Today’s Lecture

☐ Graphic Design
  ■ Simplicity
  ■ Contrast

☐ Almost Done
  ■ 2 Lectures to Go
  ■ Last Blog Post
  ■ Wed: Case Studies

MIT Lecture 11

Reminders
- Blog Post (Week)
- Final Project
Yet another reminder

- Don’t let your grades be held up
- As of last Friday PM (4/20) responses
Eye / Motion Tracking - Microsoft
Thank you for your interest in browsing out catalog! It's Easy and it's Efficient! Adobe Acrobat Reader 4.0 uses a 'Pointing Finger' with a 'W' for a mouse pointer whenever you encounter an area where a 'Selection' can be made. When the catalog index page appears, you will notice that the 'Pointing Finger' will appear when you pass over an index item (Product Type) that is selectable. If you click on an item, the pages related to that product will be downloaded to you. Each page has been modularized so that the typical download times with a V.90 modem will not exceed 60 seconds with the average download time less than 20 seconds. Depending on your Browser, you may not see a time line, just be patient and the pages will appear. In some cases another index page will appear requiring further selection. The same process should be followed. Using the pages in Acrobat Reader is easy and efficient and in a short time you will be an expert at it. To return to the previous index, simply click your Browser 'Back' button. Two other configurations of mouse pointers are also used by Acrobat Reader. An 'Open Hand' for moving the page around and a 'Magnifier' for zooming in and out while viewing the page. You may select either one from the tool bar at the upper part of the screen. Please carefully jot down the Model Numbers of interest so that they can be entered accurately in the on-line ordering system.
Welcome, Ben Bitdiddle.

You have 2 item(s) in your shopping cart. To remove an item, check "Remove" box & click "Recalculate". Shipping Calculator below.

*There is a problem with your order.*

<table>
<thead>
<tr>
<th>Product</th>
<th>Description</th>
<th>Quantity</th>
<th>UnitPrice</th>
<th>ExtPrice</th>
</tr>
</thead>
<tbody>
<tr>
<td>323022</td>
<td>Pinnalce Clean Plus Version 4.0 Retail <em><strong>(Free 2nd Day)</strong></em>**</td>
<td>1</td>
<td>$61.00</td>
<td>$61.00</td>
</tr>
<tr>
<td>80096-21</td>
<td>Corsair VS1GBK1T400 1GB Kit DDR400 PC3200 Value Select Memory Retail (out of stock)</td>
<td>1</td>
<td>$179.00</td>
<td>$179.00</td>
</tr>
</tbody>
</table>

Subtotal: $240.00

For more information about tax, please click here.

Shipping Promotion details. Please read.

"Note: Discount will be applied during check out"

Coupon Code: [ ] [ ] Apply
Ship to Zip Code: [ ] Calculate Shipping Charge

Have not made up your mind? Save all the items in your shopping cart!
Cart Title: [ ] Save Shopping Cart

Return to old shopping cart: Cart Name: [ ] Load Shopping Cart
Evaluation

☐ Apply what you’ve learned so far
☐ What seems good?
☐ What seem off?
Revisit Principles

☐ Simplicity
☐ Contrast
☐ White Space
☐ Balance
☐ Alignment

Designing Visual Interfaces by Kevin Mullet and Darrell Sano

Edward Tufte’s The Visual Display of Quantitative Information
Simplicity

☐ Perfection is achieved not when there is nothing more to add, but when there is nothing left to take away. (Antoine de St-Exupery)

☐ Simplicity does not mean the absence of any décor. It only means that the decor should belong intimately to the design proper, and that anything foreign to it should be taken away. (Paul Jacques Grillo)

☐ Keep it simple, stupid. (KISS)

☐ Less is more.

☐ When in doubt, leave it out.

Just in case Feature creep
How to Achieve Simplicity

- Reduction
  - Google, Tivo
  - Ex. Handicapped Symbol
  - US DOT

- Regularity
  - Repeat same pattern

- Combine elements
  - Double / triple duty
  - Ex. scroll bar
Contrast / Visuals

Selectivity: How well can you pull out variations that encode a variable?
Exercise

Left half?  Red letters?  K’s?
Associativity

- Associative perception: can variable be ignored when looking at other variables?
  - Associative: position, hue, value, texture, shape, orientation
  - **Not associative: size, value**
  - Small size and low value interfere with ability to perceive hue, value, texture, and shape
Size vs. Hue

Left half?  Red letters?  K’s?

12/13/2009
Say the Colors

Green
Orange
Red
Black
Pink
Blue

Stroop effect
Cognitive vs. perception
Contrast Techniques

☐ Choose appropriate visual variables
☐ Use as much length as possible
☐ Sharpen distinctions for easier perception
  ■ Multiplicative scaling, not additive
  ■ Redundant coding where needed
  ■ Cartoonish exaggeration where needed
☐ Use the **squint** test
Evaluate

| Form Title -- (appears above URL in most browsers and is used by WWW search) |
| Q&D Software Development Order Desk |
| Form Heading -- (appears at top of Web page in bold type) |
| Q&D Software Development Order Desk |
| E-Mail responses to (will not appear on) | Alternate (for mailto forms only) |
| dversch@q-d.com | |
| Text to appear in Submit button | Text to appear in Reset button |
| Send Order | Clear Form |
| Scrolling Status Bar Message (max length = 200 characters) |
| ****WebMania 1.5b with Image Map Wizard is here!!**** |
White Space - Gestalt

Whole from parts
White Space vs. Noise

Ex -> Tufte
Evaluate - Picasa
Questions?

- Weekly Blog
- Final Project
- Electronic Portfolio