# Human-Computer Interaction Design

## COGS120/CSE170 - “Intro. HCI”

Instructor: Philip Guo

## Week 6 - Visual Design (2016-11-01)

some slides adapted from Scott Klemmer’s Intro. HCI course

# Learning Objective

use basic visual design principles to make your app easier for people to comprehend & navigate

# Outline

- Visual design basics: text, layout, and colors
- Information scent
- Exam 1 answers, help with coding/Heroku issues

What is visual design?

*making everything look aesthetically beautiful?*

*“But, but I’m not an artist!!!”*

Rather, visual design is about …

***GUIDING***: conveying structure, relative importance, relationships

***PACING*:** drawing people into your app, orienting them, and showing where to go

***MESSAGING***: expressing meaning and style, breathing life into your content

Visual design is not just …

*making everything look aesthetically beautiful*

Good news: artistic skill helps a bit but is ***neither necessary nor sufficient***. Art does not need to be practical; design does.

This lecture teaches you the very basics of visual design.

Caveat: This skill can take a lifetime to master, and there is often no “right” answer, only widely-accepted heuristics.

Basic visual design involves text, layout, and colors. First let’s start with text. Gracefully using whitespace helps separate out logical chunks of content. Next, font size and style differences convey hierarchy. Finally, alignment is crucial for helping readers scan quickly.

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Basic visual design involves …

## Text

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## Layout

## Colors

# Text

- ***Whitespace***: helps separate out logical chunks of content

- ***Font***: size and style differences convey hierarchy

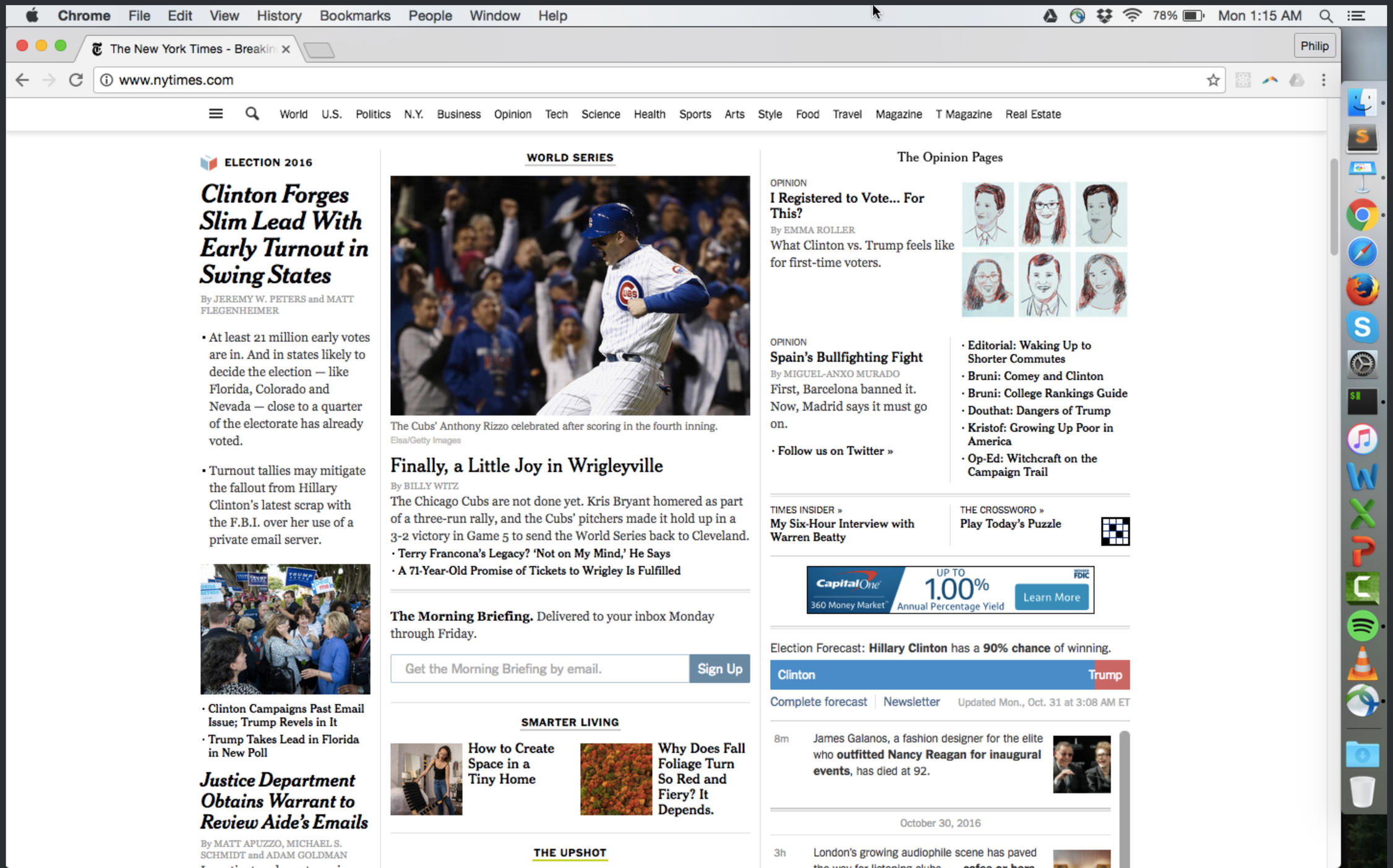
- ***Alignment***: crucial for helping readers scan quickly

# Layout

# Colors

Basic visual design involves text, layout, and colors. First let’s start with text. Gracefully using whitespace helps separate out logical chunks of content. Next, font size and style differences convey hierarchy. Finally, alignment is crucial for helping readers scan quickly.

# Basic layout: grids grids grids everywhere



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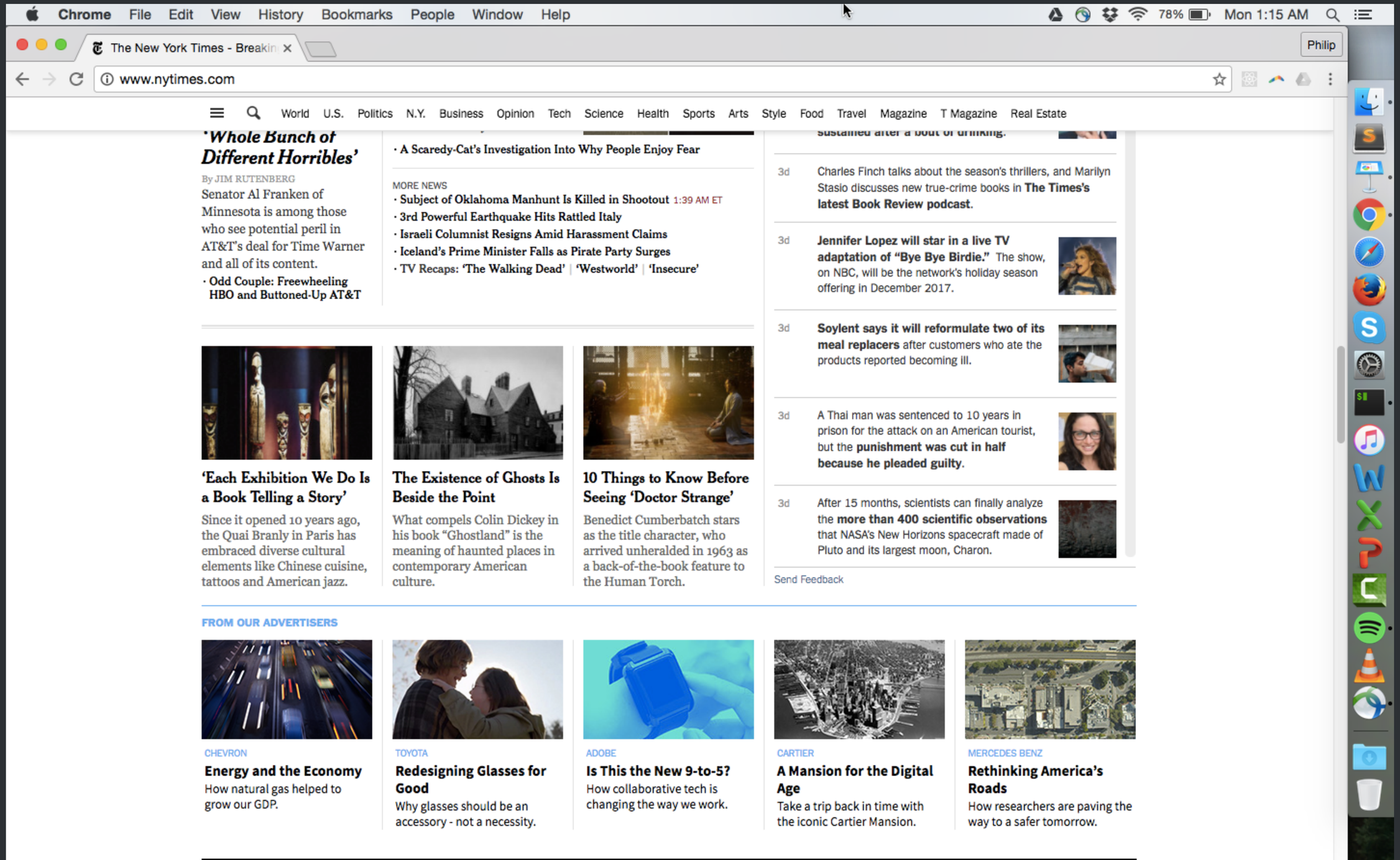

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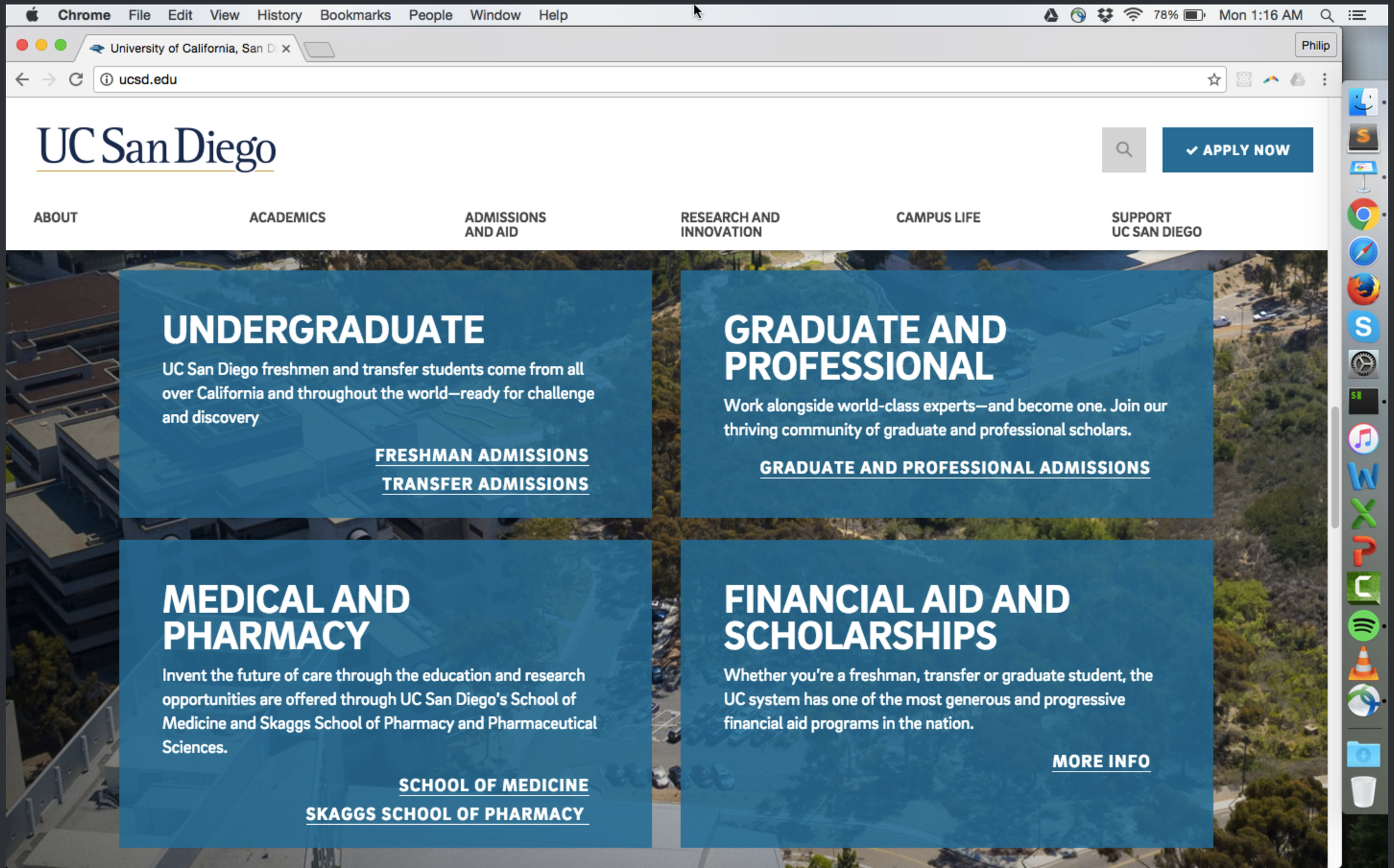
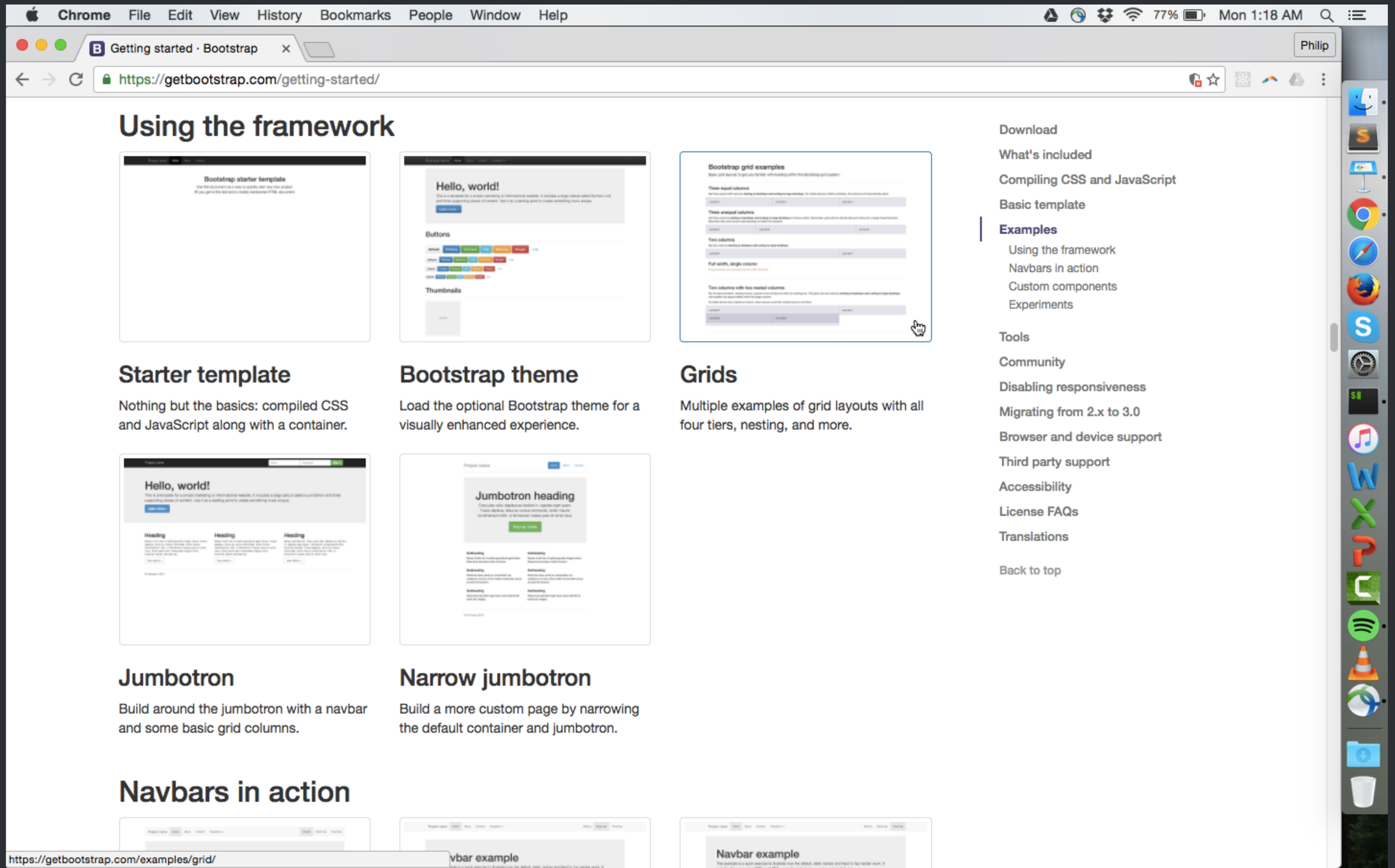


# The Bootstrap library lets you make grids



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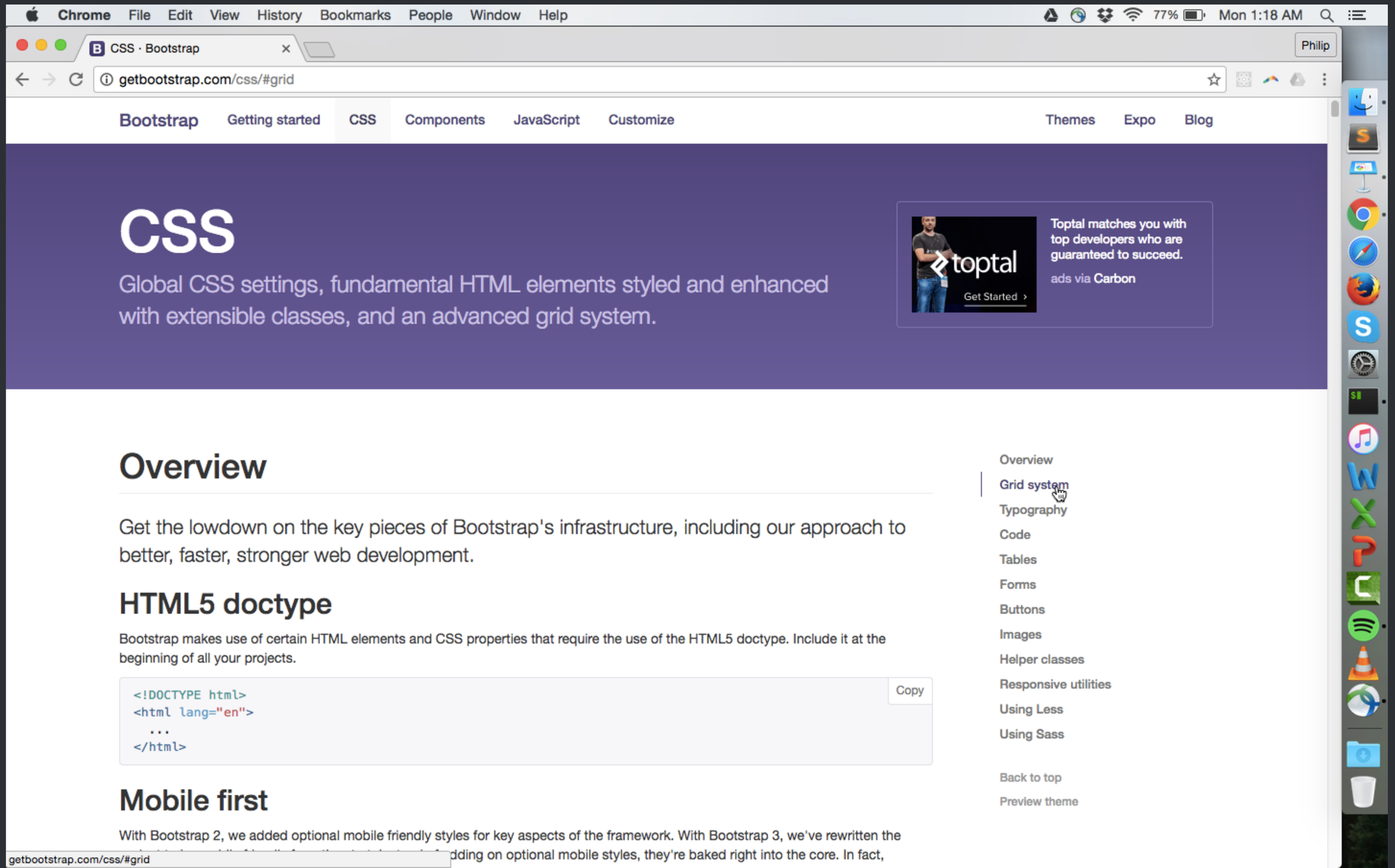
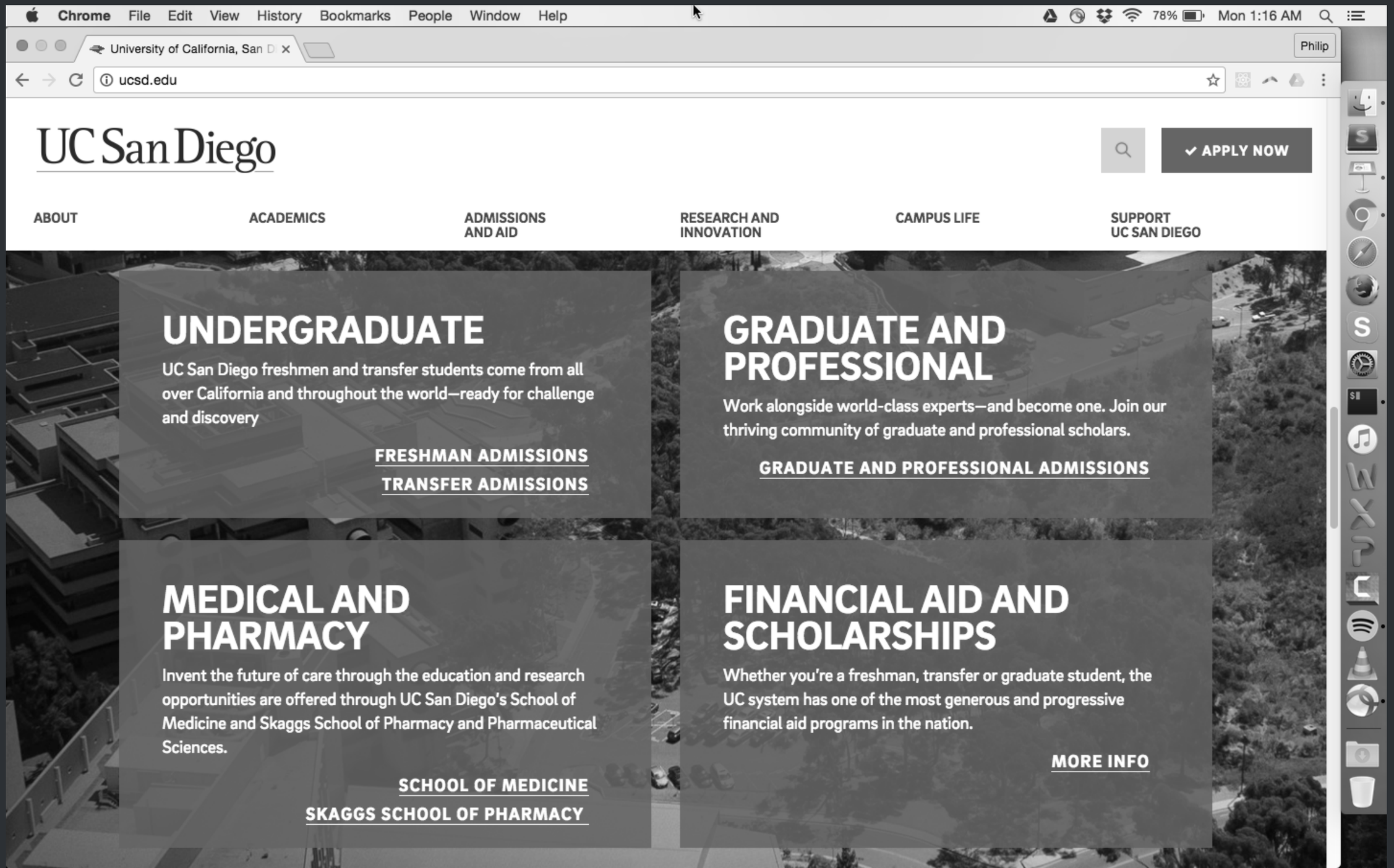


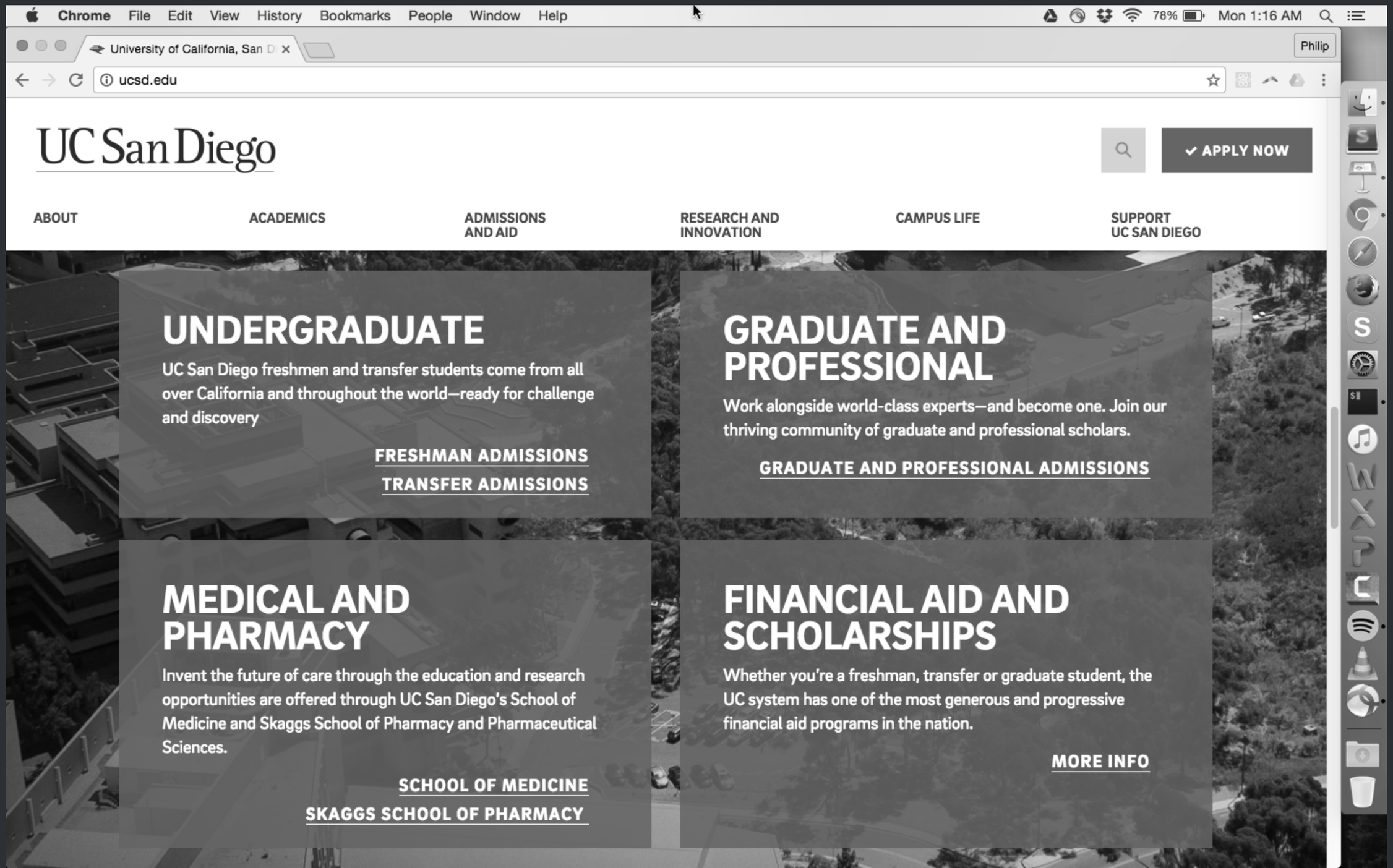
# Colors

CAR LEASING CHEAP LEA
Kasia
www.lingscars.com
CAR LEASING
Want a cheap new lease car?
Start HERE!
My cheapest leasing deals!
Click to chat is closed
ABARTH CAR LEASING
500
500 Convertible
595
595 Convertible
ALFA ROMEO LEASE CARS
Giulietta
Mito
Note: I live inside this website Monday to Friday 9am-6pm, to give you the very best service and make your experience a happy one! - I am Ling, accept no substitutes
LINGsCARS.com
UK CONTRACT HIRE CARS FROM LING VALENTINE
Version 237.1.
You can trust me! ... In 2014 I'll rent over £75 million of cars (at RRP)!
Play stupid game NEW
CAR LEASING - CONTRACT HIRE - CHEAP LEASE CARS
Home
Cars and Vans
How It Works
Price Lists
About Ling
Customers
Fun Stuff
Quote/ Order
me!
WAH!
1500+Letters
Business Customer Pricing
Personal Customer Pricing
The Best FAQs in the World!
NEW
SEXY
christine full rep
FEAR CARS
Search Cars Here
Go
@LINGsCARS
Follow Me
LING'S LIVE TWITTER FEED
ruan_odendaal: @LINGsCARS I do, commute via train into London and use the car evening & weekends only. I wouldn't buy a Fiesta though lol
Kentmoto: @LINGsCARS @BuckinghamFord do think individuals sign to these cheap low mileage lea... clock the car before handing them back?
LINGsCARS: I've hit last year's invoicing total for July, with 1 week of invoicing still to go this month. Onwards and upwards!
LIVE WEB CAM
Intro Film
News
Blog
Office TV
Contact
Moan
Links
Play Quiz
Privacy Policy
Google Visitors
"JUST CLICK!"
THE BEST... FREQUENTLY ASKED QUESTIONS ...IN THE WORLD!
You can't find a car?
Apply for a CAR QUOTE
AS SEEN ON TV BBC TWO DRAGONS' DEN
Richard Farleigh - "I wanted to invest; I was amazed by Ling's complete lack of nerves, and also by her bu... men."
Duncan Bannatyne - "I wanted to invest... but ye turrn'ed me dooon!"
Deborah Meaden "Harrumph! I'm out!"
MEET MY STAFF
VIZ Ling is OFFICIAL VIZ ethnic business ambassador!
PLAY STUPID CRASH GAME!
CHEAP INSURANCE
Google Spider Food ---->
View LIVE visitors:
39 online
Hi! I am Ling WAH! from Dragons' Den. I lease cheap new cars!
UPDATE... The latest car I've added is a Smart ForTwo Coupe 1.0 i 12v (70bhp) Passion Premium Coupe 2dr 999cc Petrol at
Close (X)
THE BEST FAQs IN THE WORLD! JUST CLICK
Close (X)
LIVE CHAT!
关闭
CLOSED

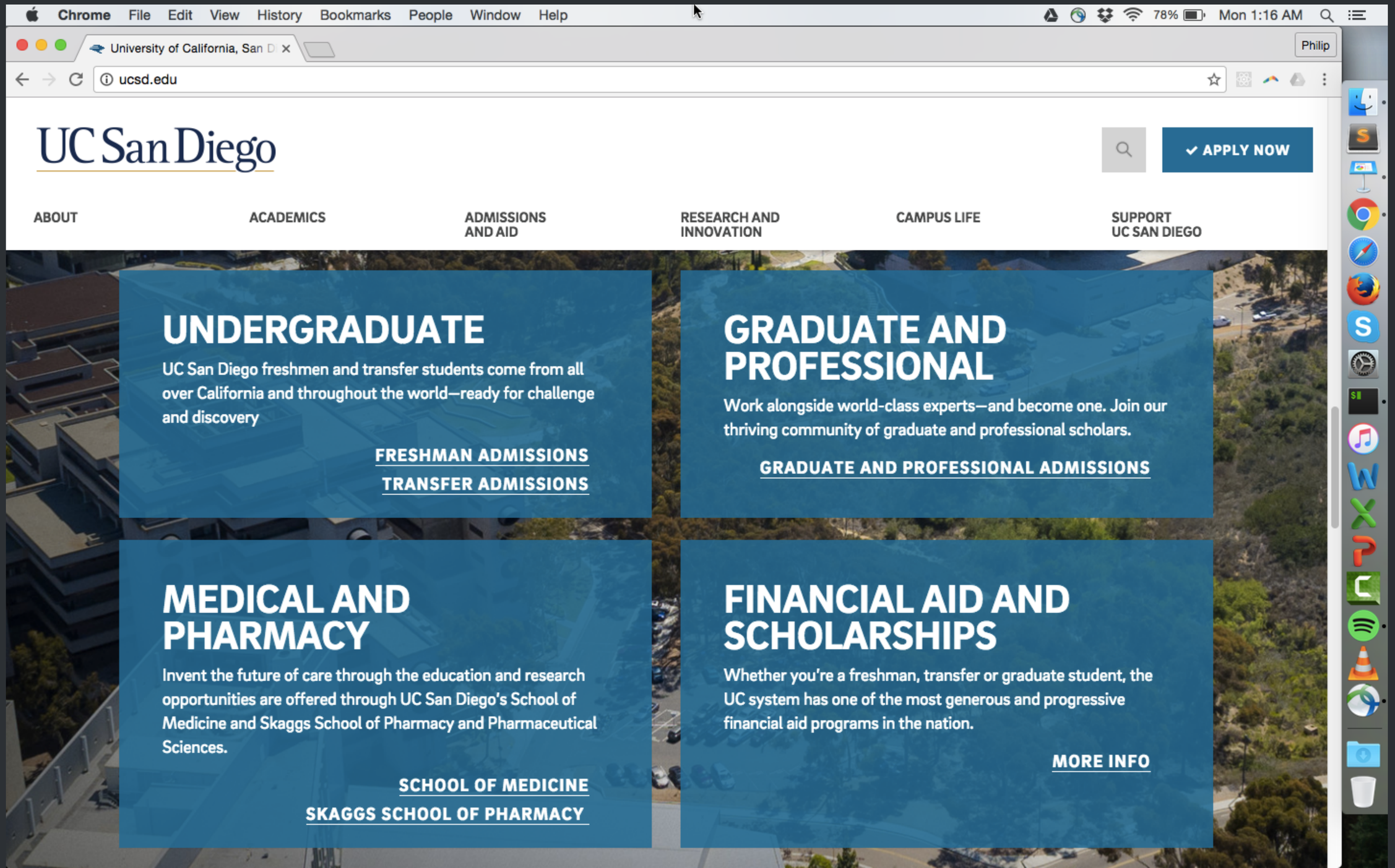
# Basic colors: first do text and layout



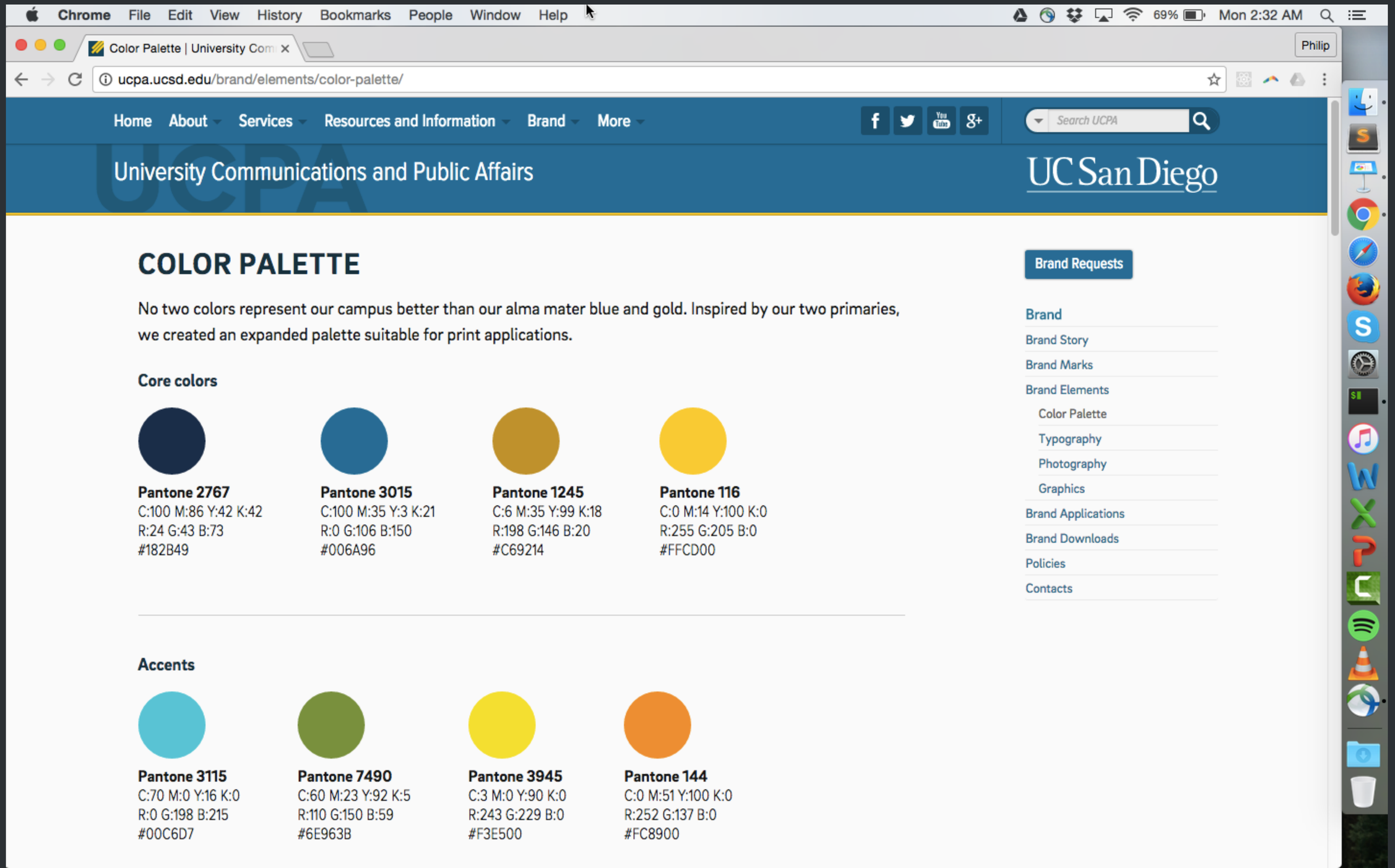
# Basic colors: … design for grayscale



# Basic colors: … then add a few colors



# Use a limited and consistent color palette



***Information scent***

How easily can users
“sniff out” what content
is on your site and
where to navigate to?

## *Good information scent*

Users can easily figure out how to get the information they want, and also realize what options are available.

## *Bad information scent*

Users flail around your site in confusion, use the Back button a lot, and are not confident about where links will lead them (both before and after clicking).

# *Designing for good information scent*

Basics: where to put key content on webpages, and how to structure links to other pages on your site

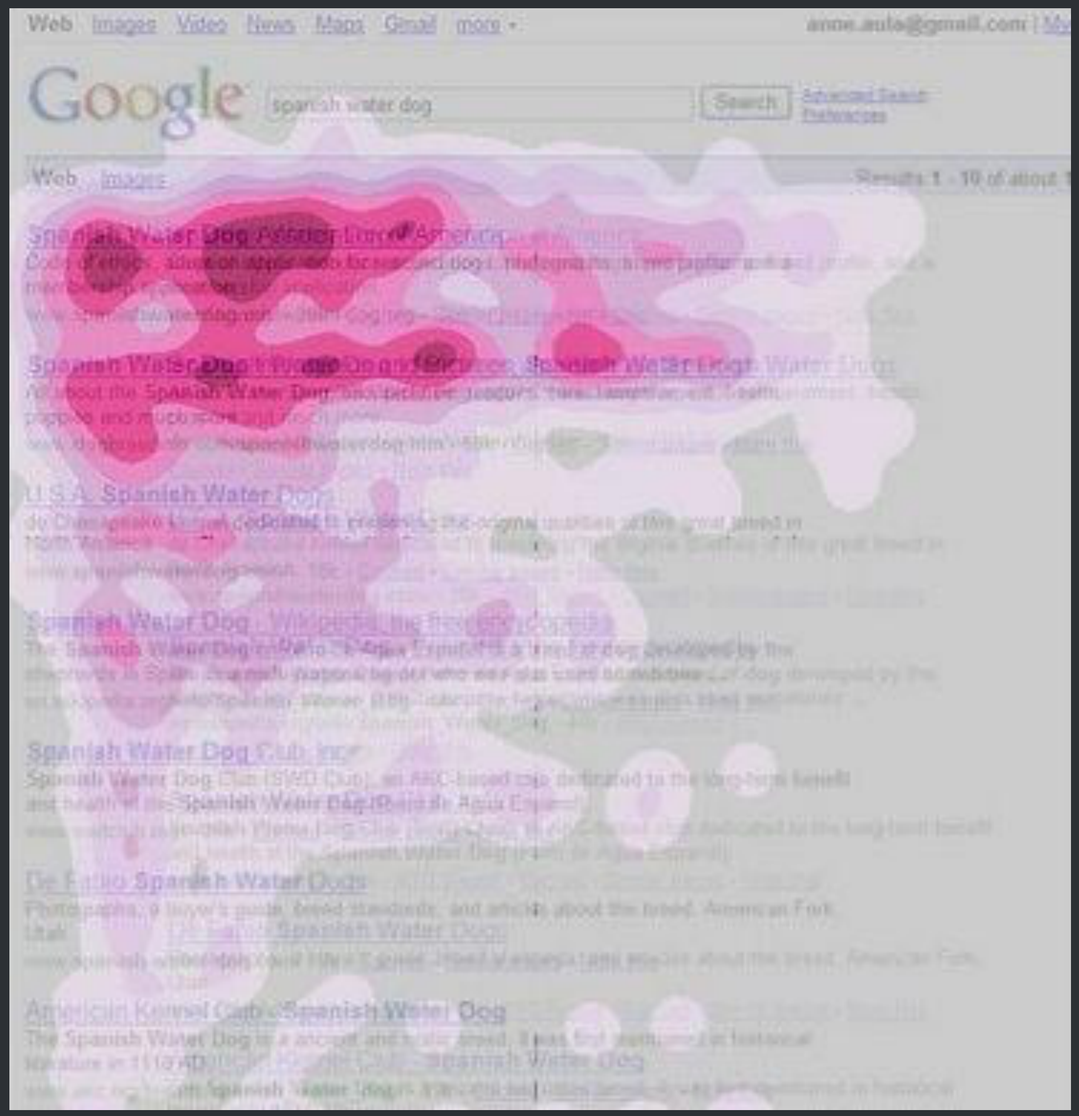
# Where to put key content? Where users look

## Jakob Nielsen's F-shaped heatmaps (2006)

http://www.avamae.co.uk/Blog/4-Revealing-Eyetracking-Studies

# Where to put key content? Where users look

## Google search page study, also F-shaped (2009)

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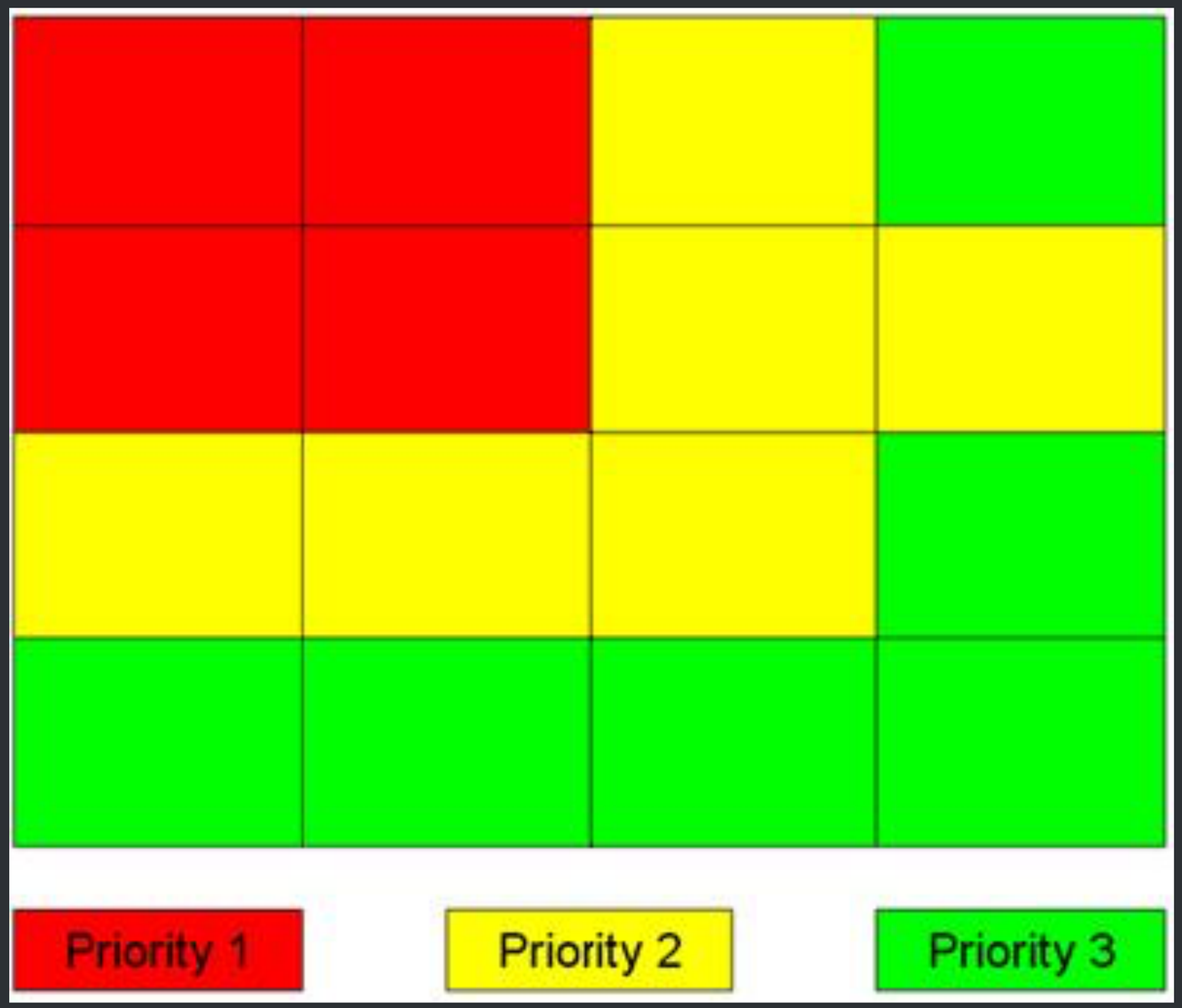
# Where to put key content? Where users look

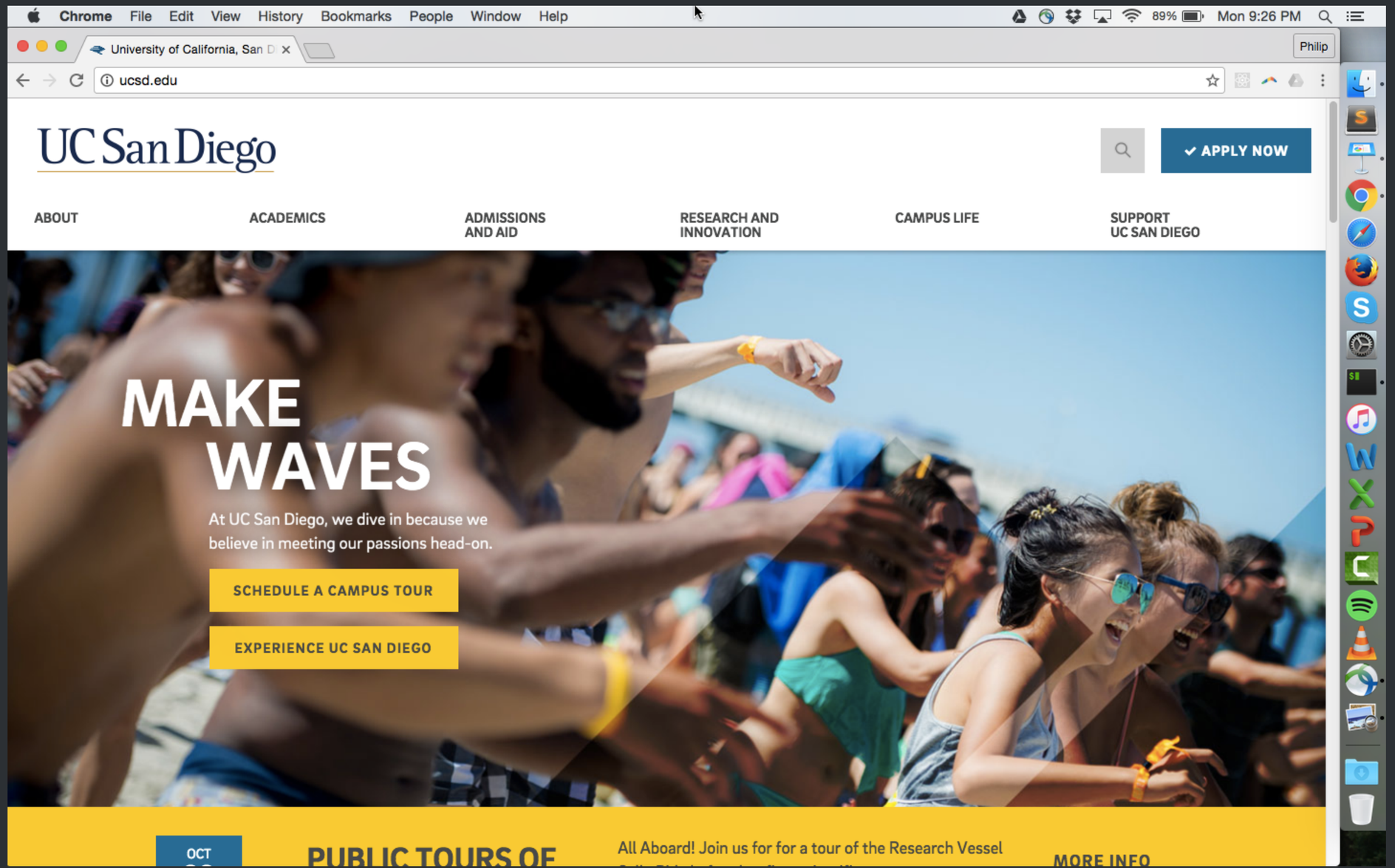
## Poynter Institute (news/media websites)



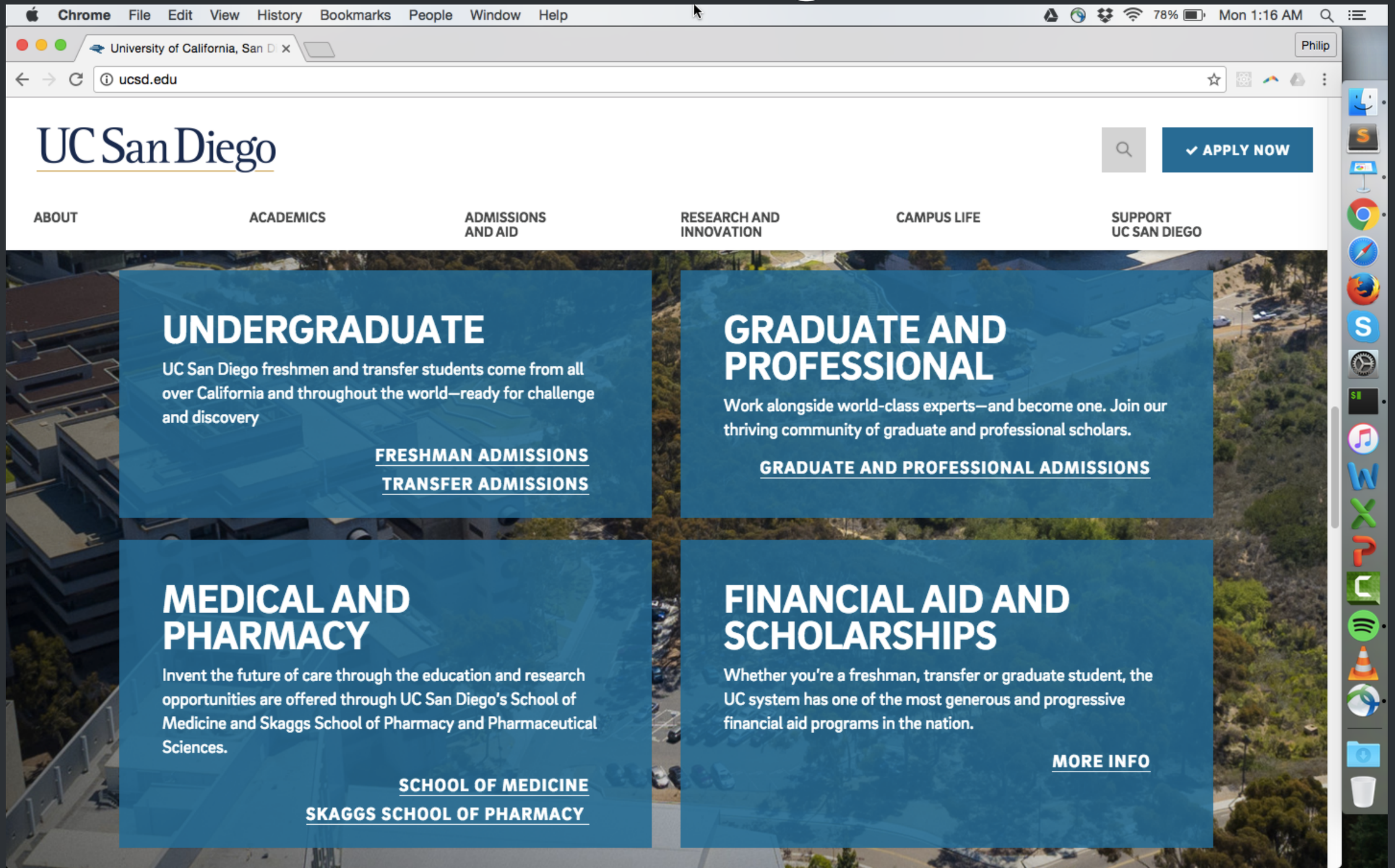

http://www.avamae.co.uk/Blog/4-Revealing-Eyetracking-Studies

# Above/below the fold …

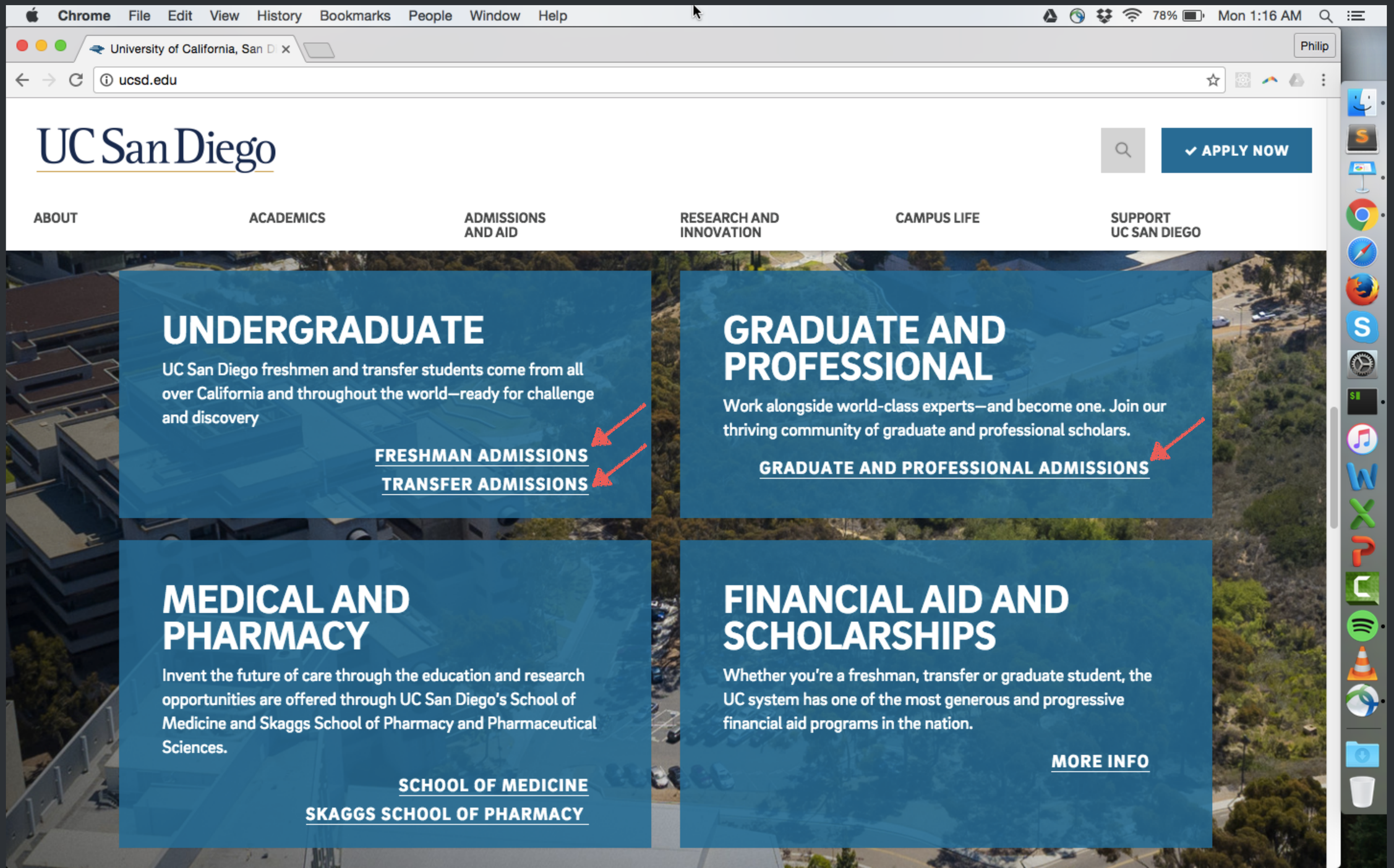
## Above the fold (one screenful) is most critical; if that's appealing, users will scroll down



# … after scrolling down …



# Don’t make your link text too brief; redundancy is OK



Don’t make your link text too brief; redundancy is OK

Bad link text: For more project info, click here

Better link text: Read some more project info

Even better: Read our project implementation details

*Visual design ≠*

*Visual arts*

Visual design {text, layout, colors}, information scent

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# TODOs after class

- check Google Spreadsheet grades for accuracy
- lots of code/implementation in next few weeks!