Visual Information Design

Prof. Lydia Chilton COMS 4170 27 January 2025



HW1 due Tuesday @ 11:59pm

Grace period until 8am Wednesday

Homework 1: Usability Heuristics, Information Design, HTML

Warm up: due Friday 1/24 @ 11:59pm on Courseworks Main: due Tuesday 1/28 @ 11:59pm on Courseworks. HW1 will be accepted as on time until Wednesday 1/29 @ 8:00am

Generally, all relevant material will be covered before the HW goes out.

Office Hours

Add it to your google calendar

Columbia University

| Home Gra | ding Syllabus | s Ed Forur | m | | | | | | |
|--------------------------|---|--|---|---|---------------------------------|------------------------|----------------------------------|----|--|
| | | | | | | | _ | | |
| INSTRUCTOR | | | TA OFFICE H | | | | WEEKLY SCHEDUL | LE | |
| OH: Mondays 2:30-3:3 |) in CEPSR 612 | | below. You c | ours times and loca an view or subscrib | | | Monday, Wednesday 1:10–2:25pm | | |
| Please contact staf | f through <mark>Ed</mark> or Slack (co | ming soon) | calendar. | r include zoom/har | goute links for ror | moto OH | IAB 417 | | |
| | | | The calenda | i include 20011/11a | | note on. | | | |
| UI Design OH | | | | | _ | | | | |
| Today Sun 1 | Jan 21 – 27, 2024 → 21 Mon 1/22 | Tue 1/23 | Wed 1/24 | Thu 1/25 | Print Week Fri 1/26 | Month Agen Sat 1/27 | da 💌 | | |
| 10am | <mark>10 – 11</mark> Sarah's OH | 10 – 11 Sarah's OH | | | | | | | |
| 11am | Mudd CS TA Room | Mudd CS TA Room 11 – 1p Amelia's OH | | | | | | | |
| 12pm | | https://columbiauni versity.zoom.us/j/79 61768852? | | | | | | | |
| | | pwd=VWpOUkxOYV 1:10p - 2:10p Kynnedy's OH | | 1:10p – 2:10p Kynnedy's OH | | | | | |
| 1pm | | GOOGLE MEET | | CA TA Room 2:30p - 4:30p | 2p - 4p Jennifer's OH | | | | |
| 1pm 2pm | | | | Luiza's OH | CS TA Room | | | | |
| | | | | | _ | | | | |
| 2pm | | 4p - 6p Ben's OH | | 4p – 6p Kaitlyn' | | | | | |
| 2pm 3pm | Sp – 7p Esteban's OH | 4p - 6p Ben's OH Google meet | 5:15p - 7:15p Lidia's OH | 4p - 6p Kaitlyn' s OH Milstein 502 | | | | | |
| 2pm 3pm 4pm | 5p - 7p Esteban's OH Barnard Help room | google meet 6p – 7p Asia's Office | 5:15p – 7:15p Lidia's OH CS TA Room Mudd | 4p - 6p Kaitlyn' s OH Milstein | | | | | |
| 2pm 3pm 4pm 5pm | Esteban's OH | GOOGLE MEET 6p - 7p | Lidia's OH | 4p - 6p Kaitlyn' s OH Milstein 502 | | | | | |

Start Picking your TA - Wednesday @3pm

For the final Project, you will work in teams of 2-4.

Your team mates must be in the same TA group.

So if you have friends you might want to work with, make sure you all sign up for the same TA group and time.

| | TA Section Groups ☆ File Edit View Insert Fo | 🗊 🕗 rmat Data Tools Extensions | Help | | | | | | | | |
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| | A | В | С | | | | | | | | |
| 1 | TA Name | Time Slot | Firstname | Lastna | | | | | | | |
| 2 | Griffin Newbold | Wednesdays - 1 to 1:45pm | Lydia | | | | | | | | |
| 3 | Griffin Newbold | Wednesdays - 1 to 1:45pm | Lydia's Friend 1 | | | | | | | | |
| 4 | Griffin Newbold | Wednesdays - 1 to 1:45pm | Lydia's Friend 2 | | | | | | | | |
| 5 | Griffin Newbold | Wednesdays - 1 to 1:45pm | | | | | | | | | |
| 6 | Griffin Newbold | Wednesdays - 1 to 1:45pm | | | | | | | | | |
| 7 | Griffin Newbold | Wednesdays - 1 to 1:45pm | | | | | | | | | |
| 8 | Griffin Newbold | Wednesdays - 1 to 1:45pm | | | | | | | | | |
| 9 | Griffin Newbold | Wednesdays - 1 to 1:45pm | | | | | | | | | |
| 10 | Griffin Newbold | Wednesdays - 1 to 1:45pm | | | | | | | | | |
| 11 | Griffin Newbold | Wednesdays - 1:45 to 2:30pm | Lydia's Friend 3 | | | | | | | | |
| 12 | Griffin Newbold | Wednesdays - 1:45 to 2:30pm | | | | | | | | | |
| 13 | Griffin Newbold | Wednesdays - 1:45 to 2:30pm | | | | | | | | | |
| 14 | Griffin Newbold | Wednesdays - 1:45 to 2:30pm | | | | | | | | | |
| 15 | Griffin Newbold | Wednesdays - 1:45 to 2:30pm | | | | | | | | | |
| 16 | Griffin Newbold | Wednesdays - 1:45 to 2:30pm | | | | | | | | | |
| 17 | Griffin Newbold | Wednesdays - 1:45 to 2:30pm | | | | | | | | | |
| 18 | Griffin Newbold | Wednesdays - 1:45 to 2:30pm | | | | | | | | | |
| 19 | Griffin Newbold | Wednesdays - 1:45 to 2:30pm | | | | | | | | | |
| 20 | Jessica Liang | Wednesdays - 1 to 1:45pm | | | | | | | | | |
| 21 | Jessica Liang | Wednesdays - 1 to 1:45pm | | | | | | | | | |
| 22 | Jessica Liang | Wednesdays - 1 to 1:45pm | | | | | | | | | |
| 23 | Jessica Liang | Wednesdays - 1 to 1:45pm | | | | | | | | | |

32 AMAZING Tas!

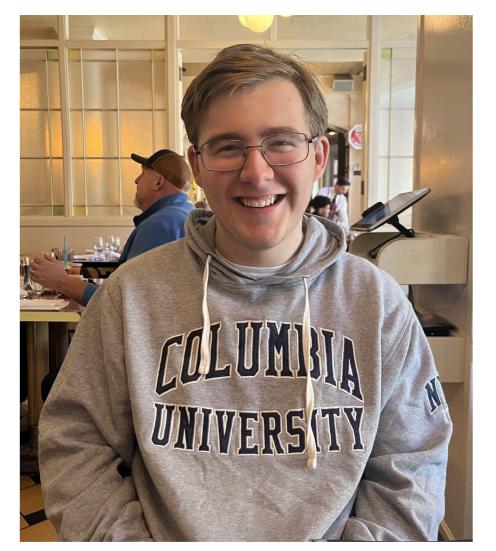
Michael



- Education:
 - Senior at Columbia
- Research:
 - Networks with Professors Rubenstein/Misra
 - Al Humor with Professor Lydia Chilton
- From Los Angeles, California
- Talk to me about:
 - Music
 - Memes
 - The Rule of 3's[™]



Griffin



- ★ Senior in SEAS studying Computer Science
- ★ I've been a TA for 7 of my 8 semesters
 - \circ $\,$ For 1004; 1002; 4156; and now 4170 $\,$
 - The # of students I've TA'ed for is equal to 1.4x the number of students in CC and SEAS class of 2025
 - (Point being I've TA'ed or worked with a lot of you!)
- ★ Currently working on research involving humor and AI

★ Talk to Me About:

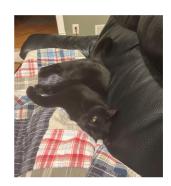
- CS course planning
- Internship/New Grad Role Hunts
- Favorite Restaurant Spots in the City
- Latest Memes you Found Funny
- FGLI Topics



Aaron



- Senior in CC studying CS and linguistics
- From East Brunswick, New Jersey
- Talk to me about:
 - \circ Salsa, soul, r&b, and jazz
 - Volleyball
 - Learning Spanish
 - Dogs and cats just kicking it back





Cody

Engine

Kaitlyn



- M.S. Computer Science at SEAS
- From Wellesley, Massachusetts
- Previously a TA for this class in Spring '24
- Talk to me about
 - Internships in SWE
 - Visual Art (painting, drawing, museums)
 - Hiking
 - CS classes and schedule planning

Kynnedy



- Senior in CC
- Double Major: CS and Cognitive Science.
- Specializations: AI and Human-Computer Interaction
- Research
 - Al ableism/bias @ Microsoft
 - Al tools for science writing w/ Prof. Chilton
 - Spatialized audio screen readers w/ Prof. Smith
- Talk to Me About:
 - Internships @ MAMAA/Big Tech Companies
 - Research and publication opportunities
 - Classical/Contemporary music @ Columbia
 - BTS and Kdramas M¹

Asia



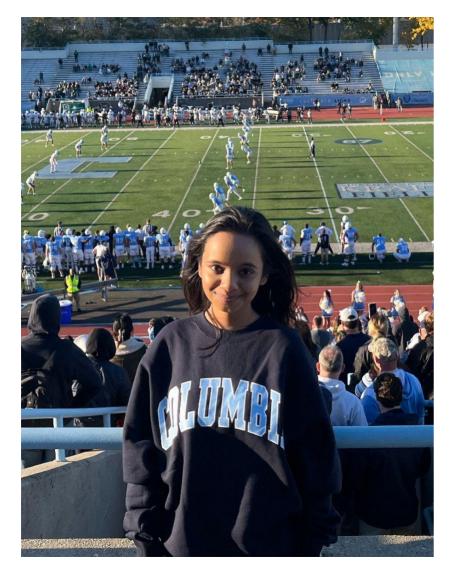
- Junior CS Major in SEAS with interests in UI/UX, Computer Graphics, and AI/ML
- From PG County, Maryland
- I speak French and a little bit of Patois
- Some of my hobbies include making waist beads (jewelry), DJing, thrifting, and cosmetology
- Lately binging: The Boondocks
- Talk to me about:
 - Best CS Classes and Profs
 - Getting Involved with Research + more opportunities within CS
 - Breaking into FinTech
 - Music!!! Please do!!
 - Your next hairstyle/haircolor
 - Dogs
 - Really anything to be honest I'm a REAL YAPPER (I am chatty) ¹

Karthik



- 1st year student in M.S. Computer Science & Journalism dual degree
- From Lake Oswego, Oregon
- Research with Lydia working on using LLMs to simulate human behavior!
- Talk to me about:
 - Fostering dogs & cats
 - Shoes (not if you resell though w)
 - Trees, mountains, and lakes
 - The ONE thing preventing you from becoming a professional athlete within the next year

Anushka



- ★ Masters in CS at SEAS
- ★ Interested in UI/UX, HCI, Innovation & Design in Tech
- ★ From India_®
- ★ Talk to me about:
 - Creating impact/doing social good through design
 - Building your portfolio, applying for grad school
 - Your favourite beaches⁴
 - Book and show recommendations!
 - Navigating everything as an international student
 - Anything really, let's be friends!

Christine



r Junior @ Barnard

- Major: Computer Science
- Minors: Psychology & Public Policy

From NYC

Passionate about MedTech &

Accessibility

X Experience in UI/UX, AI, Research, and VC

💬 Talk to me about

- F1
- Art & Musicals
- Anything Career-Related

Brandon



- Junior in SEAS, studying CS
- From Fort Lee, NJ
- Interested in AI, Robotics, UI/UX
- Talk to me about:
 - Show recs
 - Tennis
 - Music

Salia Nahshal



- Senior @ BC from Brooklyn
- Majoring in CS on the Applications track
- From Brooklyn, NY
 - Talk to me about:
 - Football (Soccer)
 - Schedule planning
 - UI/UX Design + Web Dev.
 - TechEd field

Alex



- Senior in CC, studying CS
- From Fogelsville, PA
- Interested in UI/UX, Fullstack
 Dev
- Talk to me about:
 - Soccer
 - Tennis
 - Music at Columbia
 - Food deals in NYC!

Wangui



- Senior in CC, studying CS
- From Nairobi, Kenya 🕮
- Interested in HCI, AI for accessibility, edtech, and algo optimization for real-world impact
- Talk to me about:
 - Philosophy
 - Music and Art, I paint sometimes :)
 - Travel
 - Anything Big Tech: ranging from recruiting, different career paths, or experience working in them
 - \circ Anything really...

Annika



- Senior in SEAS studying CS
- Lived in Connecticut, Japan, Utah, China, Sweden, North Carolina and Wisconsin
- Interested in AI, UI/UX, NLP
- Talk to me about:
 - CS classes and internships
 - Traveling
 - \circ $\,$ Book and show recs

Jessica



- M.S. Computer Science, 2024 Barnard grad
- From Acton, Massachusetts
- Interested in fullstack & UI/UX
- Have done research w/ Lydia on LLMs... now on trust
 & safety tools at SIPA
- Talk to me about: anything!!
 - Particularly skilled at planning classes
 - Avid runner & musician

Claudia



- M.S. in Computer Science in SEAS
- From New Jersey
- I research with Lydia on using generative AI for artistic storytelling of music
- Talk to me about:
 - Research
 - CS courses at Columbia and Barnard
 - Traveling
 - Any and all things cat related (please)

Phoebe



- M.S in Computer Science in SEAS
- From Ningbo, China
- Interested in full stack & systems
- Talk to me about:
 - Games / Game Dev
 - Baking
 - CS courses & internships
 - Anything :)

Mahrukh



- Senior @ Barnard
- From Queens, New York
- Research:
 - Al agents in Overcooked
- Talk to me about:
 - Desi Music!
 - CS courses
 - Kdramas and Anime
 - Anything

Rosa



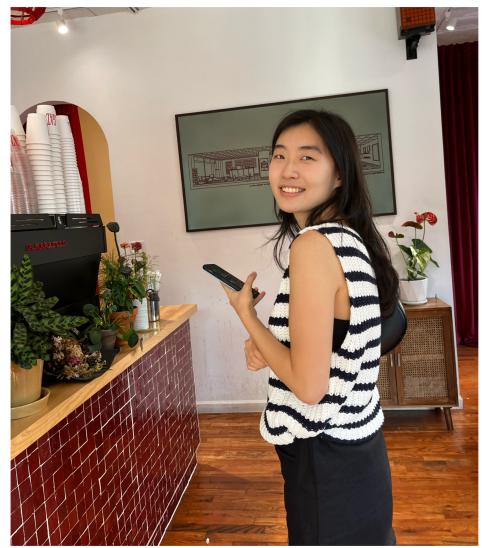
- Senior in SEAS studying CS and entrepreneurship
- From Gainesville, GA
- Talk to me about:
 - farm life (yeehaw!)
 - internships/interviews in big tech
 - ui/ux, front-end development, product design
 - generative art and live coding of visual art
 - chihuahuas (so misunderstood)
 - being FLI
 - o anythingggggg

Audrey



- M.S. Computer Science at SEAS
- From the Bay Area, CA
- Previously a TA for this class in Spring '22
- Interested in the intersection of ML and design accessibility
- Talk to me about
 - how it's going, what you're up to

Aimee



- MSCS student at SEAS
- From Allendale, NJ
- Interested in UI/UX and fullstack
- Hobbies include baking, talking about food, finding/reading good books, and working out
- Talk to me about:
 - Switching majors / starting CS late(-ish)
 - Working at a startup
 - Coffee, cafes, desserts, baking (please provide recommendations for cafes)
 - FOOD
 - CATS (esp cat photos)
 - Kpop, Kdramas, Korean makeup
 - Your favorite books and controversial opinions on them

Riya



- First-year computer science Ph.D. student in Lydia's lab
- Econ + CS undergrad degrees from UChicago
- I've grown up in Thailand, Bangladesh, California, and Texas
- Research: Code synthesis, industry adoption of AI tools, and more
- Ask me about:
 - Tennis (and I'm looking for more hitting partners)
 - PhD/graduate apps
 - Working in industry (I used to work @ Microsoft)
 - \circ Heavy metal music recs

Elaine



- Senior in SEAS studying CS & Operations Research
- From Bay Area, CA
- Interested in UI/UX, NLP
 - Research in cross-lingual transfer learning
- Talk to me about
 - Study abroad
 - CS / OR courses
 - Music & movies
 - Snowboarding



- Senior
- Research w. Lydia
- From SoCal
- Interested in martial arts and culinary arts
- Talk to me about
 - You
 - Dogs, horses
 - Homemade coffee, tea, pizza
 - Road trips, backpacking, late night drives
 - Design. Build. Fix
 - Books, basketball & GSW

Mihir

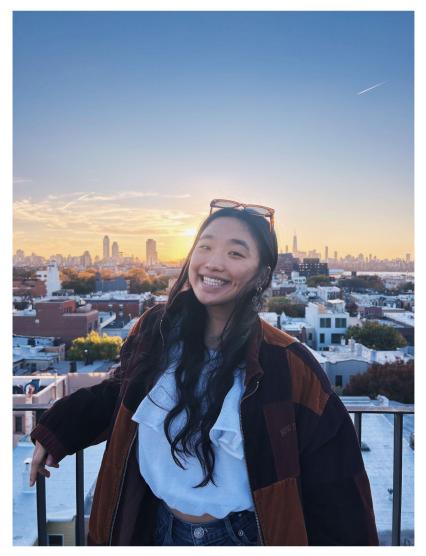


- Junior in CC studying CS and Math-Stats
- From Wisconsin
- Interested in fullstack development
- Talk to me about:

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- Music and TV shows
- Tennis and soccer
- Your favorite restaurants

Jenny



- MS in CS
- From CA
- Researching genAl + UI code synthesis with Lydia
- Undergrad @ Princeton in Finance, worked in BigTech + startup as SWE
- Talk to me if you are funny or like One Piece

Elif



- Senior in GS studying Information Science and History
- From Turkey, also lived in Dublin
- Interested in UI/UX and entrepreneurship
- Talk to me about:
 - Traveling
 - Hiking, skiing
 - Music
 - Tennis

Evelyn



- Senior in SEAS majoring in CS
- From Long Island, NY
- Interested in UI and data analytics
- Talk to me about:
 - Music & Art
 - Traveling
 - FGLI
 - CS Courses
 - Foodie places

Lindsey



- Senior in SEAS studying CS
- Salvadoran from Long Island
- Hobbies: trying to improve my spanish, dancing, weightlifting, swimming.. etc
- Talk to me about:
 - gym
 - Applying to jobs/internships
 - Anything really

Aissatou (Icy)



- Senior at Barnard
- Double Major in Psychology and Computer
 Science
- Sorn and Raised in Brooklyn, NY
- Talk to me about:
 - > Navigating CS courses
 - ≻ Life
 - All Music (put me on!!)
 - ≻ Anime
 - ➤ TV Shows
 - ≻ NYC
 - ➤ Anything!!

Dina



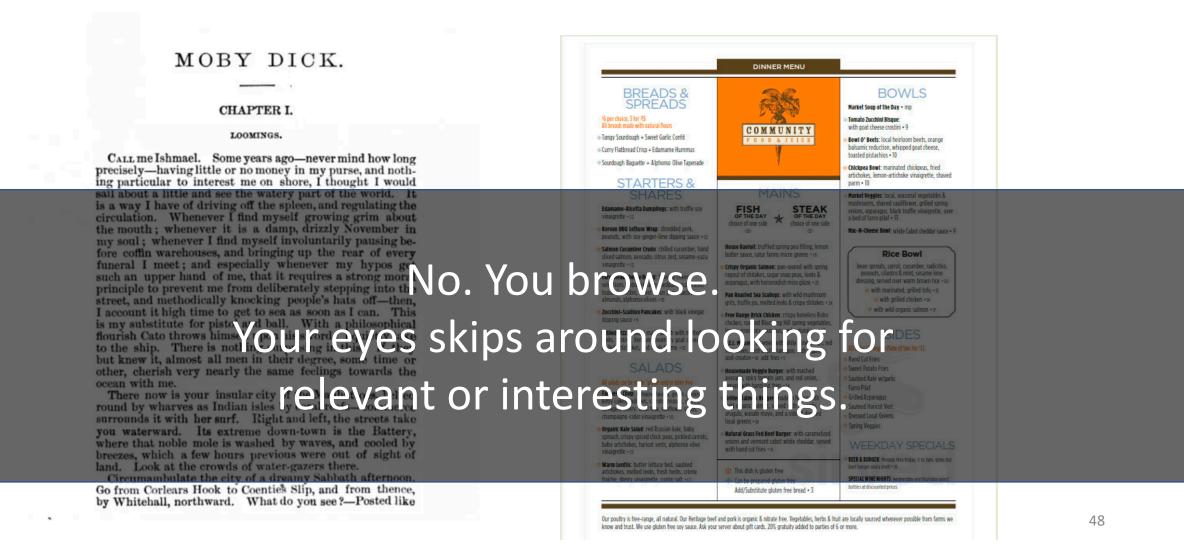
- Senior in SEAS studying CS
- Salvadoran from Northern Virginia
- Interested in computational sound
- Hobbies: ballet, sound/audio research, running, livecoding, scrapbooking
- Talk to me about:
 - good CS classes to take
 - coffee + pastries
 - FGLI
 - job interviews/internships
 - movies
 - anything at all!

Visual Information Design

Prof. Lydia Chilton COMS 4170 27 January 2025



When you're at a restaurant, do you read a menu linearly, top to bottom, like you read a book?



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

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r:

craigslist

post to classifieds

my account search craigslist

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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

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| childcare | musician | - s | housing wante | d | arch / engi | | gold country hanford |
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| events | politics | | parking / stora | | biotech / so | | inland empire |
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| food | over 50 | women | computer | pet | crew | talent | |
| frugal | parent | words | creative | real estate | domestic | writing | |
| - agui | purone | Hordo | creative | real estate | | - | |

The "for sale" group seems relevant

"music instr"subgroup seems relevant

Information Hierarchy guides attention at a high level...

| craigslist | | | SF bay | area sfc s | by eby pen nby | SCZ | | english |
|----------------------------------|--------------------|--|-------------------|---------------------|--------------------|--------------------------------------|-------------------------------|--|
| post to classifieds | | | | | | | | nearby cl |
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| my account activities local news | | apts / housing | | accounting | accounting+finance | chico | | |
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| earch | childcare | childcare musicians | | | housing wanted | | gold country hanford | |
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| avoid scams & fraud | | king men | | appliances | furniture | legal / para | legal | palm springs |
| | misc rom | - | | arts+crafts | garage sale | manufactu | ring | redding |
| personal safety tips | | casual encounters missed connections rants and raves | | atv/utv/sno | general | marketing | pr/ad | reno roseburg sacramento san luis obisp |
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| privacy policy | | | | baby+kid | household | nonprofit s | ector | |
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| system status | dis | cussion fo | rums | beauty+hlth | materials | retail / who | retail / wholesale | |
| | | | | bikes | motorcycles | sales / biz | dev | siskiyou co |
| about craigslist | apple | help | photo | boats | music instr | salon / spa | / fitness | stockton |
| | arts | history | p.o.c. | books | photo+video | security | | susanville |
| craigslist is hiring in sf | atheist autos | housing jobs | politics psych | business | rvs+camp | skilled trad | e / craft | ventura |
| craigslist open source | beauty | jobs | queer | cars+trucks | sporting | software / | a / dba | visalia-tulare |
| craigslist blog | bikes | kink | recover | cds/dvd/vhs | tickets | systems / r | network | yuba-sutter |
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| best-of-craigslist | comp | linux | romance | clothes+acc | toys+games | transport | | us states |
| craigslist TV | crafts | m4m | science | collectibles | trailers | tv / film / vi | deo | canada |
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| | film | nonprofit | w4w | automotive | legal | computer | event | |
| | fitness | open | wed | beauty | lessons | creative | labor | |
| | fixit | outdoor | wine | cell/mobile | marine | | talent | |
| | food | over 50 | women | computer | pet | domestic | | |
| | frugal | parent | words | creative | real estate | uomesuc | writing | |

To help users find relevant or interesting things.

And you will read this last

You will read this first

And then you will read this

Then this one

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

The main feature of many websites is to **display information** in a way that helps users **accomplish a goal**.

| i:Exit -:PrevPg <space>:NextPg v:View Attachm. d:Del r:Reply j:Next ?:Help</space> | |
|--|------------|
| 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.Ome? | |
| 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 | |
| * Mutt: Mail/junk/spam [Mags:950 01d:142 10M] (subject/date) | (66%) |
| Date: Mon, 17 May 2004 03:40:09 +0100 | |
| From: Krista Aaron <christinefeminine@highstream.com></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 | |
| zcozccrociesbehgbpow | |
| rnxlfujnqpblipdkgwwyqofracsz | |
| xmqawbxsb,jrppoibvlpfhqowldtp | |
| bixhghvrxtqgfeoqcofzycb | |
| hugzffaffulsklpzhrfxbtt | |
| btpztlfotamoaiulosqv | |
| 627/950; Krista Aaron long Lime no see | (69%) |
| Key is not bound. Press '?' for help. | |

| + | C Apps Imported From Firefo | | | | 'u/0/#inbox delTVG 💦 🔥 We | h Halo Deak | DX Pixabay - Free | Image W Tech Tools For Teach G | Apps Status Dashbo | |
|---|-----------------------------|---|-------|------|------------------------------|-------------|--------------------|---|--------------------------------|----------|
| | | | Uncra | y du | | | En Producty - Pres | Loading | | Je |
| | Mail - | | • | | C | More * | | | | 1-14 |
| | COMPOSE | 6 | | Prim | ary | ** | Social | Promotions | Updates | + |
| | Inbox (2) Sent Mail | | | 2 | Baldwin, BPS | (2) | Bloglovin' | - Not that I know of. Sometimes blo | cked sites come in on a hug | 11:08 am |
| | Drafts (54) Need to Read | | ☆ | • | Feldmann, An | in | Fwd: 21st | Century Classroom Visit? - Ann F | eldmann District Technolog | 10:18 am |
| | Technology Coach | | 17 | | me, Lambert (2 | 2) | 8th Period | - Hey, Jeff. I am planning on doing t | he Mystery Hangout lesson | 8:05 am |
| | More - | | * | | me | | (no subject |) Jeffrey Bernadt District Techno | logy Specialist Bellevue Pu | Jan 12 |
| | | | * | | me, Braasch, I | Gamm (3) | Visitation 8 | Observation Request - Good morni | ing! The second semester is | Jan 12 |
| | | | * | | me, Cox (2) | | Bri Cox - C | oaching Doc - Invitation to edit - Jefl | , I finally was able to read a | Jan 12 |
| | | | * | | Tripple, Todd | | 3D Printer | - Hello Amy, I received some inform | ation from a 3D printing exp | Jan 11 |
| | | | * | | donotreply | | Education I | Preview Build Notice - # AppleSeed | Build Notice Education Pre | Jan 11 |
| | | | * | • | Ann Feldmann | | Fwd: [New | post] What "Innovative Leadership" | Looks Like - A good read! :- | Jan 11 |
| | | | * | | me, Campbell | (7) | Khan Acad | emy Issues - It kept repeating that " | changed password 7 month | p Jan 8 |
| | | | ☆ | • | Toelle, me (3) | | 6 Word Sto | ries - Hey Jeff! We just returned from | m lunch, but still have quite | Jan 8 |
| | | | * | | me, Evon (4) | | Request to | Visit on Thursday AM - Hi Jeff, Hap | py New Year! We would lov | Jan 6 |
| | | | 4 | | Jeffrey Bernad | t | Shared from | m Twitter: What teachers need to kn | ow about multicultural educ | 12/23/15 |

Pine text-based email client

Let's look at examples!

1. What is the users main goal?

2. What information is displayed to help them achieve it?

Ignore the interaction and Focus on the information being displayed.

Goal: Buy a specific book. What information helps the user achieve this?



Textbook Rentals Sell Us Your Books Kindle eTextbooks



Best Books of the Month



Celebrity Picks 2017

Best Books of 2017

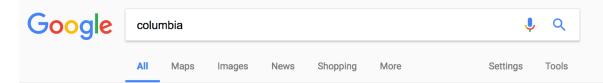




56

Amazon Book Review

Goal: Get to the Columbia Homepage. What information helps the user achieve this?



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 ...

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 -

Goal: Watch an educational(?) video. What information helps the user achieve this?



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

Here is some undifferentiated text.

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.

Is it possible to read this information? Yes

What's the user's goal with this information? (what are they going to do with it?) Decide whether to go and respond.

Can we improve it to make that goal easier? Yes!

What would you do first?

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.

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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.

Step 3. Consolidate into a few (3-5) semantically meaningful groups

You are cordially invited to

What it is? Robert and Alexandra's delectable after dinner party.

Wine and nibbles will be served.

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

RSVP

Step 3. Consolidate into a few (3-5) semantically meaningful 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.

Step 4. Use the squint test to verify the **Hierarchy of Information**

Robert 1 lexandra's delectat ter dinner party.



3

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

A visual hierarchy of information²allows designers to guide users' attention.

What makes some information look more important?

Robert and Alexandra's delectable after dinner party.

It's big and bold!

7 tools to *visually* convey importance

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

You are condially invited to Robert and Alexandra's delectable after dinner party. Wine and nibbles will be served. When: February 20ⁿ, 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.

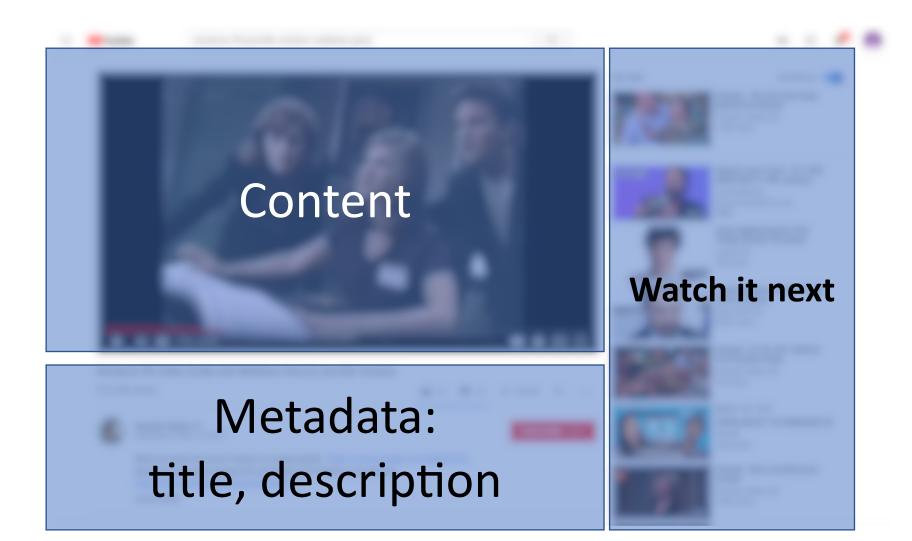
You are cordially invited to Robert and Alexandra's delectable after dinner party. Wine and nibbles will be served.

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

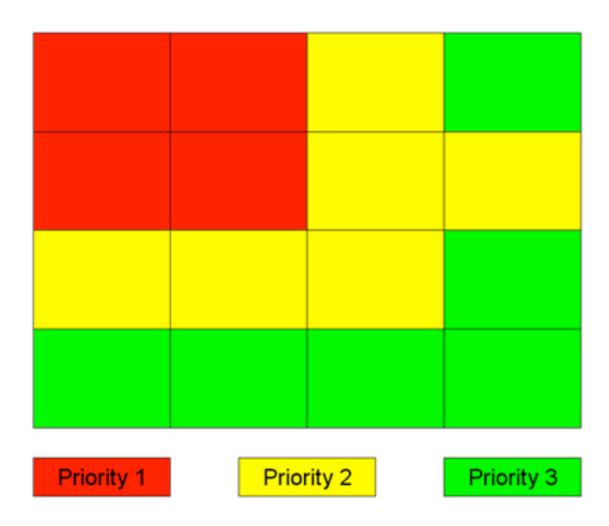
1. Conceptual Grouping: A few high-level visual groups

| <u>.</u> | | Navigation | |
|-------------|------------------------|--|-----------------------------------|
| Mail - | 0. | an | 1.56.07 N < > Q - |
| | - Presser | | · · · · · |
| Section (2) | C C B Baller, BTS () | | 11.00 am |
| Menu | C C B Patterner, Ann | | Contact/ |
| Mark - | · • • • | (re-adject) Jeffrey Bernach Datrict Tachnology Episcialist Ballence Pr | country failure |
| | C & B ra. Stand, Karrs | Emails | chat |
| | C 🗴 🗰 Trade, Tabl | | Jan 11 Loosen, Philip |
| | | Education Preview Bulk Notice - # AppleDeed Bulk Notice Education Pre- Fact New post What "Innovative Landscripty" Looks Like - A post result : | Jan 11 Disamon Day Task Trappa |
| | C B B ma Campbel (7) | | an and |
| | 0 0 B Talk re (1) | | 240-1 |
| | C C B Afric Securit | | 73 |
| | | the second se | |

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



2. Location indicates importance



2. Location indicates importance Gaze Tracking shows the "F" Shape of attention



I did a sneaky thing with the example.

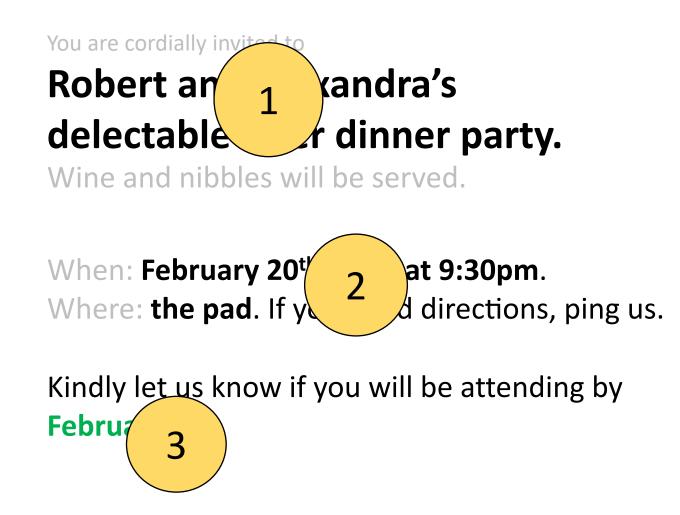
You are cordially invited to

Robert and Alexandra's delectable after dinner party.

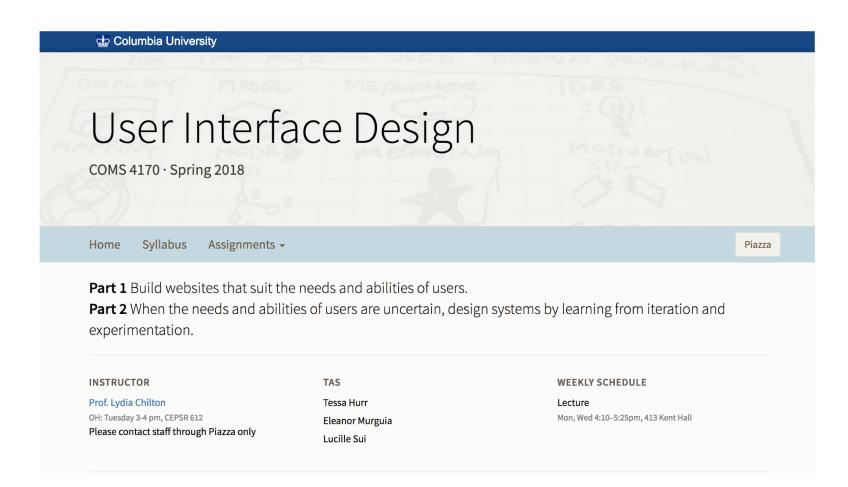
Wine and nibbles will be served.

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

I did a sneaky thing with the example.



3. Whitespace indicates importance



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 learnir experimentation.

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

☆ Columbia University

User Interface Design

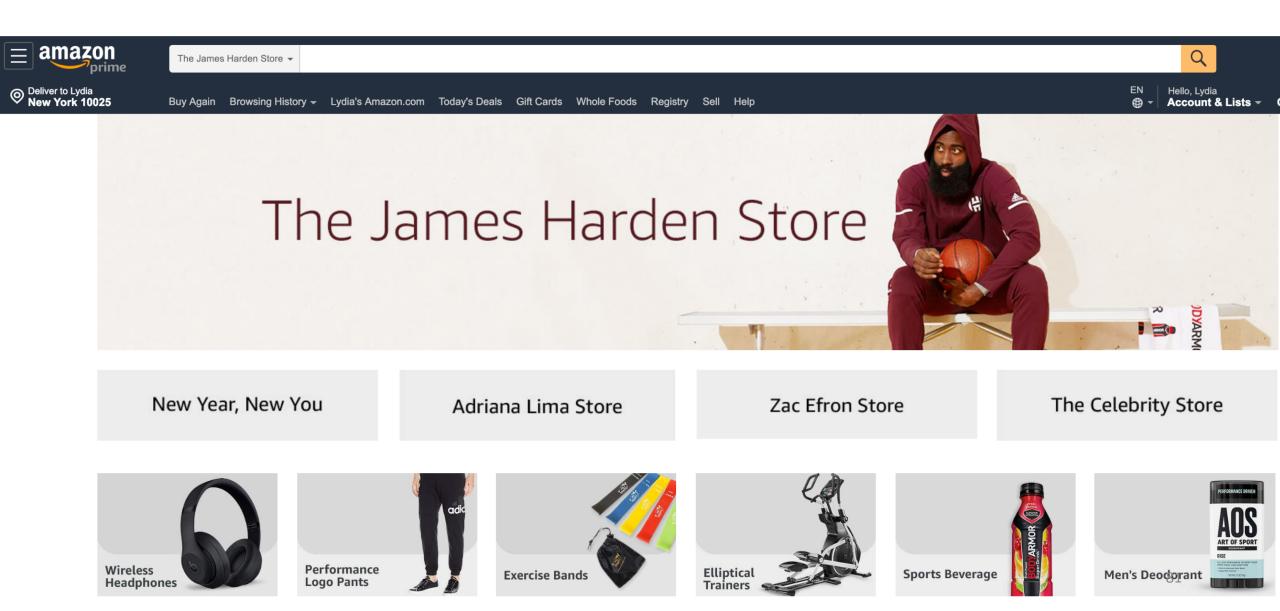
COMS 4170 · Spring 2018

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

3. Whitespace indicates importance



3. Whitespace indicates importance



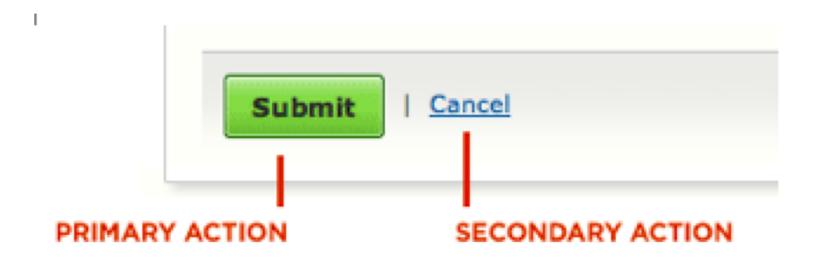
Random Art

Mona Lisa

4. Size indicates importance



4. Size indicates importance



5. Contrast indicates importance (2 ways)

Bold increases contrast Robert and Alexandra's delectable after dinner party.

Wine and nibbles will be served.

Greyscale decreases contrast Where: 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.

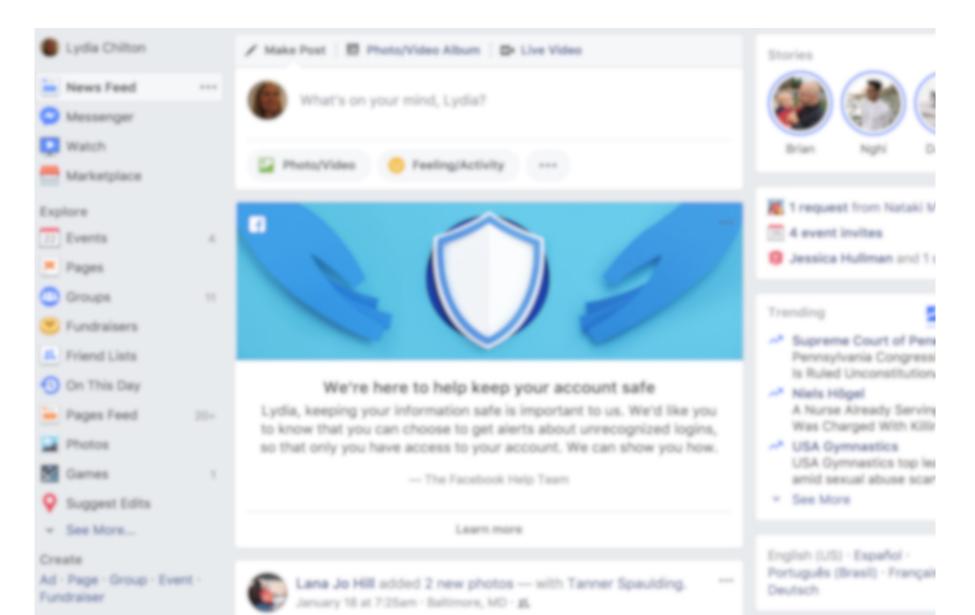
5. Contrast indicates importance

Bold increases contrast

Greyscale decreases contrast

| 6 | 2 | | the freed | | 0 | |
|---|---|-----------------------|------------|------------------------------------|------------------------------|----------|
| | | Batters, 876 (2) | | | | 11.05 am |
| | | Palitimator, Ann | Feet 21st | Century Dasarson Well? - Ave. 74 | | 10.10 am |
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| | | Toels, en (1) | | | | |
| 0 | | ma, Essan (4) | Parparet 1 | Visit on Thursday AM Juff, Happ | y New Yaser' We would live A | 36 |

6. Images indicate importance



87

6. Images indicate importance

COLUMBIA SPECTATOR

ARTS & CULTURE



Mel's Burger Bar closing permanently on Sunday, management confirms BY MANUELA SILVA • DEC 15, 2023 TikTok creator Eli Rallo, Journalism '21, blends memoir and advice in debut book

Q

BY KRISTIN MERRILEES • DEC 13, 2023

Review: 'The Jerusalem Syndrome' provides a new testament to hope and belonging

BY SARAH SHAPIRO • DEC 11, 2023

Food for thought: Supper Club Dance

7. Color indicates importance

Or start a new account



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

| Priority 1 | Prior | rity 2 | Priority 3 |
|------------|-------|--------|------------|

Location



Submit I Cancel

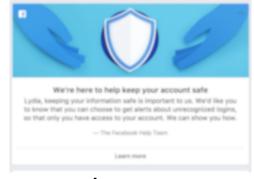
Whitespace

Size

Robert and Alexandra's delectable after dinner party.

Wine and nibbles will be served

Contrast



Images

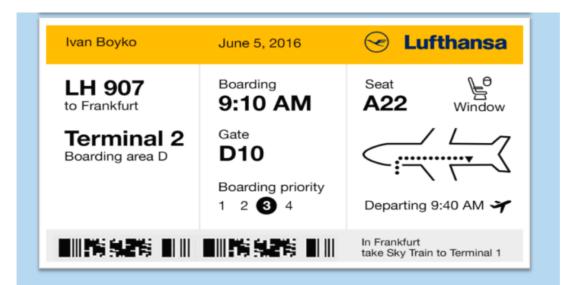


Color

8. Violation: Aesthetic and minimalist design

Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.





Let's analyze the boarding pass.

| Ivan Boyko | June 5, 2016 | 😪 Lufthansa |
|--------------------------------------|-------------------------------------|--|
| LH 907 to Frankfurt | Boarding 9:10 AM | Seat LO A22 Window |
| Terminal 2 Boarding area D | Gate D10 | |
| | Boarding priority 1 2 3 4 | Departing 9:40 AM 🌱 |
| | | In Frankfurt take Sky Train to Terminal 1 |

Who is the user?

Someone taking a flight to Frankfurt

What's the primary goal?

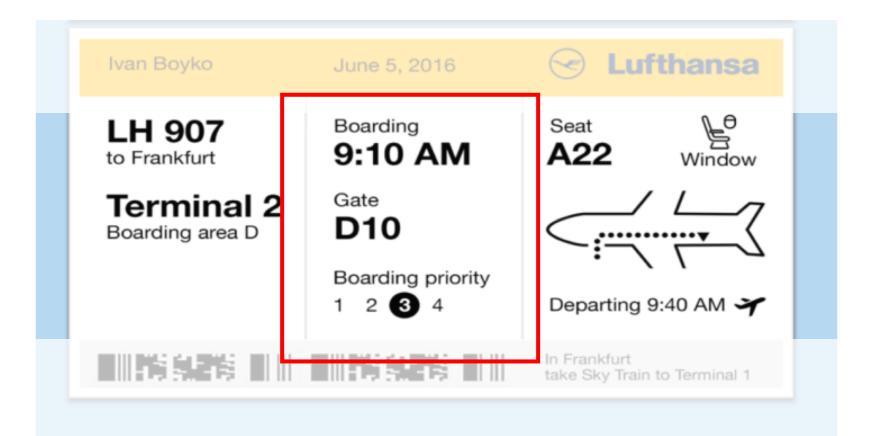
To get from home to their seat on the plane.

What's the concept behind group 1?

| Ivan Boyko | June 5, 2016 | 😪 Lufthansa |
|--------------------------------------|-------------------------------------|--|
| LH 907 to Frankfurt | Boarding 9:10 AM | Seat LO A22 Window |
| Terminal 2 Boarding area D | Gate D10 | |
| | Boarding priority 1 2 3 4 | Departing 9:40 AM 🌱 |
| | | In Frankfurt take Sky Train to Terminal 1 |

"get-to-the-terminal"

What's the concept behind group 2?



"Get on board"

What's the concept behind group 3?

| Ivan Boyko | June 5, 2016 | 😪 Lufthansa |
|--------------------------------------|------------------------------|--|
| LH 907 to Frankfurt | Boarding 9:10 AM | Seat 6 A22 Window |
| Terminal 2 Boarding area D | Gate D10 | |
| | Boarding priority 1 2 3 4 | Departing 9:40 AM 🌱 |
| | | In Frankfurt take Sky Train to Terminal 1 |

"Find your seat"

What tools does the the "get-to-the-terminal" group use?

| Ivan Boyko | June 5, 2016 | 🕣 Lufthansa | | | |
|--------------------------------------|-------------------------------------|--|--|--|--|
| LH 907 to Frankfurt | Boarding 9:10 AM | Seat LO Window | | | |
| Terminal 2 Boarding area D | Gate D10 | | | | |
| | Boarding priority 1 2 3 4 | Departing 9:40 AM 🌱 | | | |
| | | In Frankfurt take Sky Train to Terminal 1 | | | |

- Whitespace
- Size
- Contrast
- Order

What tools does the the "get on board" group use?

| Ivan Boyko | June 5, 2016 | 😔 Lufthansa |
|--------------------------------------|---------------------|--|
| LH 907 to Frankfurt | Boarding 9:10 AM | Seat B A22 Window |
| Terminal 2 Boarding area D | Gate D10 | |
| | Boarding priority | Departing 9:40 AM 🌱 |
| | | In Frankfurt take Sky Train to Terminal 1 |

- Whitespace
- Size
- Contrast

What tools does the the "find your seat" group use?

| Ivan Boyko | June 5, 2016 | 🕑 Lufthansa |
|--------------------------------------|-------------------------------------|--|
| LH 907 to Frankfurt | Boarding 9:10 AM | Seat 6 A22 Window |
| Terminal 2 Boarding area D | Gate D10 | |
| | Boarding priority 1 2 3 4 | Departing 9:40 AM 🌱 |
| | | In Frankfurt take Sky Train to Terminal 1 |

- Images
- Size
- Contrast

Using the tools together

What tools does the **compose button** use?

| 1. | Conceptual Groupings? | Grouped with "menu" | | 0 mm- | Lasting Q | | | |
|----|--------------------------|---------------------|----------------------------|------------------------|---|--|--|--|
| 2. | Position? | Top and left | - | D Provey all 1 | | | | |
| 3. | Whitespace | ? Top and right | Induce (2) | a contract the second | Registed - Nor Top I have of Astronomic Stational alles come in on a log | | | |
| 4. | Size? | Big | Draffs (M) Nami Is Real | 🗆 🔄 🐞 Palitrano, Ann | Part: 21st Century Disserson Wel? - Ann Pattmann Datrict Technolog | | | |
| 5. | Images? | No | Technology Coach More - | C C . ma, Lambert (2) | 80 Period - Hay, Juff. 1 am planning on doing the Myslery Hangoul leason | | | |
| 6. | Contrast? | Dark box | | C C B Fa | (ine adjust) Jeffrey Bernard Datrict Technology Epecialist Bellevice Pu - Vielation & Observation Request - Good morning? The second servester's | | | |
| 7. | Color? | No | | 🗆 🎃 🗰 ma, San (2) | Bet Con - Coactiving Dec - Invitation to acit - Jull, I frontly was active to react a | | | |
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| | 😑 附 Gmail | M Gmail | | Ann Fallmann | Education Preview Bulk Notice - # AppleDeed Bulk Notice Education Pre Fred. New post(What "Innovative Leadership" Looks Like - A post read (| | | |
| | | | | 🗆 😐 🗰 ma, Campbell (7) | Khan Academy Insum - 2 inpt repeating that "changed parameters? month: a | | | |
| | Mail Compose | Compose | | 🗆 🖄 🐞 Tasla, ra (3 | 8 Word Blanks - Hey Juff We just returned from lanch, but all have gale | | | |
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| | Chat 🛧 Starred | 🗖 Inbox | 13,687 | 🗆 🖄 🐱 Jaffey Serad | 100 | | | |
| | Snoozed | ☆ Starred | | | | | | |

What tools does the **unread message** use?

- Conceptual 1. All messages Groupings? Typically at the top Position? 2. Whitespace? 3. No 4. Size? No Images? 5. No Contrast? 6. Bold, white background
- 7. Color? No

| 1 | | Loading Q |
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| | 🗆 🛊 🗰 ma, Gan (2) | Bri Cox - Coaching Dec - Instalton to add - Juff, I finally uses attic to read a |
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What tool do good designers use least?

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| tere (R) | 🗆 🔆 🗃 Ballets, 878 () | Beginshi' - Not that I know of Jornationae Mexical also come is on a log | 11.05 am |
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| | 🗆 🔅 🐞 Jaffey Berad | Daniel from Taillair: What bachers raied to innor about multicultural aduct | 12/22/15 |
| | | | |



Color

What tool do novice designers abuse? **COLOR**



Use color last.

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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 1**st.

Use grouping, whitespace, size and contrast first.

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.

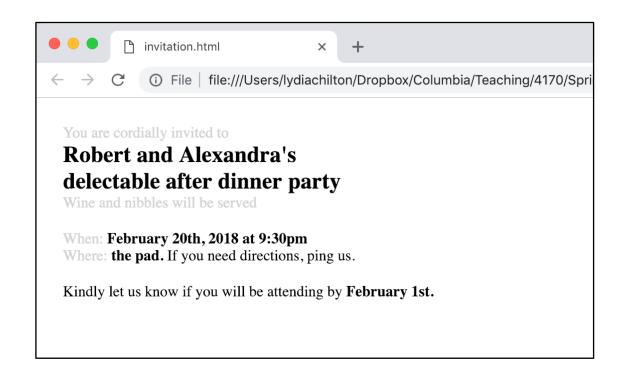
Kindly let us know if you will be attending by **February 1**st.

Use multiple other tools together for a bigger effect.

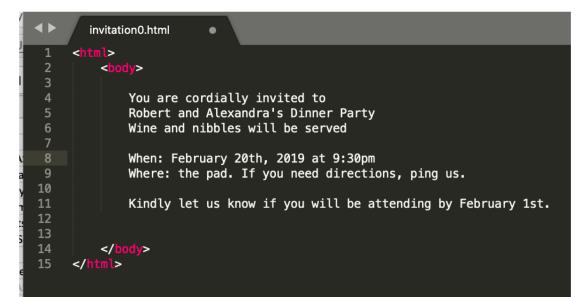
Implementing Information Design

In HTML and CSS

HTML Warm-up: Remake the invitation



Step 1. Just run it.



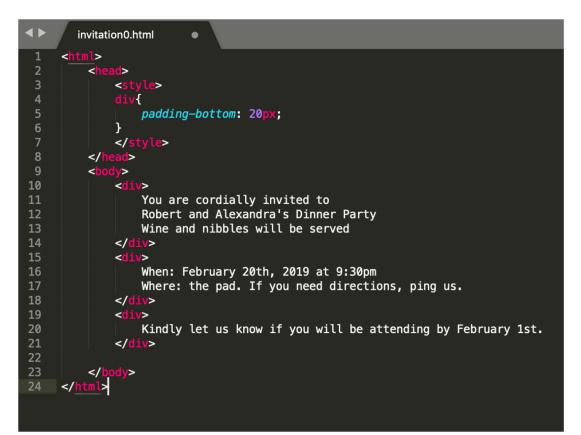


You are cordially invited to Robert and Alexandra's Dinner Party Wine and nibbles will be served When: February 20th, 2018 at 9:30pm Where: the pad. If you need directions, ping us. Kindly let us know if you will be attending by February 1st.

Step 2. Add <div> elements to create groups

| • | invitation0.html × | | | | | | | | | | |
|----------------------|---|--------------------------|--------|------------------|--------------------------------------|--------|----------|-------------------------|---|---|----|
| 1 2 3 | <html> <body> <div></div></body></html> | | | | | | | | | | |
| 4 5 6 | You are cordially invited to Robert and Alexandra's Dinner Party Wine and nibbles will be served | ••• | ß | invitation0.html | × | + | | | | | |
| 7 8 9 | <div> When: February 20th, 2019 at 9:30pm</div> | $\leftarrow \rightarrow$ | C | G File file: | ///Users/lydiac | ☆ | Q | BNTP Bigger Notes | + | C | ** |
| 10 11 12 13 | Where: the pad. If you need directions, ping us. <div> Kindly let us know if you will be attending by Fe</div> | When: Fel | oruary | 20th, 2019 at | bert and Alexand 9:30pm Where: tl | ne pad | . If you | - | | | |
| 14 15 16 17 | | Kindly let | us kn | ow if you will | be attending by F | ebruar | y 1st. | | | | |

Step 3. Add style header, and padding to divs



You are cordially invited to Robert and Alexandra's Dinner Party Wine and nibl

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

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

Step 4. Add spans and more styles by class

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

\leftarrow \rightarrow C (i) File | file:///Users/lydiac... \Rightarrow 🖳 📰 📼 🕐 🔅 \checkmark Ġ 🤤 | 🍘

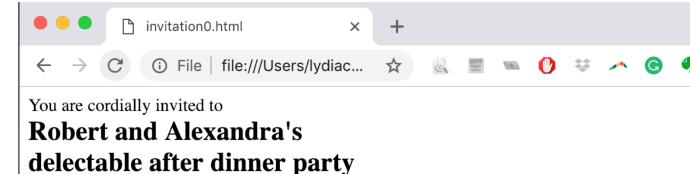
You are cordially invited to **Robert and Alexandra's delectable after dinner party** Wine and nibbles will be served

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 5. Add
 elements to break lines.

| 18 | <body></body> |
|----|---------------------------------|
| 19 | <div></div> |
| 20 | You are cordially invited to |
| 21 | |
| 22 | Robert and Alexandra's |
| 23 | delectable after dinner party |
| 24 | |
| 25 | Wine and nibbles will be served |
| 26 | |



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.

Developer Tools Demo

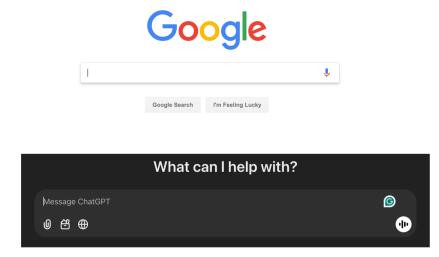
| Invitation0.html | |
|---|--|
| $\leftrightarrow ightarrow {f C}$ () File /Users/lydiachilton/Dropbox/Columbia/Teaching/4170/Spring2020/hw/hw1/invitation0.html | 🖈 💷 🤤 🗌 📀 |
| You are cordially invited to Robert and Alexandra's delectable after dinner party span.dark.big 293.09×56 Color #000000 Font 24px Times at 9:30pm Where: the pad. If you need directions, ping us. Kindly let us know if you will be attending by February 1st. | |
| Elements Console Sources Network Performance Memory Application Security Audits <html> <</html> | • • • |
| ▶ <head></head> ▼ <body> ▼<div></div></body> | Styles Computed Event Listeners Filter :hov .cls |
| " You are cordially invited to" | <pre>element.style { } .big { invitation0.html:12</pre> |
| <pre> ▶ == \$0</pre> | <pre>font-size: 24px; }</pre> |
| " Wine and nibbles will be served | <pre>.dark {</pre> |
| ► <div></div> ► <div></div> | Inherited from html |
| html body div span.dark.big | <pre>html {</pre> |

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

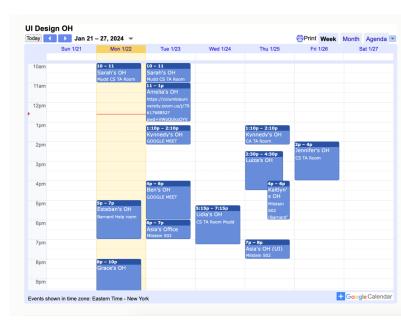
Try it

Ask Google and Al

invitation0.html You are cordially invited to Robert and Alexandra's Dinner Party Wine and nibbles will be served When: February 20th, 2019 at 9:30pm h invitation0.html + x (i) File | file:///Users/lydiac... \$ ANTP Pager + 0 You are cordially invited to Robert and Alexandra's Dinner Party Wine and n February 20th, 2018 at 9:30pm Where: the pad. If you need directions, ping u will be attending by February 1st.



Ask the staff



Information Foraging Theory

Users don't read linearly. They browse based on information cues.

MOBY DICK.

CHAPTER I.

LOOMINGS.

CALL me Ishmael. Some years ago-never mind how long precisely-having little or no money in my purse, and nothing particular to interest me on shore, I thought I would sail about a little and see the watery part of the world. It is a way I have of driving off the spleen, and regulating the circulation. Whenever I find myself growing grim about the mouth; whenever it is a damp, drizzly November in my soul; whenever I find myself involuntarily pausing before coffin warehouses, and bringing up the rear of every funeral I meet; and especially whenever my hypos get such an upper hand of me, that it requires a strong moral principle to prevent me from deliberately stepping into the street, and methodically knocking people's hats off-then, I account it high time to get to sea as soon as I can. This is my substitute for pistol and ball. With a philosophical flourish Cato throws himself upon his sword ; I quietly take to the ship. There is nothing surprising in this. If they but knew it, almost all men in their degree, some time or other, cherish very nearly the same feelings towards the ocean with me.

There now is your insular city of the Manhattoes, belted round by wharves as Indian isles by coral reefs—commerce surrounds it with her surf. Right and left, the streets take you waterward. Its extreme down-town is the Battery, where that noble mole is washed by waves, and cooled by breezes, which a few hours previous were out of sight of land. Look at the crowds of water-gazers there.

Circumambulate the city of a dreamy Sabbath afternoon. Go from Corlears Hook to Coenties Slip, and from thence, by Whitehall, northward. What do you see ?—Posted like

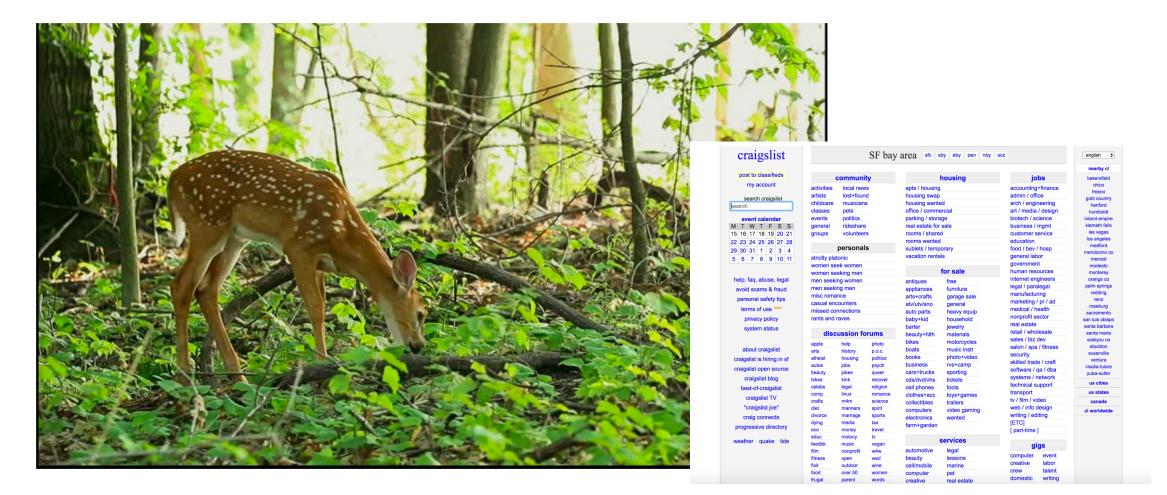


Our poultry is tree-range, all natural. Our Heritage beef and pork is organic & nitrate free. Vegetables, herbs & fruit are locally sourced whenever possible from farms we know and trust. We use gluten free soy sauce. Ask your server about gift cards. 20% gratuity added to parties of 6 or more.

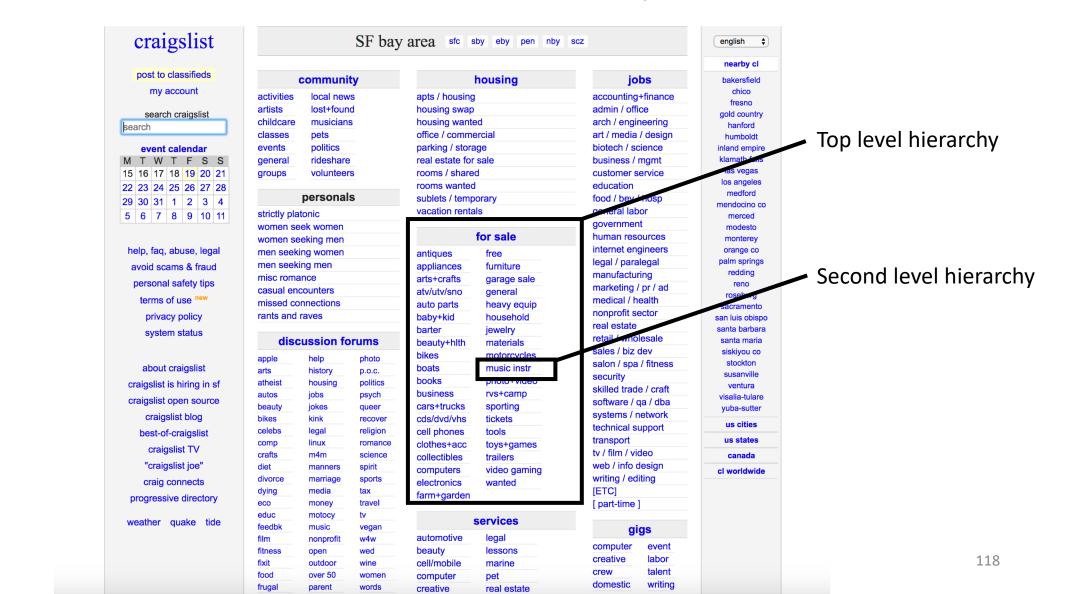
Not like this

Like this

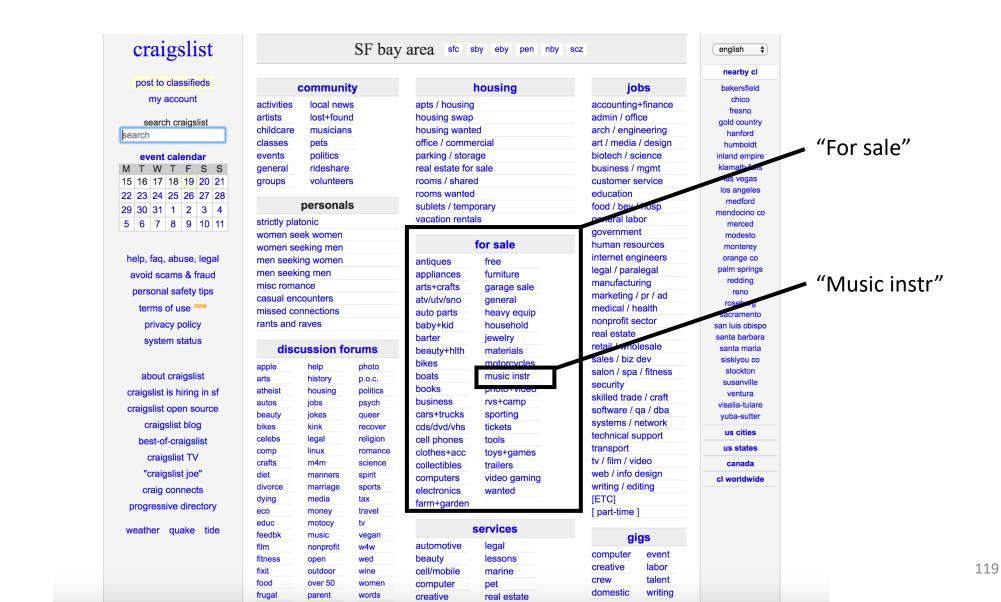
Information Foraging Theory says users follow visual or textual clues to sense if they are on the right track.



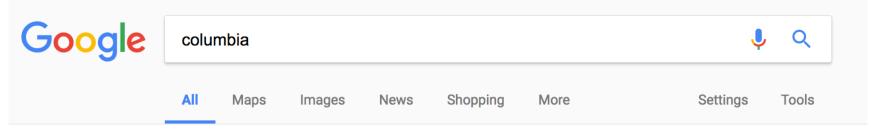
Information hierarchies help user guide users' spotlight of attention to different "information patches".



Do: Use Simple labels to guide attention



But: some data don't need labels.



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 ...

Much data is "self-labeling", add labels add clutter

| Google | columbia | ļ | , Q | | | | |
|----------------|-------------|--|----------------|------------------|--------------------|-----------------------------------|--------|
| | All Ma | aps Images | s News | Shopping | More | Settings | Tools |
| | About 647 | ,000,000 results | (0.66 second | s) | | | |
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| summary: | Types: Jac | kets, Vests, Shir | ts, Pants, Sho | rts, Footwear, A | ccessories, Back | packs ets · Columbia Gift Card | s |
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| summary: | for Jackets | t from Columbia s, Pants, Shirts, S nen · Insulated 8 | Shoes & more | | is Tested Tough ir | n the Pacific Northwest | . Shop |
| Title: url: | https://wv | ia Universit ww.columbia.ed | lu/ 🔻 | | | own celebrate facing th | e |
| cummary | | | - | | | Annette Lopes smiling a | |

camera. Employment. Careers at Columbia. College walk in front of Low Library. Columbia Data. A

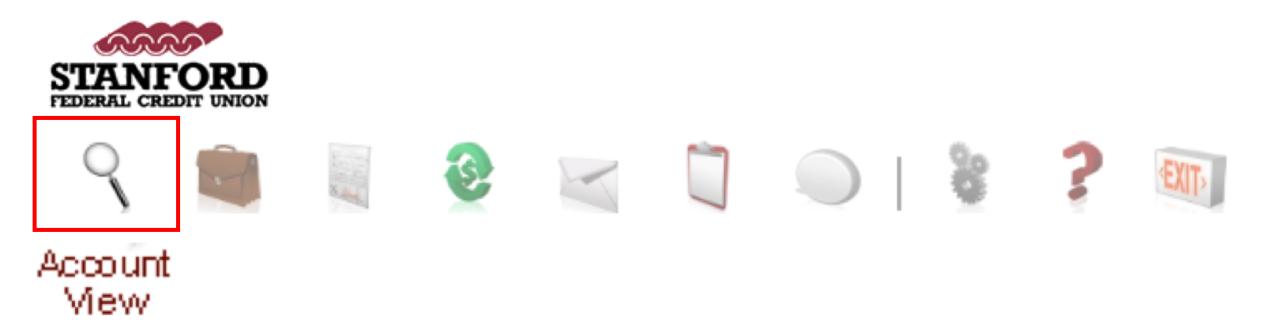
summary:

statistical snapshot of the ...

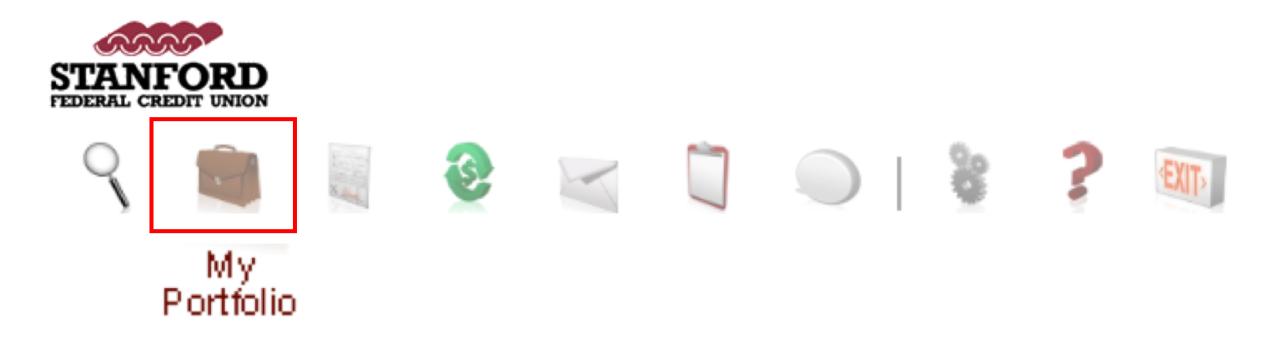
121

Do: Use Familiar Icons

BUT: Don't use unfamiliar icons



But not unfamiliar icons



But not unfamiliar icons



LoanClick

But not unfamiliar icons



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



8. Aesthetic and minimalist design

Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.



Aesthetics Matters to finding information

| CHI 2 | | 8 | Search Site |
|--|---|---|--|
| NS UNE EXP | 5 | | o 🗇 🔁 |
| CHI 2012 Home About Us Student Volunteers Sponsors Recruiters Exhibitors | Attend About Austin Housing Registration & Visas Advance Program Printed Program (pdf) Keynote Speakers | Participate Submissions & Dates Papers & Notes Alt.Chi Case Studies Courses Doctoral Consortium | Communities About Communities CORE COMMUNITIES Design Engineering Management User Experience |
| Press Information Press Kit Media Clippings Conference Preview DailyMedia Advisory | Invited Talks Merchandise Social Media Locals' Night Special Events | Interactivity Panels SIG Meetings Student Competitions Videos Works-in-Progress Workshops | 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 Contar in downtown Austin, near

Aesthetics Matters to finding information

| | CHI2011 PROGRAM ATTENDING AUTHORS SPONSORS RECRUITERS EXHIBI | TORS ORGANIZERS PRESS | 😹 🚱 CHI 20 | 12 AUBTIN • TEXAS MAY 5-10, 2012 | 3 | Search Site |
|---------------------------------|--|--|--|--|--|---|
| VANCOUVER, BC MAY 7-12, 2011 | | COMMUNITIES | it's the experie | 5 | | () () |
| | CONNECTING | DESIGN ENGINEERING MANAGEMENT JSER EXPERIENCE FEATURED COMMUNITIES HCI FOR KIDS ENTERTAINMENT HEALTH BUSTAINABILITY | 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 | Communities About Communities CORE COMMUNITIES Design Engineering Management User Experience FEATURED COMMUNITIES Digital Arts Games & Entertainment HCI for Kids Health Sustainability |
| Us | Solution of human-computer interaction. CH 2011 focuses on leveraging our diversity and connecting people, cultures, technologies, experiences, and ideas. Solution is a biointowic of the analytic of the | harder t | | on H man Factors in Comr fine e on numan- orn atten need the eric co-from the mort its, need and design for user experience | Systems is the Corrections to experiencing Regis | Cre La construction (2 C) Cre La construction (2 C) br C (1 C) ster as an exhibitor » |
| | tine Connecting | es are m | innovation through hands-on int The experience of CHI 2012 is - Car and the Critic me to mic, fill, and in cacuve festi state-on-the-art contenence facil nightlife. We look forward to joi <u>General Conference Chair:</u> Joseph A. Konstan, University of | centered in vibrant Austin, Texa and the second se | He Live Music CH State Control Well and also vibrows 012 Experience! | ome to Austin! (5 May) here - conference preview (2 May) ed program published - pdf (1 May) ng breau closed (5 Apr) r awards added to program (2 Apr) health community walk & talk (27 Mar) er hashtags for all things CHI (26 Mar) |
| | | | Technical Program Chairs: | or winnessta | | |

Ed H. Chi, *Google* Kristina Höök, Mobile Life @ KTH, Sweden

130

Champion Sponsors

Summary

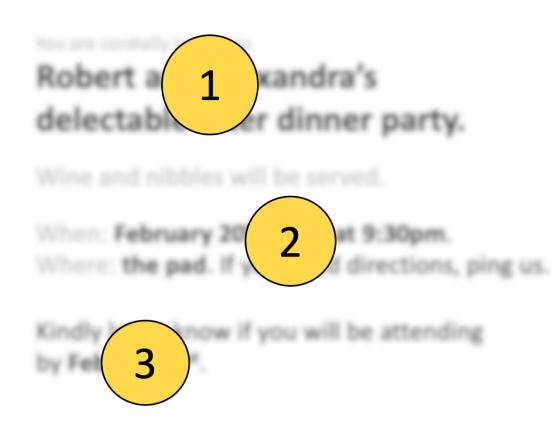
The main feature of many websites is to display information in a way that helps users accomplish a goal.

| i:Exit -:PrevPg <space>:NextPg v:View Attachm. d:Del r:Reply j:Next ?:Help</space> | |
|--|------------|
| 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.Ome? | |
| 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 | |
| | (66%) |
| Date: Mon, 17 May 2004 03:40:09 +0100 | |
| From: Krista Aaron <christinefeminine@highstream.com></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 :) | |
| | |
| gxsnkxxgnduvyjwyceudcjobxs | |
| zcozccrociesbehgbpow | |
| rnxlfujnqpblipdkgwwyqofracsz | |
| xmqawbxsbjrppoibvlpfhqowldtp | |
| bixhghvrxtqgfeoqcofzycb | |
| hugzffaffulsklpzhrfxbtt | |
| btpztlfotqmmoaiwlosqv | |
| 627/950: Krista Aaron long time no see | (69%) |
| Key is not bound. Press '?' for help. | |
| | |

| · | → C A https://mail.go | ogle.cor | n/mai | l/u/0/#inbox | | | | | |
|---|-----------------------------|----------|-------|-----------------|--------------|----------------------|-----------------------------------|--------------------------------|----------|
| | Apps 📄 Imported From Firefo | Holi | day G | ide TVG 🛛 💆 W | eb Help Desk | Pixabay - Free Imag: | W Tech Tools For Teach G | Apps Status Dashbo | |
| | CREATERING CONTROLS | | | | | | Loading | - Q | Jeff |
| | Mail - | | * | С | More * | | | | 1–14 o |
| | COMPOSE | | Prin | nary | ** | Social | Promotions | Updates | + |
| | Inbox (2) Sent Mail | | 2 🖻 | Baldwin, BPS | (2) | Bloglovin' - Not | hat I know of. Sometimes blog | cked sites come in on a hug | 11:08 am |
| | Drafts (54) Need to Read | 0 7 | 2 🕑 | Feldmann, A | nn | Fwd: 21st Centu | ry Classroom Visit? - Ann Fe | eldmann District Technolog | 10:18 am |
| | Technology Coach | 03 | 2 💌 | me, Lambert (| 2) | 8th Period - Hey, | Jeff. I am planning on doing t | ne Mystery Hangout lesson | 8:05 am |
| | More - | | - 18 | me | | (no subject) J | affrey Bernadt District Techno | logy Specialist Bellevue Pu | 🗊 Jan 12 |
| | | | - | me, Braasch, | Klamm (3) | Visitation & Obse | rvation Request - Good morni | ng! The second semester is | Jan 12 |
| | | | - | me, Cox (2) | | Bri Cox - Coachir | g Doc - Invitation to edit - Jeff | , I finally was able to read a | Jan 12 |
| | | | r 19 | Tripple, Todd | | 3D Printer - Hello | Amy, I received some informa | ation from a 3D printing exp | Jan 11 |
| | | | | donotreply | | Education Previe | w Build Notice - s AppleSeed | Build Notice Education Pre | Jan 11 |
| | | | - 10 | Ann Feldman | n | Fwd: [New post] | What "Innovative Leadership" | Looks Like - A good read! :- | Jan 11 |
| | | | | me, Campbel | (7) | Khan Academy Is | sues - It kept repeating that "o | changed password 7 month | 🗊 Jan 8 |
| | | | 2 10 | Toelle, me (3) | | 6 Word Stories - | ley Jeff! We just returned from | n lunch, but still have quite | Jan 8 |
| | | | | me, Evon (4) | | Request to Visit of | n Thursday AM - Hi Jeff, Hap | py New Year! We would lov | Jan 6 |
| | | | 2 10 | Jeffrey Berna | dt | Shared from Twit | er: What teachers need to kn | ow about multicultural educ | 12/23/15 |

Pine text-based email client

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.

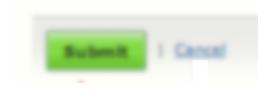
Kindly let us know if you will be attending by February 1st.

Conceptual grouping

| Priority 1 | Prior | rity 2 | Priority 3 |
|------------|-------|--------|------------|

Location



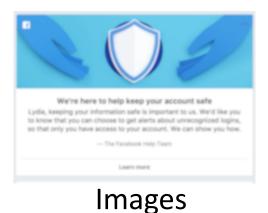


Whitespace

Size

Robert and Alexandra's delectable after dinner party.

Contrast



A The small provided does not appear to be call?

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

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

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

| craigslist | | | SF bay | varea sfc s | by eby pen nby | SCZ | english |
|-----------------------------------|--------------|-------------------|------------------|-----------------|----------------|-----------------------|-------------------------------|
| post to classifieds | | communi | tv | | housing | jobs | bakersfield |
| my account | | | | | • | | chico |
| | activities | local new | | apts / housing | | accounting+finance | fresno |
| search craigslist | artists | lost+foun | | housing swap | | admin / office | gold country |
| search | childcare | musician | S | housing wante | | arch / engineering | hanford |
| | classes | pets | | office / comm | | art / media / design | humboldt |
| event calendar | events | politics | | parking / stora | | biotech / science | inland empire |
| MTWTFSS | general | rideshare | | real estate for | | business / mgmt | klamath falls |
| 15 16 17 18 <mark>19</mark> 20 21 | groups | volunteer | S | rooms / share | | customer service | las vegas los angeles |
| 22 23 24 25 26 27 28 | | | - | rooms wanted | | education | medford |
| 29 30 31 1 2 3 4 | | personal | S | sublets / temp | | food / bev / hosp | mendocino c |
| 5 6 7 8 9 10 11 | strictly pla | tonic | | vacation renta | ls | general labor | merced |
| | women se | ek women | | | | government | modesto |
| | women se | eking men | | | for sale | human resources | monterey |
| help, faq, abuse, legal | men seeki | men seeking women | | | free | internet engineers | orange co palm spring |
| avoid scams & fraud | men seeki | men seeking men | | | furniture | legal / paralegal | |
| personal safety tips | misc roma | misc romance | | | garage sale | manufacturing | redding |
| | casual en | counters | | atv/utv/sno | general | marketing / pr / ad | reno rosebura |
| terms of use new | missed co | nnections | | auto parts | heavy equip | medical / health | sacramento |
| privacy policy | rants and | raves | | baby+kid | household | nonprofit sector | san luis obist |
| system status | | | | barter | jewelry | real estate | santa barbar |
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| | apple | help | photo | bikes | motorcycles | sales / biz dev | siskiyou co |
| about craigslist | arts | history | prioto p.o.c. | boats | music instr | salon / spa / fitness | stockton |
| craigslist is hiring in sf | atheist | housing | politics | books | photo+video | security | susanville |
| • • | autos | jobs | psych | business | rvs+camp | skilled trade / craft | ventura visalia-tulare |
| craigslist open source | beauty | jobs | queer | cars+trucks | sporting | software / qa / dba | visalia-tulare vuba-sutter |
| craigslist blog | bikes | kink | recover | cds/dvd/vhs | tickets | systems / network | |
| best-of-craigslist | celebs | legal | religion | cell phones | tools | technical support | us cities |
| | comp | linux | romance | clothes+acc | toys+games | transport | us states |
| craigslist TV | crafts | m4m | science | collectibles | trailers | tv / film / video | canada |
| "craigslist joe" | diet | manners | spirit | computers | video gaming | web / info design | cl worldwide |
| craig connects | divorce | marriage | sports | electronics | wanted | writing / editing | |
| progressive directory | dying | media | tax | farm+garden | | [ETC] | |
| progressive unectory | eco | money | travel | | | [part-time] | |
| weather quake tide | educ | motocy | tv | | services | | |

HW1 due Tuesday @ 11:59pm

Grace period until 8am Wednesday

Homework 1: Usability Heuristics, Information Design, HTML

Warm up: due Friday 1/24 @ 11:59pm on Courseworks Main: due Tuesday 1/28 @ 11:59pm on Courseworks. HW1 will be accepted as on time until Wednesday 1/29 @ 8:00am

Generally, all relevant material will be covered before the HW goes out.

Office Hours

Add it to your google calendar

| Home Gra | ading Syllabu | s Ed Forur | n | | | | | |
|----------------------|---|--|-------------------------------|--|--|--------------------------|----------------------------------|--|
| | | | | | | | | |
| INSTRUCTOR | | | TA OFFICE | HOURS | | | WEEKLY SCHEDULE | |
| OH: Mondays 2:30-3:3 | 0 in CEPSR 612 | | | ours times and loca an view or subscril | | | Monday, Wednesday 1:10–2:25pm | |
| Please contact sta | ff through Ed or Slack (co | oming soon) | calendar. | | | | IAB 417 | |
| | | | The calenda | r include zoom/ha | ngouts links for re | mote OH. | | |
| UI Design OH | | | | | | | | |
| - | Jan 21 – 27, 2024 👻 | Tue 1/23 | Wed 1/24 | Thu 1/25 | Print Week | Month Agence Sat 1/27 | la 💌 | |
| | | | VV60 1/24 | 1110 1/20 | FII 1/20 | 5dt 1/27 | | |
| 10am | 10 - 11 Sarah's OH Mudd CS TA Room | 10 - 11 Sarah's OH Mudd CS TA Room | | | | | | |
| 11am | | 11 – 1p Amelia's OH | | | | | | |
| 12pm | | https://columbiauni versity.zoom.us/j/79 61768852? | | | | | | |
| 1pm | | pwd=VWpOUkxOYV 1:10p - 2:10p | | 1:10p - 2:10p | | | | |
| 2pm | | Kynnedy's OH GOOGLE MEET | | Kynnedy's OH CA TA Room | 2p - 4p | | | |
| | | | | 2:30p - 4:30p Luiza's OH | 2p – 4p Jennifer's OH CS TA Room | | | |
| 3pm | | | | | | | | |
| 4pm | | 4р – 6р Ben's OH | | <mark>4р – 6р</mark> Kaitlyn' | | | | |
| | 5p – 7p Esteban's OH | GOOGLE MEET | 5:15p – 7:15p | s OH Milstein 502 | | | | |
| 5pm | Barnard Help room | 6p – 7p | Lidia's OH CS TA Room Mudd | (Barnard' | | | | |
| 5pm 6pm | | Asia's Office Milstein 502 | | 7p - 8p | | | | |
| 6pm | | | | | | | | |
| | 8p - 10p | | | Asia's OH (UI) Milstein 502 | | | | |

Columbia University