Tape your P2 milestones to the wall
Visual Design

MICHAEL BERNSTEIN
CS 247

THANKS TO SCOTT KLEMMER AND MANEESH AGRAWALA
High-level info scent, location, neg. space
Medium-level grids, responsive
Low-level colors, typography, components
High-level
info scent, location, neg. space

Medium-level
grids, responsive

Low-level
colors, typography, components
“Where do I start?”
Mood boards

a.k.a. the first excuse since 5th grade to build a collage
Notes
The concept behind this moodboard is guiding the way to transparency. It will take cues from planning schematics and road signs in monochromatic colors and smaller graphics. This design will be bold, bright, playful but structured.

Sample Color Palette

Text
HEADER SAMPLE
Secondary Headline Sample


Sample Textures

Style Preview

http://assets.sunlightfoundation.com/site/img/redesign1/moodboard_2.jpg
Unicef’s mood board
http://www.creativebloq.com/graphic-design/mood-boards-812470
Requirements for a mood board

- Snippets of other peoples’ work — e.g., swatches, images, small clippings — not an entire website

- Evocative, not exemplar: don’t fill it with items that belong on web sites. Find items that evoke the same mood, no matter the media.
This class will deepen your fluency with design prototyping and critique for interactive technology. To do this, you’ll learn techniques for rapidly brainstorming and prototyping multiple interface alternatives — and why rapid prototyping is essential to excellent interaction design. You’ll learn to communicate your ideas visually. You’ll deepen your experiences with needfinding and continuous feedback. And you will do all this in a design studio environment, learning to critique and be critiqued with industry leaders who hold years of experience.

What would have gone on CS 247’s mood board?
Mood board activity

7min
http://hci.st/247english
Typography
Gill Sans, designed by Eric Gill and released by the Monotype Corporation in 1928
Typographic Terms

Build up x-height etc.
Get the M and the em from lecture 12 I think
Point size

Gill Sans  Helvetica
Typographic Terms

Leading

Build up x-height etc.
Get the M and the em from lecture 12 I think
**Typo**

**x-height**

Typefaces with high x-height: easier to read at small point size.

- Gill Sans
- Roboto
  *High x-height*
- Baskerville
  *Low x-height*
Typographic Terms

light  regular  bold

weight
Weights and Styles

Roboto Thin & Thin Oblique
Roboto Light & Light Oblique
Roboto Regular & Oblique
Roboto Medium & Medium Oblique
Roboto Bold & Bold Oblique
Roboto Black & Black Oblique
Roboto Condensed Light & Condensed Light Oblique
Roboto Condensed & Condensed Oblique
Roboto Condensed Bold & Condensed Bold Oblique

http://developer.android.com/design/style/typography.html
Small caps, lowercase numbers

Neutraface
enjoy cs247
enjoy cs247
Combining Type: Concordant

Typography

FROM WIKIPEDIA, THE FREE ENCYCLOPEDIA

Typography is the art and technique of arranging type, type design, and modifying type glyphs. Type glyphs are created and modified using a variety of illustration techniques. The arrangement of type involves the selection of typefaces, point size, line length, leading (line spacing), adjusting the spaces between groups of letters (tracking) and adjusting the space between pairs of letters (kerning).

Adobe Caslon Semibold
48 pt

Adobe Caslon Smallcaps, 14 pt

Adobe Caslon Regular, 12 pt
Combining Type: Contrasting

**Typography**

*From Wikipedia, the free encyclopedia*

Typography is the art and technique of arranging type, type design, and modifying type glyphs. Type glyphs are created and modified using a variety of illustration techniques. The arrangement of type involves the selection of typefaces, point size, line length, leading (line spacing), adjusting the spaces between groups of letters (tracking) and adjusting the space between pairs of letters (kerning).

<table>
<thead>
<tr>
<th>Gill Sans Light</th>
<th>48 pt</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gill Sans Light, 16 pt</td>
<td></td>
</tr>
<tr>
<td>UC Berkeley OldStyle, 12 pt</td>
<td></td>
</tr>
</tbody>
</table>
Combining Type: Conflicting

Typography

From Wikipedia, the free encyclopedia

Typography is the art and technique of arranging type, type design, and modifying type glyphs. Type glyphs are created and modified using a variety of illustration techniques. The arrangement of type involves the selection of typefaces, point size, line length, leading (line spacing), adjusting the spaces between groups of letters (tracking) and adjusting the space between pairs of letters (kerning).

<table>
<thead>
<tr>
<th>Arial</th>
<th>36 pt</th>
</tr>
</thead>
<tbody>
<tr>
<td>Futura Medium</td>
<td>14 pt</td>
</tr>
<tr>
<td>Myriad Regular</td>
<td>12 pt</td>
</tr>
</tbody>
</table>
Google Fonts

- Free web fonts - with drop-in scripts and CSS
Project 2: Hello, World!

P2 is our opportunity to dive into interaction design for the web by creating a portfolio. This project focuses on the visual, the aesthetic and the interactive aspects of design. It does so first through mocks, then through code. We'll connect these skills to the broader design process in future projects.
Typography activity

7 min
Color

Do it last.
Reminders from CS 147

- Start in grayscale, then keep the luminance values
- Common schemes: analogous and split complement
Primary + accent

- Choose one primary color, using a one or possibly two different hues
- Then a secondary color you use as an accent or highlight

Google Material Design spec
Hues of blue as primary, pink as accent
Benefit from color theory

- Adobe Color CC [http://color.adobe.com](http://color.adobe.com)
- Fork popular themes (click “Explore”)

sandy stone beach ocean ...

Firenze

Neutral Blue

Phaedra
Coloring time

Recolor our starter website
Use the Chrome debugger or edit cs247.css
Seven minutes
Energy and tension
Uniform weights: little tension

- Some things must be small, so that others may be large

Example from Sean Adams, Stanford Lynda
Simple grids: little tension

- Tension requires elements that are not entirely predictable or repeated.
- However, they must still balance.
Play with the grid

Inspired by Sean Adams, Stanford Lynda
Play with the grid

Inspired by Sean Adams, Stanford Lynda
Balance

• Create tension by breaking the grid, which puts extra weight in some parts of the design.

• Counter that tension to maintain overall balance in the design.
Reusable components

“I’ll just write it myse—”
“PLZ STAHP”
Resist the temptation

- It may seem like a good idea to develop your own icons for your design
- It’s typically not a good idea
- Good icon design is hard
Easy to find well-designed icons

<table>
<thead>
<tr>
<th>The Noun Project</th>
<th>Font Awesome</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="https://via.placeholder.com/150" alt="Icons" /></td>
<td><img src="https://via.placeholder.com/150" alt="Icons" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>500px</th>
<th>500px</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="https://via.placeholder.com/50" alt="Icon" /></td>
<td><img src="https://via.placeholder.com/50" alt="Icon" /></td>
</tr>
<tr>
<td>battery-1 (alias)</td>
<td>amazon</td>
</tr>
<tr>
<td>battery-2 (alias)</td>
<td>battery-2 (alias)</td>
</tr>
<tr>
<td>battery-empty</td>
<td>battery-empty</td>
</tr>
<tr>
<td>battery-full</td>
<td>battery-full</td>
</tr>
<tr>
<td>battery-three-quarters</td>
<td>battery-three-quarters</td>
</tr>
<tr>
<td>calendar-plus-o</td>
<td>calendar-plus-o</td>
</tr>
<tr>
<td>calendar-times-o</td>
<td>calendar-times-o</td>
</tr>
<tr>
<td>chrome</td>
<td>chrome</td>
</tr>
<tr>
<td>contao</td>
<td>contao</td>
</tr>
<tr>
<td>fonticons</td>
<td>fonticons</td>
</tr>
<tr>
<td>gg-circle</td>
<td>gg-circle</td>
</tr>
<tr>
<td><img src="https://via.placeholder.com/50" alt="Icon" /></td>
<td><img src="https://https://via.placeholder.com/50" alt="Icon" /></td>
</tr>
</tbody>
</table>
Utilizing years of refinement

- The native HTML user interface components are bland, incomplete, and do not carry modern affordances.

Button: A cool button
Reset button: Reset
Single-line text input field: Default text.
Multi-line text input field (textarea):
Default text.

The following two radio buttons are inside a fieldset element with a legend:

Legend
- Radio button 1
- Radio button 2 (initially checked)

Check those that apply
UI toolkits

- Capture today’s best practice

<table>
<thead>
<tr>
<th>Name</th>
<th>Double-Line Header</th>
<th>Rating</th>
<th>Signed Up</th>
</tr>
</thead>
<tbody>
<tr>
<td>John Boo</td>
<td>ok</td>
<td>★★★★★</td>
<td>15 Sep, 8:56 AM</td>
</tr>
<tr>
<td>Michael Robinson</td>
<td>ok</td>
<td>★★★★★</td>
<td>15 Sep, 7:12 AM</td>
</tr>
<tr>
<td>Alexander Robson</td>
<td>Blocked</td>
<td>★★★★★</td>
<td>15 Sep, 4:34 AM</td>
</tr>
<tr>
<td>Jannifer Pinsker</td>
<td>Blocked 24h</td>
<td>★★★★★</td>
<td>15 Sep, 2:08 AM</td>
</tr>
<tr>
<td>Bob Robson</td>
<td>ok</td>
<td>★★★★★</td>
<td>15 Sep, 8:56 AM</td>
</tr>
<tr>
<td>Michael Robinson</td>
<td>Suspect</td>
<td></td>
<td>15 Sep, 7:12 AM</td>
</tr>
</tbody>
</table>
EXAMPLE

Default  Primary  Success  Info  Warning  Danger  Link

<!-- Standard button -->
<button type="button" class="btn btn-default">Default</button>

<!-- Provides extra visual weight and identifies the primary action in a set of buttons -->
<button type="button" class="btn btn-primary">Primary</button>

<!-- Indicates a successful or positive action -->
<button type="button" class="btn btn-success">Success</button>
Progressive disclosure

...and its role in interaction design
Design is no longer static

Organizing for Action: We’re the people who don’t just support progressive change—we’re fighting for it.

Let’s go ➔

Do your part for Obamacare

I’m in

This work has never mattered more.

It’s up to this grassroots movement to finish what we started—add your name today and say you’re on board.

Email
What, and when?

- Not all information needs to be presented “above the fold”, or even visible initially.
- What signals of interest should you use to expand or guide users to more information and content?
It’s no longer simply “subtract”.

- Subtract what, and when? Watch the video again: