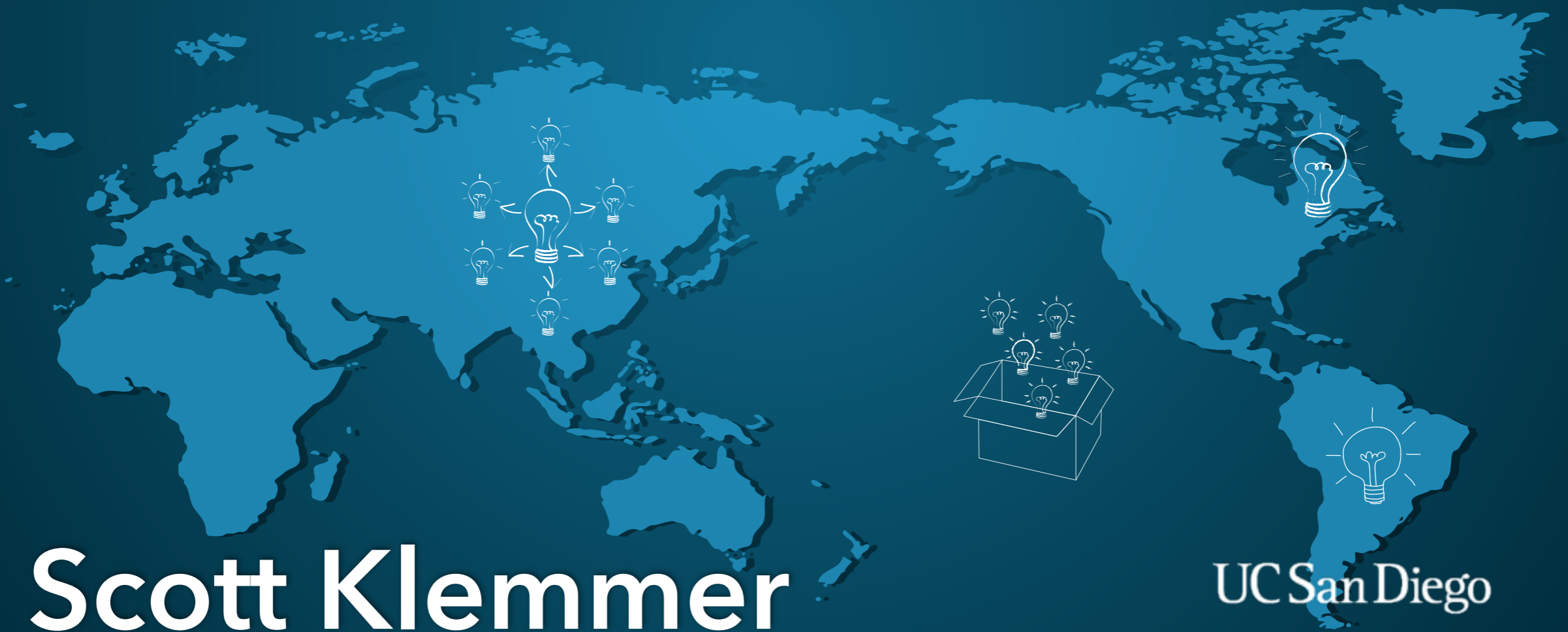


Visual Design



Scott Klemmer

UC San Diego

Quiz 3

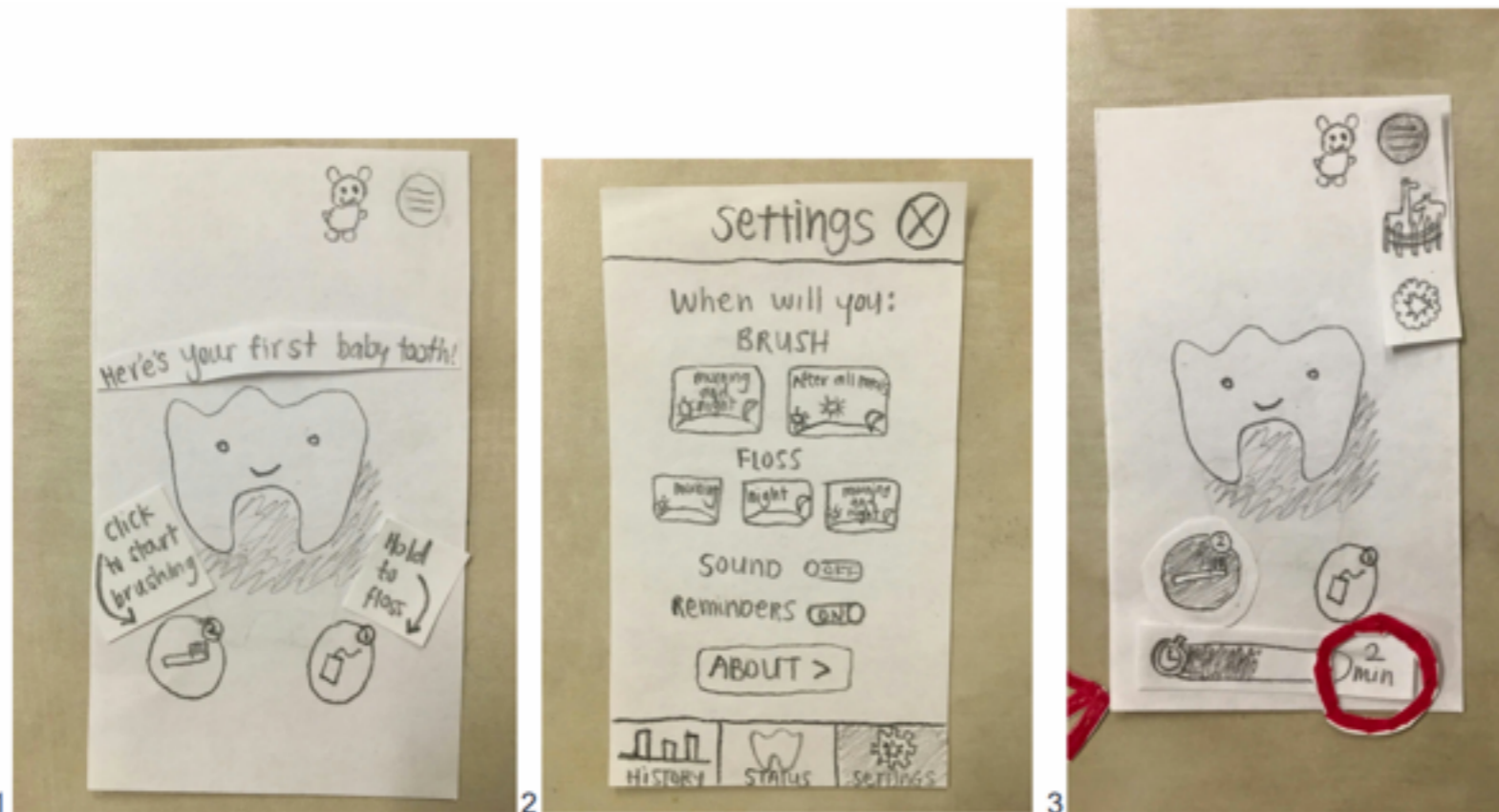
- 7 minutes
- Don't start until instructed

A5 Examples

J Delaney, Michael Hohl, & Jennie Yoon



Tavish Grade, Raymond Liu, & Spencer Woo



User Control & Freedom

Some of our main issues came with control and freedom. Mainly that there was no back button so if I went to the store, or any other page that wasn't part of the front page, then our user would no longer be able to return to the app. Additionally, our user couldn't log out of the application in case their friends or anyone else wanted to use the application on the device.

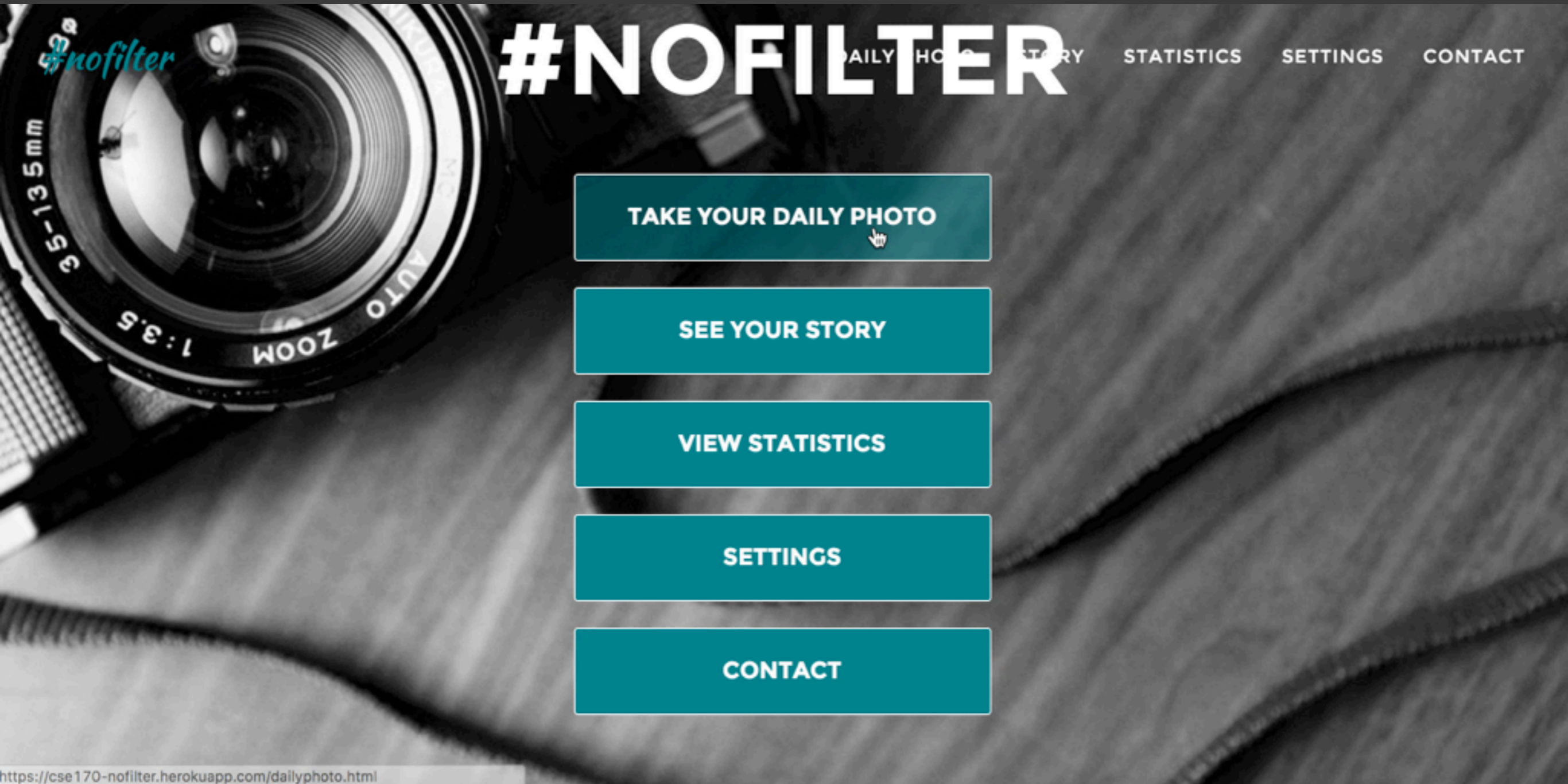
Solutions:

1. We plan on creating a back button in the same place on the application and on the home page where first login. This way the user will always have a standard place he/she knows to click in order to backtrack through the app and ultimately successfully navigate it.

Chonlada Woointranon, Young Jin Yun, & Arvind Kalathil

YAP		Project Start Date: 2/1/2016 (Monday)						Week 5							Week 6							Week 7							
		Project End Date: 3/11/2016 (Friday)						2 / 1 / 16							2 / 8 / 16							2 / 15 / 16							
Tasks		Person	Start	End	Days to Complete	Estimated Hours	Actual Hours	Completion	M	T	W	Th	F	Sa	Su	M	T	W	Th	F	Sa	Su	M	T	W	Th	F	Sa	Su
Week 5	1	Design Rubric and Set Up		Mon 2/01/16	Sat 2/06/16	6		38%																					
	1.1	Brainstorm ways to declutter website and user tracks	Everyone	Mon 2/01/16	Sat 2/06/16	6	2 hours	0%																					
	1.2	Choose color schemes and font for website	Pam	Mon 2/01/16	Sat 2/06/16	6	1.5 hour	75%																					
	1.3	Improve the website design base on heuristic evaluations	Arvind	Mon 2/01/16	Sat 2/06/16	6	1.5 hour	75%																					
	2	Homescreen		Mon 2/01/16	Thu 2/04/16	4		0%																					
	2.1	Improve homescreen UI (fix alignment, icon size, color)	Pam	Mon 2/01/16	Thu 2/04/16	4	.5 hour	.5 hour	0%																				
	2.2	Change colors of tiles	Pam	Mon 2/01/16	Thu 2/04/16	4	.2 hour	.1 hour	0%																				
	3	Profile Page		Mon 2/01/16	Sat 2/06/16	6		63%																					
	3.1	Add profile picture and about me sections	Youngjin	Mon 2/01/16	Thu 2/04/16	4	1 hour	.5 hour	50%																				
	3.2	Add rating	Youngjin	Mon 2/01/16	Thu 2/04/16	4	1 hour	.5 hour	100%																				
	3.3	Add skill sets and descriptions	Youngjin	Mon 2/01/16	Thu 2/04/16	4	.5 hour	1 hour	100%																				
	3.4	Add user comment page	Youngjin	Mon 2/01/16	Sat 2/06/16	6	1 hour		0%																				
	3.5	Add contact	Youngjin	Mon 2/01/16	Thu 2/04/16	4	.5 hour	.5 hour	100%																				
	4	Teach - Education Listing Page		Mon 2/01/16	Thu 2/04/16	4		100%																					
	4.1	Create header navigation bar that includes each category	Pam	Mon 2/01/16	Thu 2/04/16	4	.5 hour	.5 hour	100%																				
	4.2	Add rows for each user	Pam	Mon 2/01/16	Thu 2/04/16	4	.5 hour	.5 hour	100%																				
	4.3	Add profile picture, name, and rating	Pam	Mon 2/01/16	Thu 2/04/16	4	.5 hour	.5 hour	100%																				
	4.4	Add skill sets listed by the user	Pam	Mon 2/01/16	Thu 2/04/16	4	.5 hour	.5 hour	100%																				
		Stretch Goals		Mon 2/01/16	Sat 2/06/16	6		25%																					
		Make sure sizing, resizing, and alignment works	Pam	Mon 2/01/16	Sat 2/06/16	6	2 hours	2 hours	50%																				

Carolyn Thio, Robert Cheng, & Ryan Gurney



What's wrong with this interface?

The screenshot shows a web browser window with the following elements:

- Browser Title Bar:** "Welcome"
- Address Bar:** "webtixs.easytixs.com/SundanceKabuki/TicketingStartPage.aspx?634229118899241250"
- Shopping Bag Icon:** A yellow shopping bag icon in a white box.
- Section Header:** "KABUKI" in bold black text, followed by a large, faint "&" symbol, and "Tickets & Showtimes" in blue text.
- Gift Card Information:** A dark red header with the text "Gift Card Information". Below it, the text "Gift Card Number:" is followed by a white input field. A dark red "LOGIN" button is positioned below the input field.
- Search Options:** The text "PLEASE SELECT A SEARCH OPTION" is followed by three columns of search options, each with a "GO" button:
 - Option 1:** "For Today's Schedules or to Purchase Tickets for Today" with a "GO" button.
 - Option 2:** "For Future Schedules or to Purchase Tickets for a Future Date" with a "GO" button.
 - Option 3:** "Search" with a "GO" button.



All



Managing Your Startup In 2016: New Rules For A New Environment

It's a new environment for startups
15 TechCrunch / 2min



Here's how Twitter's new algorithmic timeline is going to work

Twitter went into an uproar Friday
15 The Verge / 3min



Red Dead Redemption is playable on Xbox One after getting backward compatibility

10 VentureBeat / 18min



Remember the Milk 2.0

Comments
83 Hacker News / 23min



Listen to astronaut Sally Ride discuss all the sexist questions she was asked by the press

25 The Verge / 25min

Today

Must Reads 59

Saved For Later

Explore

All 499+

Uncategorized

Add content

Recently Read

Edit Content

Switch Theme

Clear caches

Connections

Lowercase (aka old style)

o 1 2 3 4 5 6 7 8 9

Helvetica Neue 25 Ultra Light

Helvetica Neue 35 Thin

Helvetica Neue 45 Light

Helvetica Neue 55 Roman

Helvetica Neue 65 Medium

Helvetica Neue 75 Bold

Helvetica Neue 85 Heavy

Helvetica Neue 95 Black

What to do with CAPITALS in your text? SMALL CAPITALS are the best solution. If they aren't available, reduce the point size of the full-size CAPITALS slightly and letterspace so they aren't crashing into each other.
capitals attract too much attention and break up the text

What to do with CAPITALS in your text? SMALL CAPITALS are the best solution. If they aren't available, reduce the point size of the full-size CAPITALS slightly and letterspace so they aren't crashing into each other.
small caps are designed to work with lowercase letters

What to do with CAPITALS in your text? SMALL CAPITALS are the best solution. If they aren't available, reduce the point size of the full-size CAPITALS slightly and letterspace so they aren't crashing into each other.
if you don't have small caps, set full-size caps smaller

Ligatures

office flirt file afflict effect
office flirt file afflict effect

4'6" = 4 feet, 6 inches

4'6" = 4 minutes, 6 seconds

"Typography is not an independent Art: it is a means to an end, not an end in itself. It must always be sub-servient to the text which is its 'raison d'etre'..."

—HERBERT SPENCER

Type Classifications

AaBbCc

Sans Serif

AaBbCc

Serif

AaBbCc

Serifs Highlighted

TABLE 1
Map and Test Characteristics, All Six-name Tests

Map Description	List Description	Type Sample	Type Sample	Map Description	List Description
Map One. All names in 8-point light sans-serif face (Monsen Light), all capitals.	Typewritten			Map Five. All names set in 12-point bold sans-serif face (Venus Bold Condensed), capitals and lower-case.	Typewritten
Map Two. All names in 8-point light sans-serif face (Monsen Light), capitals and lower-case.	Typewritten			Map Six. Contains 85 names set in 5-point Monsen Light capitals and lower-case, and 58 names set in 10-point Monsen Light, capitals and lower-case.	Test 6a: Typewritten Test 6b: List set to match type in which name appears on map. Test 6c: List set to match type in which name appears on map.
Map Three. All names set in 10-point serif face (Times Roman), all capitals.	Typewritten			Map Seven. Contains 47 names set in 5-point Monsen Light, 57 names in same face 8-point and 36 names in same face 13-point, all capitals and lower-case.	Test 7a: Typewritten Test 7b: List set to match type in which name appears on map. Test 7c: List set to match type in which name appears on map.
Map Four. All names set in 10-point serif face (Times Roman), capitals and lower-case.	Typewritten			Map Eight. Contains 81 names set in 10-point Monsen Light and 58 names in 12-point Venus Bold Condensed, capitals and lower-case.	Test 8a: List set to match type in which name appears on map. Test 8b: Typewritten Test 8c: List set to match type in which name appears on map.

To learn more...

- Robert Bringhurst, *The Elements of Typographic Style*
- Jennifer Tidwell, *Designing Interfaces*
- Edward Tufte, *Envisioning Information*
- Robin Williams, *The Non-Designer's Design Book*
- Gary Hustwit, *Helvetica*

There are some useful heuristics
like design for the longest title

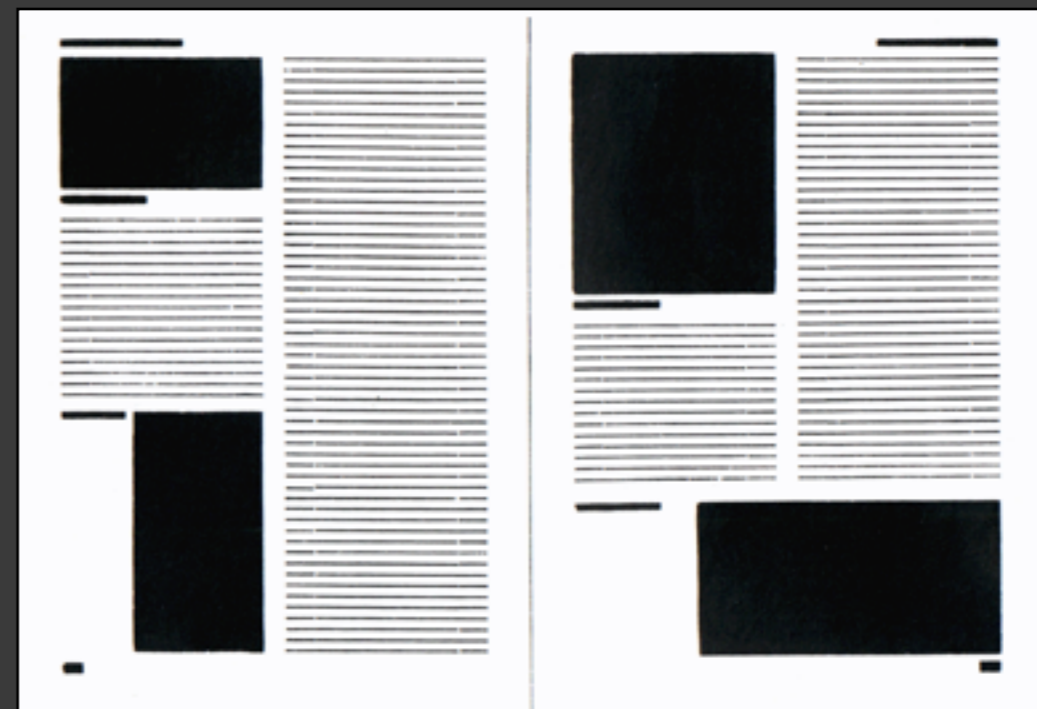
Form alignment

JAN TSCHICHOLD

Asymmetric Typography

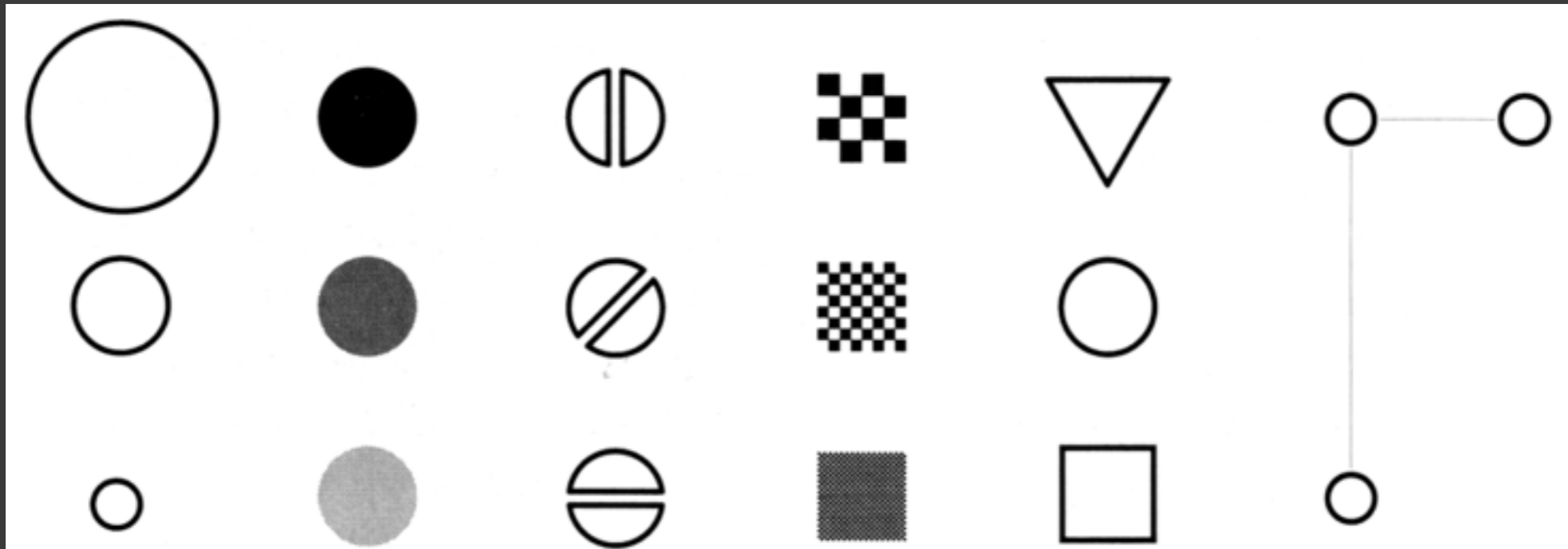


How blocks used to be arranged in magazines. Schematic, thoughtless centering of blocks (= ugly).



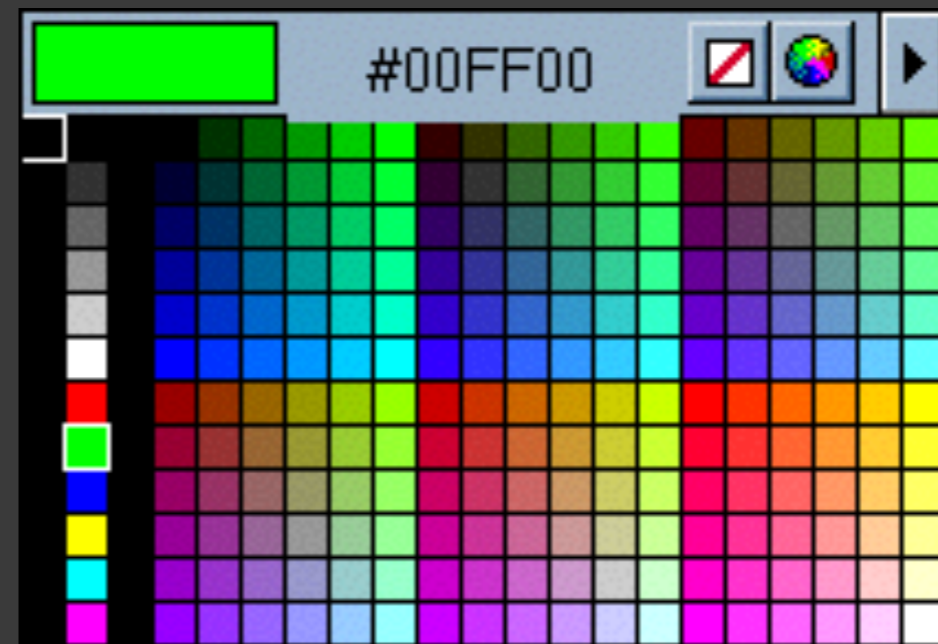
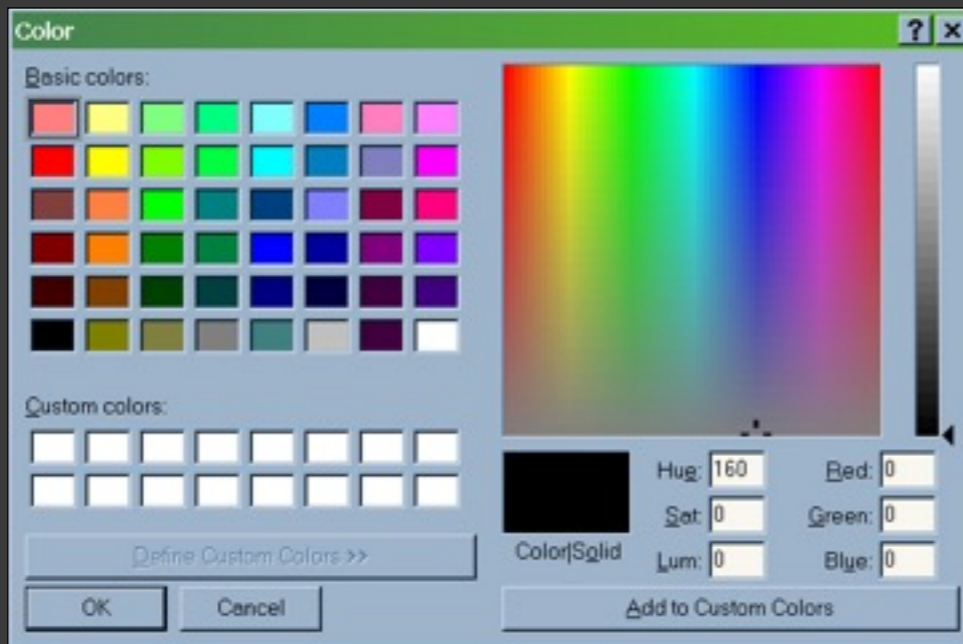
The same blocks, correctly arranged in the same type-area. Constructive, meaningful, and economical (= beautiful).

Proportion and Scale

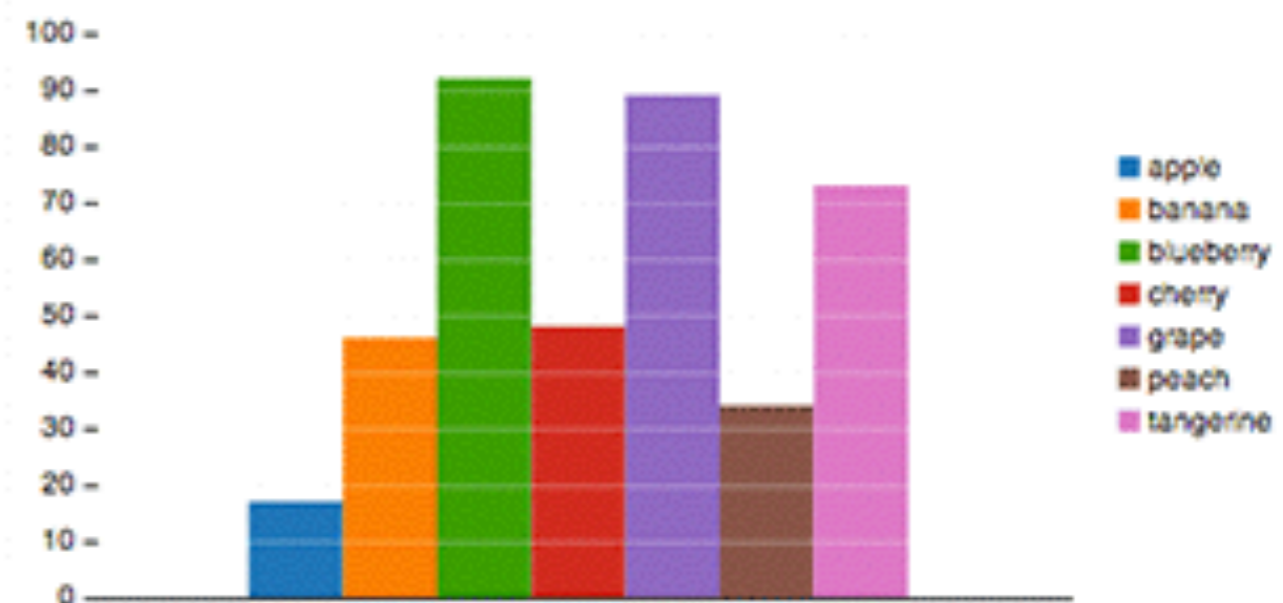
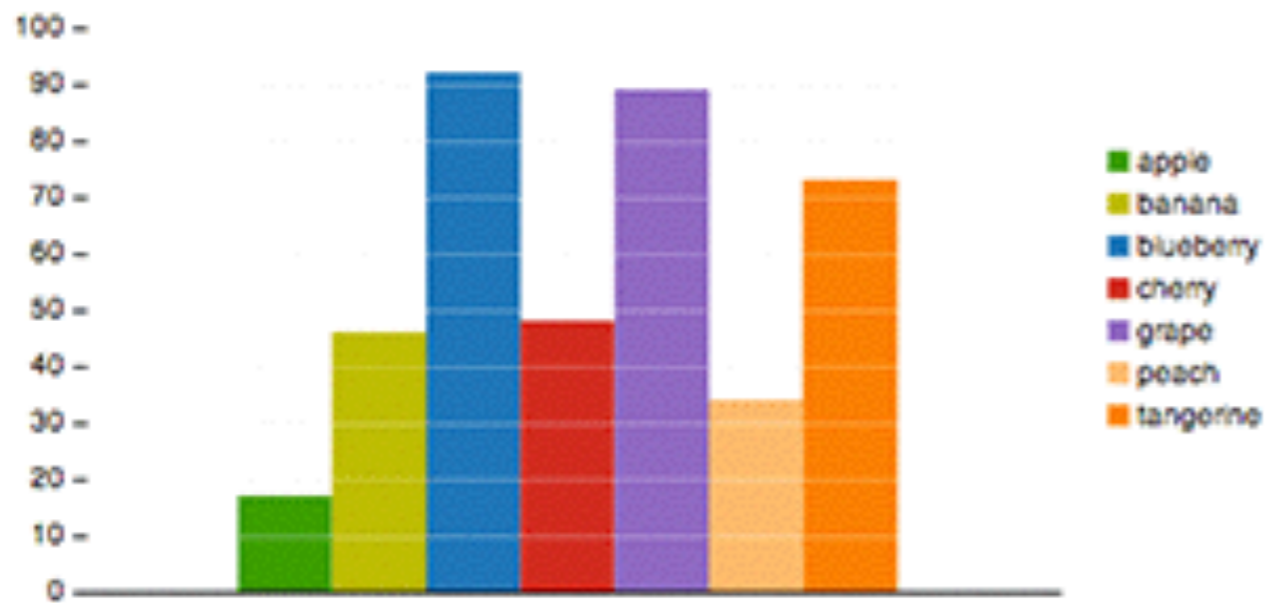


52: Bertin's "retinal variables" form the basis for all forms of visual coding. A visual code can be based on (from left to right) contrasts in *size*, *value*, *orientation*, *texture*, *shape*, or *position* in 2D or 3D space. *Hue* (chromatic color) provides an additional dimension not pictured here.

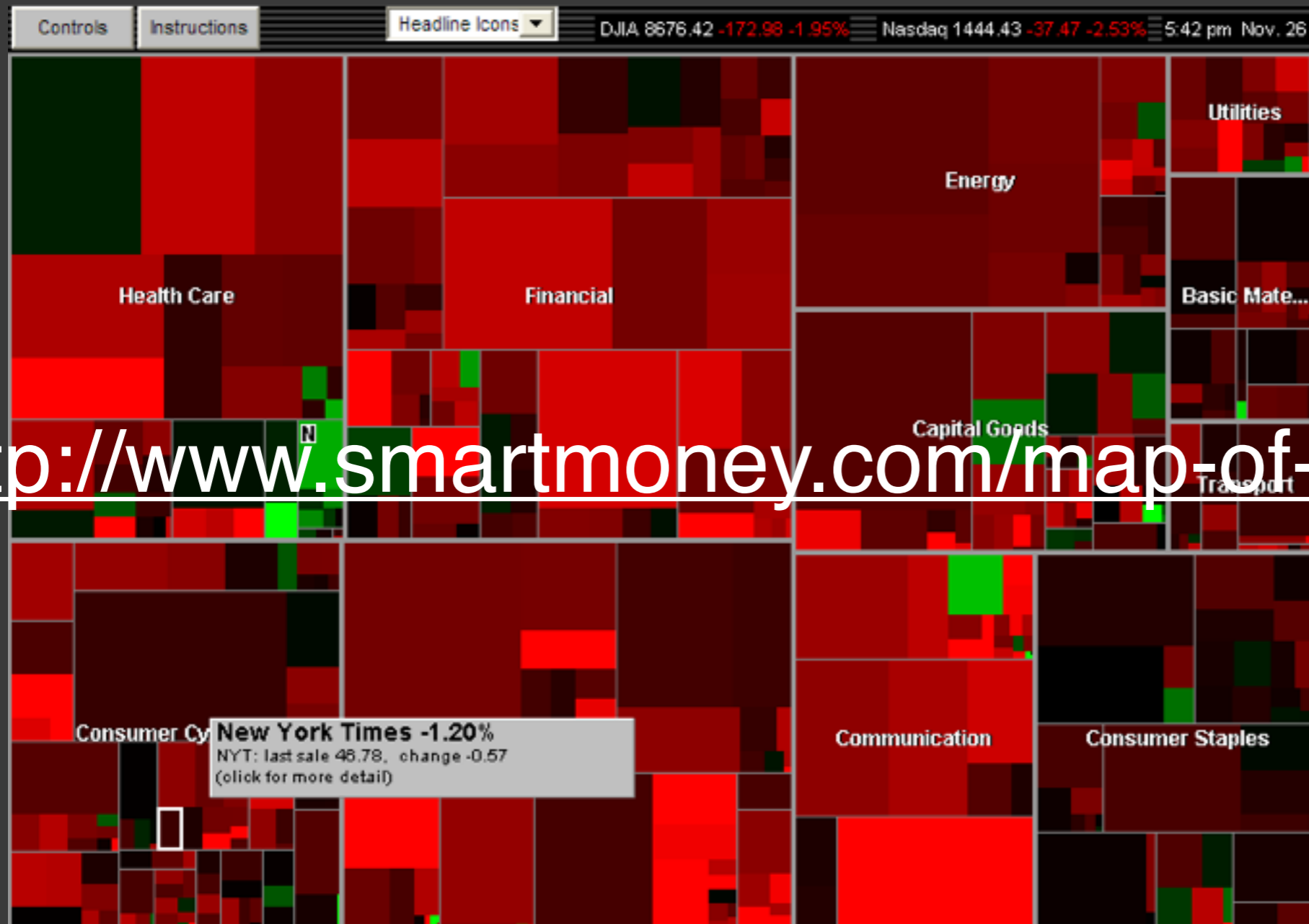
Technology-Centered



Semantically Resonant Colors



Tree Maps (SmartMoney)



<http://www.smartmoney.com/map-of-the-market/>

Legend

Map Control Panel

Color key (% change)

-6% -3% +0% +3% +6%

News

Headline Icons

Show change since

Close 26 Weeks

52 Weeks YTD

Highlight Top 5

Leaders Losers

No highlights

Find (name or ticker)

Color scheme

red/green blue/yellow

IBM

Java Applet Window

Saccades

DANS, KÖN OCH JAGPROJEKT

På jakt efter ungdomars kroppsspråk och den "synkretiska dansen", en sammansmältning av olika kulturers dans, har jag i mitt fältarbete under hösten rört mig på olika arenor inom skolans värld. Nordiska, afrikanska, syd- och östeuropeiska ungdomar gör sina röster hörda genom sång, musik, skrik, skratt och gestaltar känslor och uttryck med hjälp av kroppsspråk och dans.

Den individuella estetiken framträder i kläder, frisyrer och symboliska tecken som förstärker ungdomarnas "jagprojekt" där också den egna stilen i kroppsrörelserna spelar en betydande roll i identitetsprövningen. Upphållsrummet fungerar som offentlig arena där ungdomarna spelar upp sina performanceliknande kroppsshower



FILM CLIPS

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Friday, June 13, 2003
San Francisco Chronicle
[CHRONICLE SECTIONS](#)

[Mick LaSalle](#), [Edward Guthmann](#), [C.W. Nevius](#)



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'RESPIRO'



Drama. Starring Valeria Golino and Francesco Casisa. Directed by Emanuele Crialesi. (PG-13. 90 minutes. In Italian and Sicilian with English subtitles. At Bay Area theaters.)

"Respiro" is partly of interest for what it doesn't do. It's set on an Italian island south of Sicily, but it doesn't try to imbue the setting with romance. It's about a sexy young wife and mother who doesn't fit in with her neighbors, but the movie is not an indictment of village provinciality. She may be the prettiest and liveliest person on her island, but she is also a bit crazy.

"Capturing the Friedmans"
[Superb.](#)

"Dumb and Dumberer: When Harry Met Lloyd"
[Yep, dumb.](#)

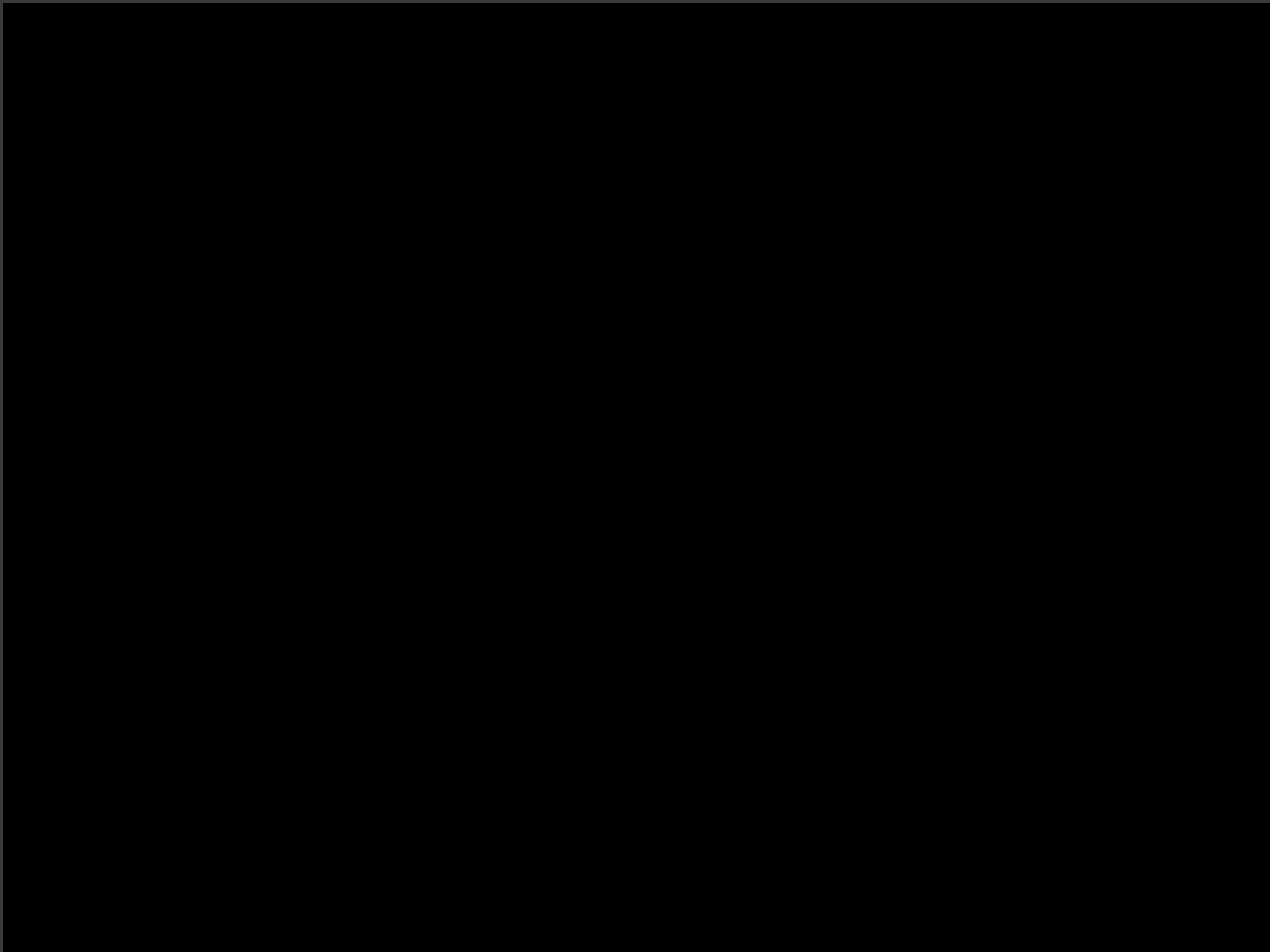
"The Eye"
[Plodding.](#)

"Hollywood Homicide"
[Appealing.](#)

"Manito"
[Low-budget wonder.](#)

"Respiro"
[Haunting.](#)





The fold

Announcements

- Piazza responses: we will respond within 24 hours, do not expect immediate responses
- A6: Meat on the Bones