
- humboldt
- inland empire
- klamath falls
- las vegas
- los angeles
- medford
- mendocino co
- merced
- modesto
- monterey
- orange co
- palm springs
- redding
- reno
- roseburg
- sacramento
- san luis obispo
- santa barbara
- santa maria
- sales / biz dev
- siskiyou co
- stockton
- sussexville
- ventura
- visalia-tulare
- yuba-sutter

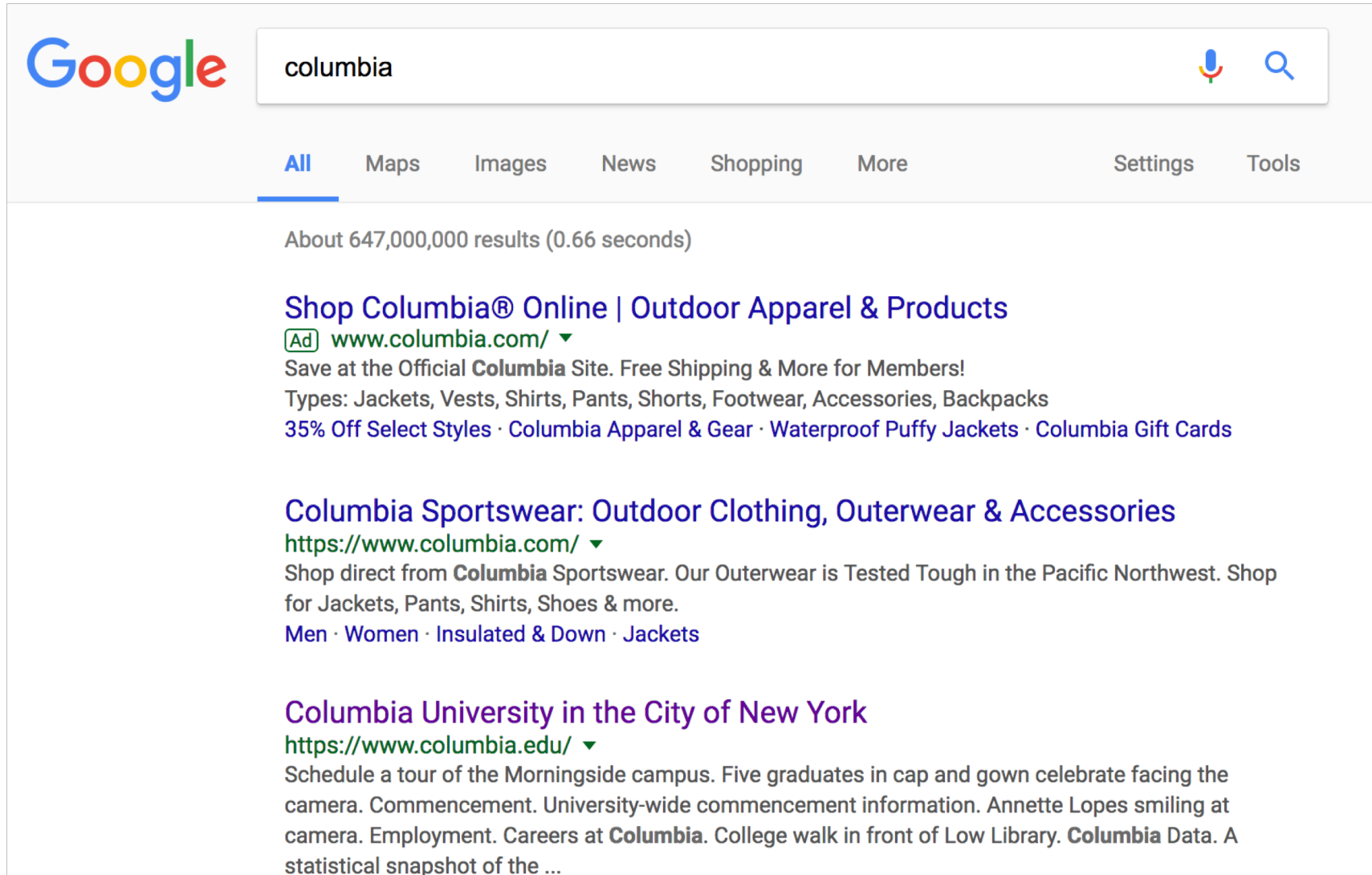
us cities

us states

canada

ci worldwide

Caveat 1: Use simple text labels BUT some data don't need labels.



The image shows a Google search interface with the search term "columbia". The search results are displayed below the search bar, showing the number of results and the time taken. The first result is an advertisement for Columbia apparel, followed by a result for Columbia Sportswear and a result for Columbia University.

Google

columbia

All Maps Images News Shopping More Settings Tools

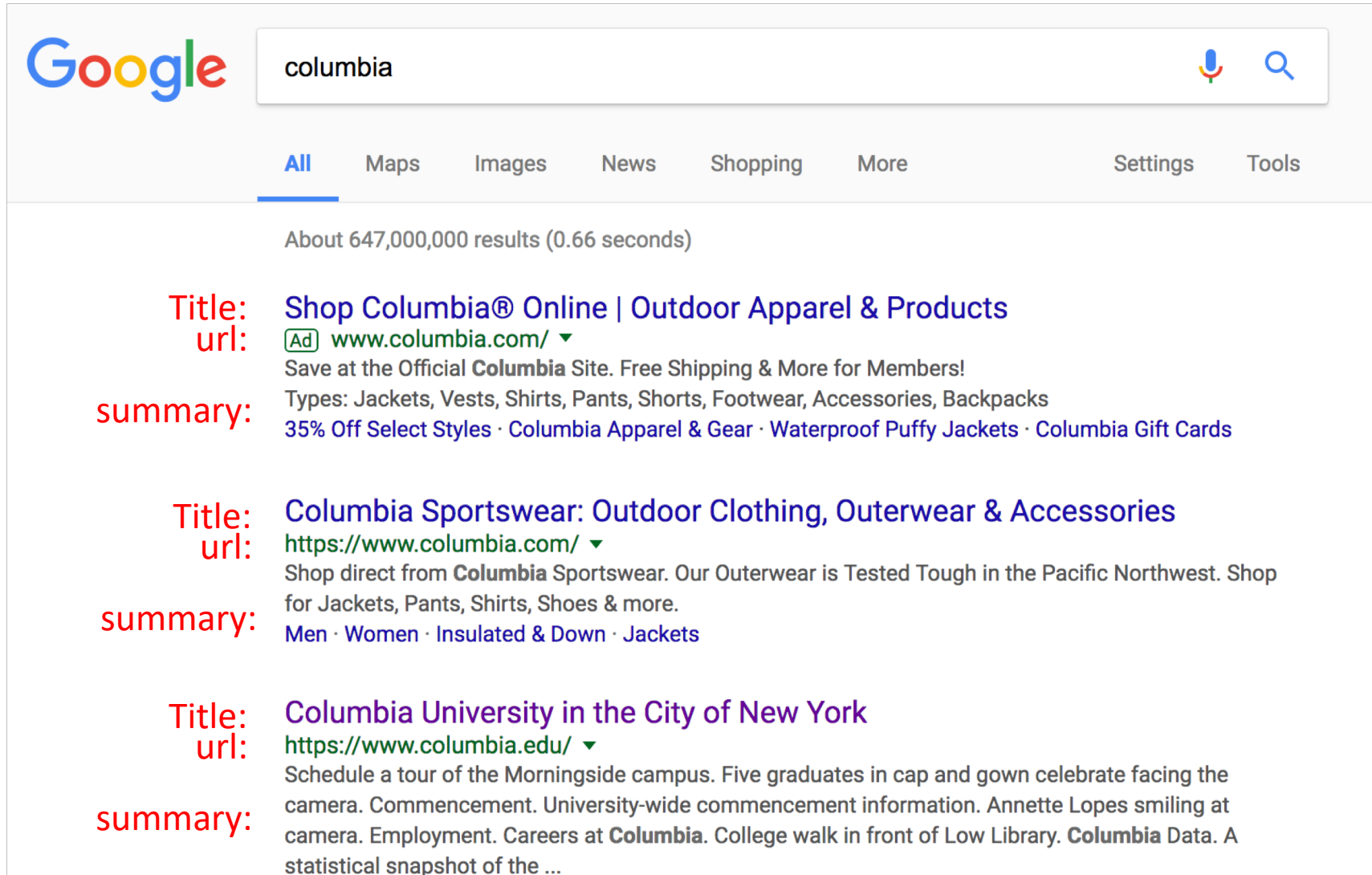
About 647,000,000 results (0.66 seconds)

Shop Columbia® Online | Outdoor Apparel & Products
[\(Ad\) www.columbia.com/](#) ▼
Save at the Official **Columbia** Site. Free Shipping & More for Members!
Types: Jackets, Vests, Shirts, Pants, Shorts, Footwear, Accessories, Backpacks
35% Off Select Styles · [Columbia Apparel & Gear](#) · [Waterproof Puffy Jackets](#) · [Columbia Gift Cards](#)

Columbia Sportswear: Outdoor Clothing, Outerwear & Accessories
<https://www.columbia.com/> ▼
Shop direct from **Columbia** Sportswear. Our Outerwear is Tested Tough in the Pacific Northwest. Shop for Jackets, Pants, Shirts, Shoes & more.
[Men](#) · [Women](#) · [Insulated & Down](#) · [Jackets](#)

Columbia University in the City of New York
<https://www.columbia.edu/> ▼
Schedule a tour of the Morningside campus. Five graduates in cap and gown celebrate facing the camera. Commencement. University-wide commencement information. Annette Lopes smiling at camera. Employment. Careers at **Columbia**. College walk in front of Low Library. **Columbia** Data. A statistical snapshot of the ...

Caveat 1: Use simple text labels BUT some data don't need labels.



The image shows a screenshot of a Google search for the word "columbia". The search bar contains the text "columbia" and has a microphone icon and a search icon to its right. Below the search bar, there are navigation tabs for "All", "Maps", "Images", "News", "Shopping", "More", "Settings", and "Tools". The "All" tab is selected and underlined. Below the tabs, the search results are displayed. The first result is an advertisement for "Shop Columbia® Online | Outdoor Apparel & Products" with the URL "www.columbia.com/". The second result is "Columbia Sportswear: Outdoor Clothing, Outerwear & Accessories" with the URL "https://www.columbia.com/". The third result is "Columbia University in the City of New York" with the URL "https://www.columbia.edu/". Each result is annotated with red text labels: "Title:" for the title, "url:" for the URL, and "summary:" for the summary text. The summary text for the first result includes "Save at the Official Columbia Site. Free Shipping & More for Members! Types: Jackets, Vests, Shirts, Pants, Shorts, Footwear, Accessories, Backpacks 35% Off Select Styles · Columbia Apparel & Gear · Waterproof Puffy Jackets · Columbia Gift Cards". The summary text for the second result includes "Shop direct from Columbia Sportswear. Our Outerwear is Tested Tough in the Pacific Northwest. Shop for Jackets, Pants, Shirts, Shoes & more. Men · Women · Insulated & Down · Jackets". The summary text for the third result includes "Schedule a tour of the Morningside campus. Five graduates in cap and gown celebrate facing the camera. Commencement. University-wide commencement information. Annette Lopes smiling at camera. Employment. Careers at Columbia. College walk in front of Low Library. Columbia Data. A statistical snapshot of the ...".

Google

columbia

All Maps Images News Shopping More Settings Tools

About 647,000,000 results (0.66 seconds)

Title: Shop Columbia® Online | Outdoor Apparel & Products
url: www.columbia.com/
summary: Save at the Official **Columbia** Site. Free Shipping & More for Members!
Types: Jackets, Vests, Shirts, Pants, Shorts, Footwear, Accessories, Backpacks
35% Off Select Styles · Columbia Apparel & Gear · Waterproof Puffy Jackets · Columbia Gift Cards

Title: Columbia Sportswear: Outdoor Clothing, Outerwear & Accessories
url: <https://www.columbia.com/>
summary: Shop direct from **Columbia** Sportswear. Our Outerwear is Tested Tough in the Pacific Northwest. Shop for Jackets, Pants, Shirts, Shoes & more.
Men · Women · Insulated & Down · Jackets

Title: Columbia University in the City of New York
url: <https://www.columbia.edu/>
summary: Schedule a tour of the Morningside campus. Five graduates in cap and gown celebrate facing the camera. Commencement. University-wide commencement information. Annette Lopes smiling at camera. Employment. Careers at **Columbia**. College walk in front of Low Library. **Columbia** Data. A statistical snapshot of the ...

Caveat 2: Use Familiar Icons



BUT....

Don't use unfamiliar icons



Account
View

But not unfamiliar icons



My
Portfolio

But not unfamiliar icons



LoanClick

But not unfamiliar icons



Account
View



My
Portfolio



LoanClick



Transact



BillPayer



Online
Forms



Account
Notifications



User
Options

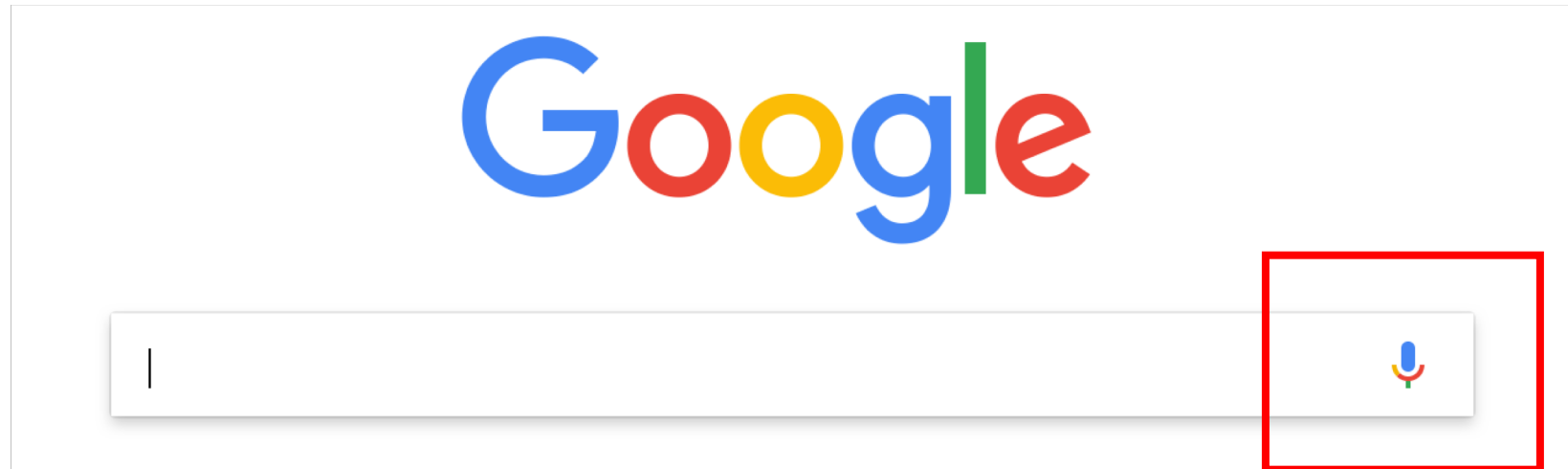


Help

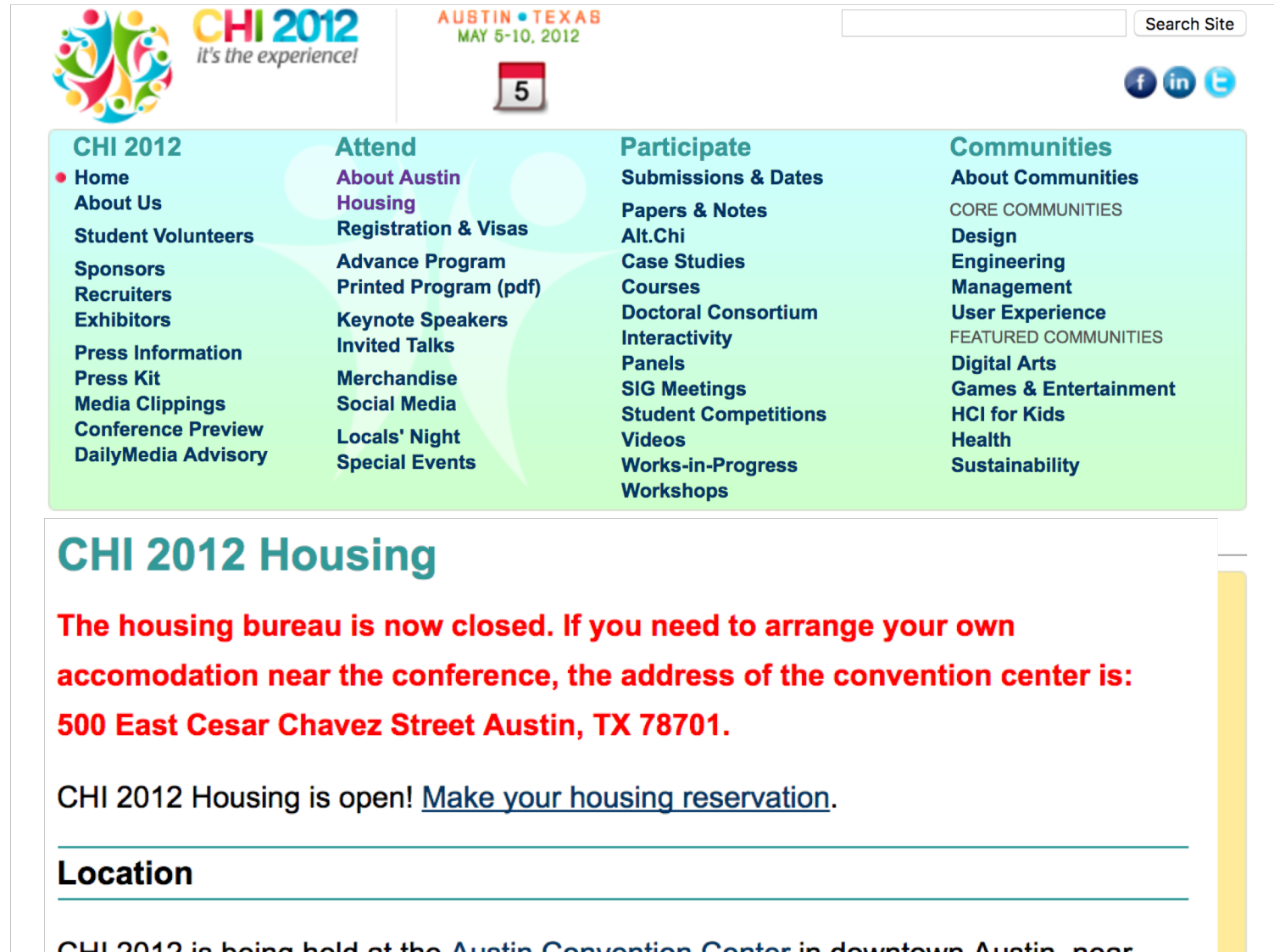


Log Out

Icons are useful when users don't know the word for the object.



Aesthetics Matters to finding information



The screenshot shows the CHI 2012 website header with the logo, event details (Austin, Texas, May 5-10, 2012), a search bar, and social media icons. Below the header is a navigation menu with four columns: CHI 2012 (Home, About Us, Student Volunteers, Sponsors, Recruiters, Exhibitors, Press Information, Press Kit, Media Clippings, Conference Preview, DailyMedia Advisory), Attend (About Austin, Housing, Registration & Visas, Advance Program, Printed Program (pdf), Keynote Speakers, Invited Talks, Merchandise, Social Media, Locals' Night, Special Events), Participate (Submissions & Dates, Papers & Notes, Alt.Chi, Case Studies, Courses, Doctoral Consortium, Interactivity, Panels, SIG Meetings, Student Competitions, Videos, Works-in-Progress, Workshops), and Communities (About Communities, CORE COMMUNITIES: Design, Engineering, Management, User Experience; FEATURED COMMUNITIES: Digital Arts, Games & Entertainment, HCI for Kids, Health, Sustainability).

CHI 2012 Housing

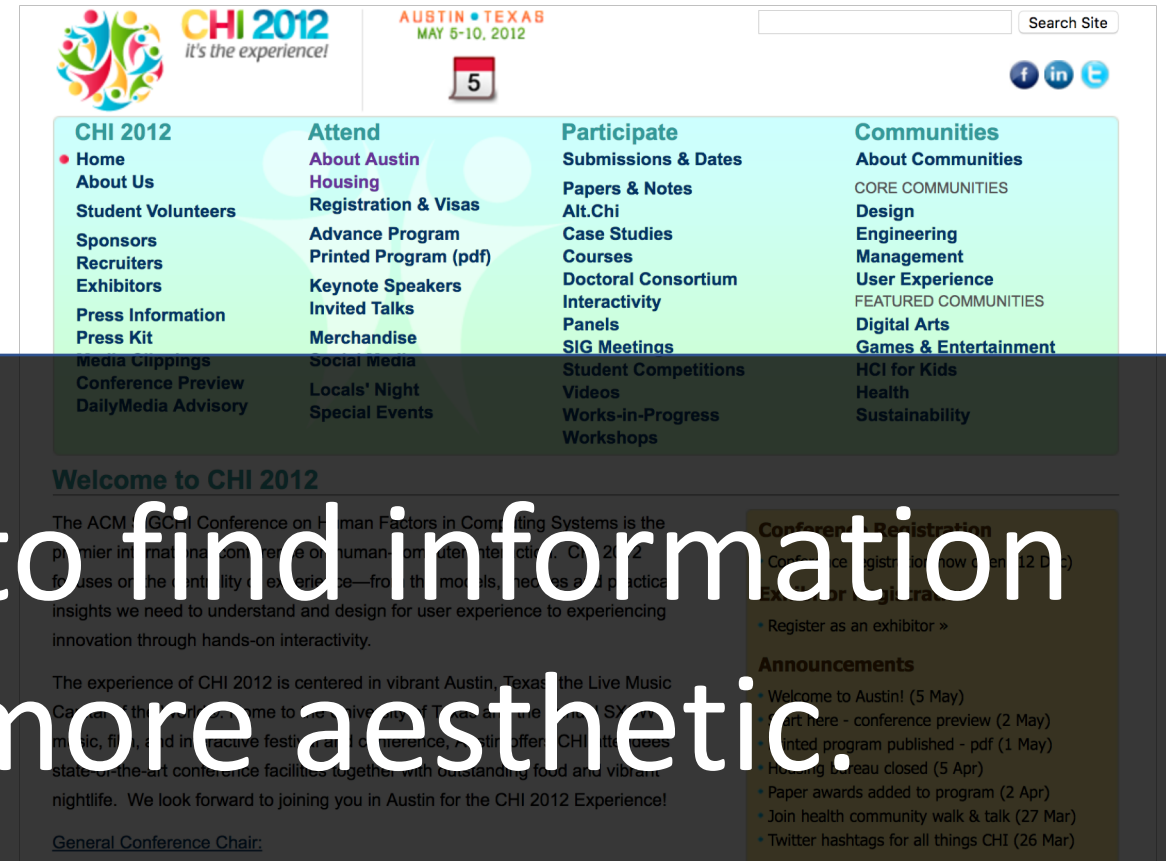
The housing bureau is now closed. If you need to arrange your own accomodation near the conference, the address of the convention center is: 500 East Cesar Chavez Street Austin, TX 78701.

CHI 2012 Housing is open! [Make your housing reservation.](#)

Location

CHI 2012 is being held at the Austin Convention Center in downtown Austin, near

Aesthetics Matters to finding information



Users work harder to find information when sites are more aesthetic.

Summary

Goal 1

Build websites that suit the needs and abilities of users

The main goal of many websites is to
display information users need.

All sites display information (in addition to interaction)

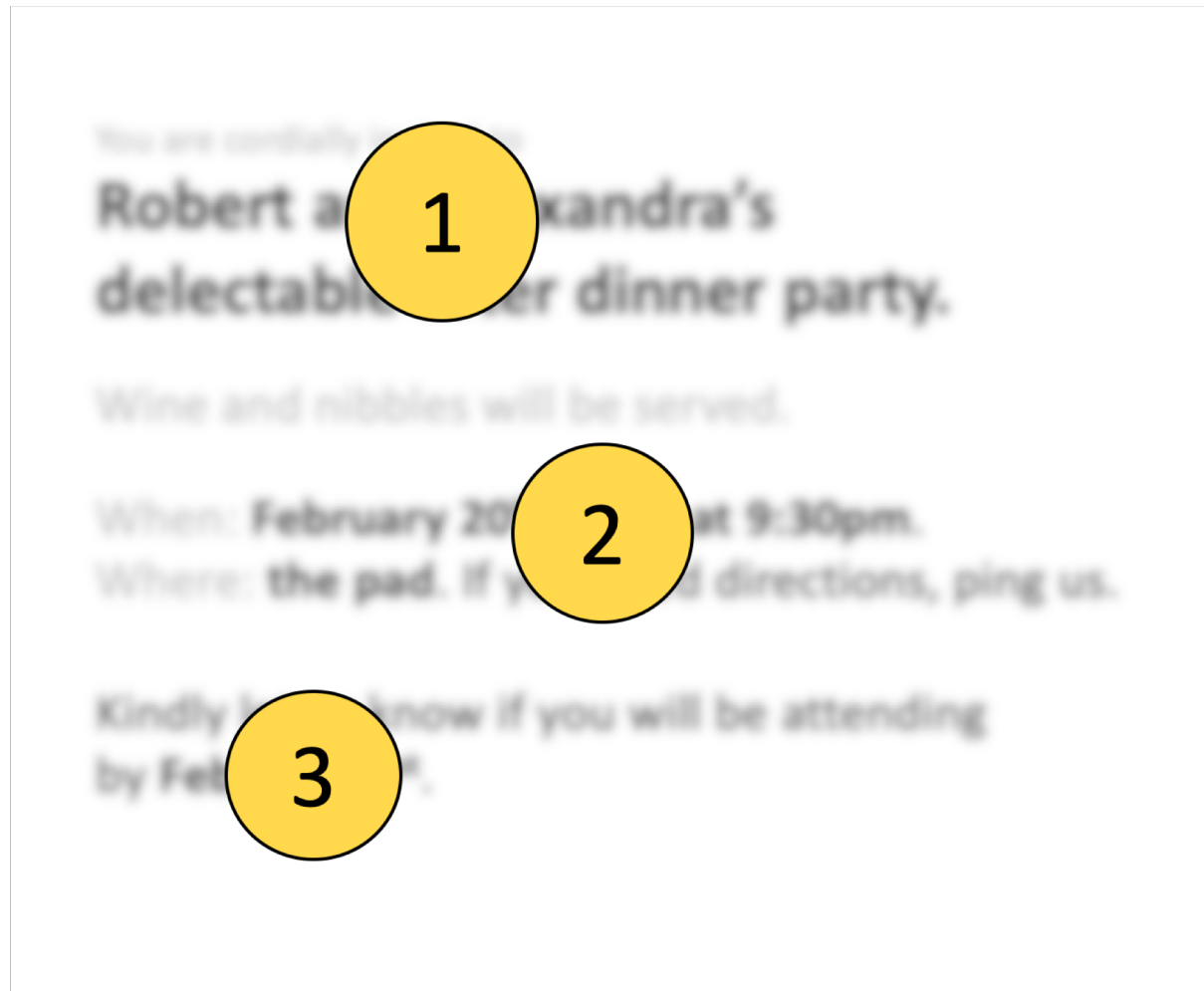
The screenshot shows the Amazon.com homepage with a search bar at the top. Below the navigation bar, there are several sections: 'Popular in Books' featuring books like 'The Craft of Research' and 'A Manual for Writers'; 'More in Books' with a list of 100 books to read; 'Amazon Kindle' section; and 'More from the Amazon Book Editors' with various book categories like 'Best Books of the Month' and 'Celebrity Picks 2017'.

The screenshot shows a Gmail inbox with a search bar at the top. The inbox contains several emails, including one from Baldwin, BPS, one from Feldmann, Ann, and one from me, Lambert (2). The email list shows the sender, subject, and time received. On the right side, there is a 'Search people...' section with a list of contacts including Jed Givens, Ann Feldmann, and others.

The screenshot shows a Facebook post from 'PictureCorrect Photography Tips'. The post text reads: 'What is your Photography-Related New Year's Resolution?? 15 minutes ago · Like · Comment'. Below the text, there are several comments from users like Adel Gomaa and Richard. The post also features a profile picture of the page and a small image of a person.

The screenshot shows the Craigslist website for the San Francisco Bay Area. The page is divided into several sections: 'community', 'housing', 'jobs', 'personals', and 'discussion forums'. Each section contains a list of items for sale or services offered. For example, the 'jobs' section lists various roles like 'accounting+finance', 'admin / office', and 'arch / engineering'. The 'discussion forums' section includes topics like 'apple', 'arts', and 'atheist'.

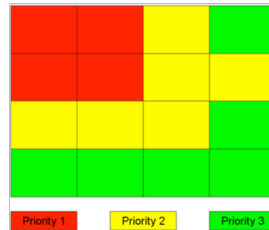
Users have a spotlight of attention.
Designers use a visual information hierarchy
to guide users' attention



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.

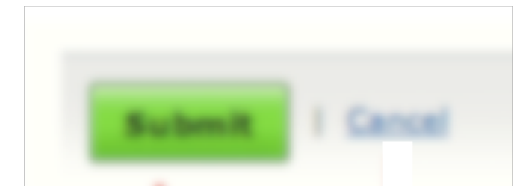
Conceptual grouping



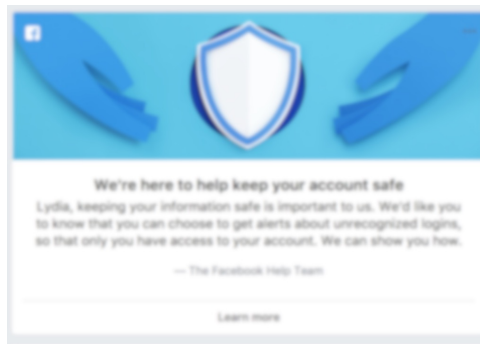
Location



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.

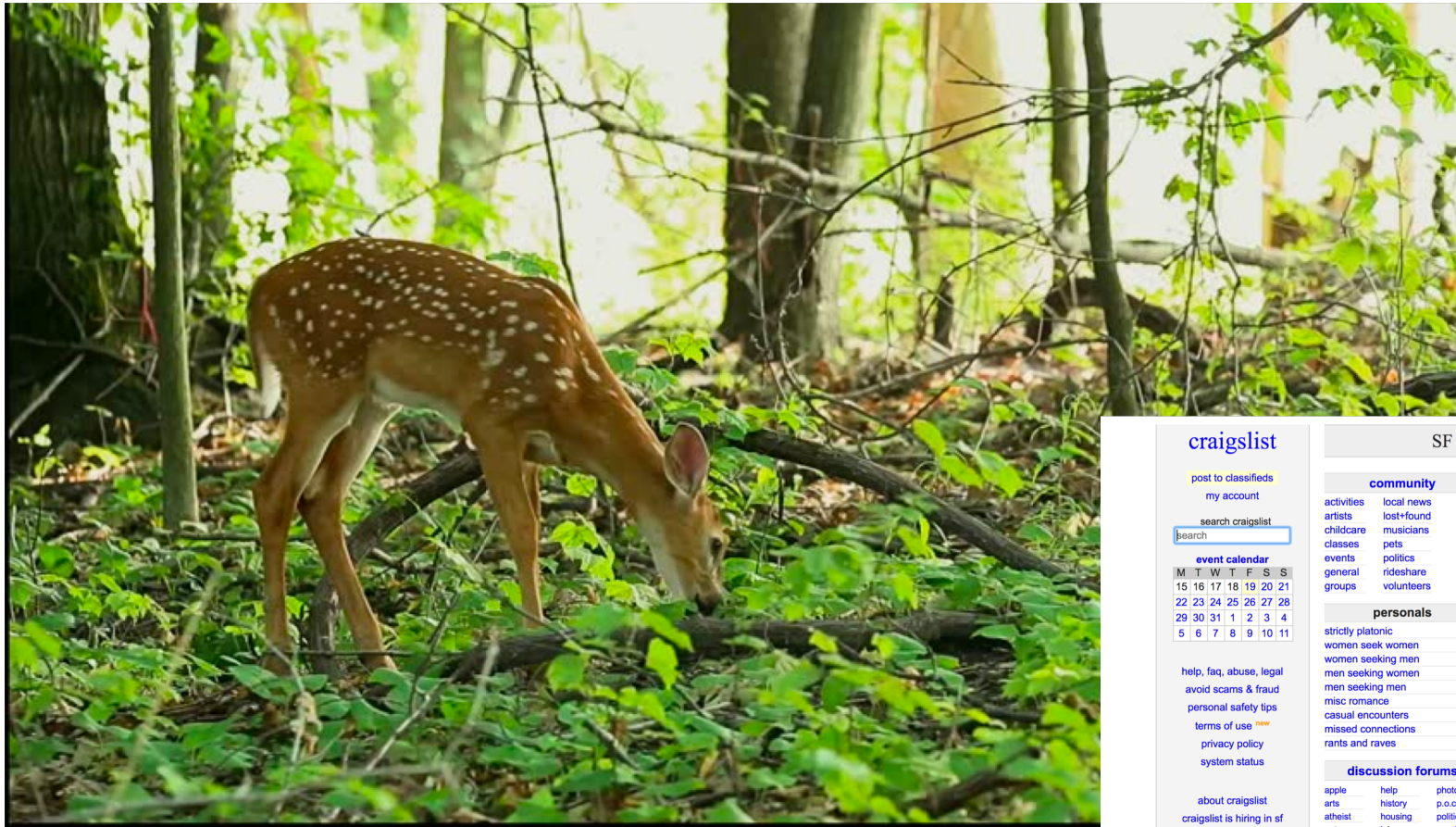
You are cordially invited to Robert and Alexandra's delectable after dinner party. Wine and nibbles will be served.
When: February 20th, 2019 at 9:30pm.
Where: the pad. If you need directions, ping us. Kindly let us know if you will be attending by February 1st.

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Information Foraging Theory says users follow visual or textual clues to to sense if they are on the right track.



- Conceptual groupings
- Simple text labels
- Familiar Icons
- Aesthetic Design

A screenshot of the Craigslist website for the San Francisco Bay Area. The page is organized into several columns and sections. At the top, there's a navigation bar with 'SF bay area' and location filters (sf, sby, eby, pen, nby, scz). Below that, there are three main columns: 'community', 'housing', and 'jobs'. Each column contains a list of categories and sub-categories. For example, 'community' includes 'activities', 'artists', 'childcare', etc. 'housing' includes 'apts / housing', 'housing swap', etc. 'jobs' includes 'accounting+finance', 'admin / office', etc. On the left side, there are links for 'post to classifieds', 'my account', 'search craigslist', and an 'event calendar'. At the bottom, there are links for 'help, faq, abuse, legal', 'avoid scams & fraud', 'personal safety tips', 'terms of use', 'privacy policy', and 'system status'. The right side of the page has a 'nearby cities' list and a 'us cities' list.

Homework 2

- Out now
- Due Friday 2/1 @ 4pm

Participation

- What did you say in class?
- What is something you learned or remember (in your own words)?

On piazza there is a link to a Google Form.