VISUAL DESIGN

Scott Klemmer and Michael Bernstein
Inspired by Jennifer Tidwell’s Designing Interfaces

How Might We Improve This? And What Would the Objective Function be?

You are cordially invited to Robert and Alexandra’s delectable after-dinner party. Wine and nibbles will be served. When: June 30th, 2012 at 9:30pm. Where: the pad. If you need directions, ping us. Kindly let us know if you’ll be attending by June 1st.
Whitespace conveys grouping

“Some space must be narrow so that other space may be wide, and some space must be emptied so that other space may be filled.”

Robert Bringhurst, *Elements of Typographic Style*
Let’s add whitespace

You are cordially invited to Robert and Alexandra’s delectable after-dinner party.

Wine and nibbles will be served.

When: june 30th, 2012 at 9:30pm.
Where: the pad. if you need directions, ping us.

Kindly let us know if you’ll be attending by june 1st.
Use size contrasts to indicate hierarchy

“Information consists of differences that make a difference.”
And vary scale and weight

You are cordially invited to…

Robert and Alexandra’s delectable after-dinner party
Wine and nibbles will be served.

WHEN June 30th, 2012 at 9:30pm.
WHERE The pad. If you need directions, ping us.

Kindly let us know if you’ll be attending by June 1st

Inspired by Jennifer Tidwell’s Designing Interfaces
Three goals for visual design

**GUIDE** Convey structure, relative importance, relationships

**PACE** Draw people in, help orient, provide hooks to dive deep

**MESSAGE** Express meaning and style, breathe life into the content
Major concepts today

• Typography
  • Point, x-height, ascenders, descenders, weight, serifs
  • Choosing fonts

• Navigation
  • Information scent
  • Visual scan paths on the web

• Grids
  • Columns, gutters, leading, alignment

• Color
Tony Awards

A performance by the cast of "Follies."

Live Updates on the Tony Awards

The Times theater critic Charles Isherwood and reporter Dave Itzkoff are writing about the awards ceremony.

• Turmoil in Greece Drives Urgency of a Spanish Rescue

Sunday Review

America's New Energy Reality
By DANIEL YERGIN
The United States is now a more significant energy producer than it was the last time we elected a president.

Health Care After the Supreme Court Ruling
By PAM BELLOCK
Will the decision make any real difference?

Bruni: G.O.P. and Gays
Douthat: Eugenics
Dowd: Poppy Chic
Friedman: Egypt Politics
Kristof: From Peace Prize to Paralysis
Editorial: Deny the Cash

Get there fast. Get there first.
DealB%k
dealbook.nytimes.com
16TH ANNUAL WEBBY SPECIAL ACHIEVEMENT AWARD WINNERS

About Webby Special Achievement Awards

The Webby Special Achievement Awards Honorees were presented by The Academy at the 16th Annual Webby Awards Celebration during the live online broadcast of the Show on May 21, 2012. See their 5-Word Speeches at webbyawards.com

Webby Lifetime Achievement

MAYOR MICHAEL BLOOMBERG

The Webby Awards is proud to present Mayor Michael Bloomberg with a Webby Award for Lifetime Achievement.
The Original Google Computer Storage
WINNERS

18TH ANNUAL WEBBY SPECIAL ACHIEVEMENT AWARD WINNERS

About Webby Special Achievement Awards

The Webby Special Achievement Awards recognize those who have contributed to the innovation of the Web during the 2017 calendar year. The winners were announced on May 17, 2018 during a live webcast from the Webby Awards in New York City.

Mayor Michael Bloomberg

The Mayor, a strong advocate for open government online since 2001, has led the charge to open his own City government's data for innovation and creative purposes.
16TH ANNUAL WEBBY SPECIAL ACHIEVEMENT AWARD WINNERS

About Webby Special Achievement Awards

The Webby Special Achievement Awards Honorees were presented by The Academy at the 16th Annual Webby Awards Celebration during the live online broadcast of the Show on May 21, 2012. See their 5-Word Speeches at webbyawards.com

Webby Lifetime Achievement

MAYOR MICHAEL BLOOMBERG

The Webby Awards is proud to present Mayor Michael Bloomberg with a Webby Award for Lifetime Achievement.
Three basic tools of visual design

• Typography
• Layout
• Color
Typography
Gill Sans, designed by Eric Gill and released by the Monotype Corporation in 1928
Six Typographic Terms
Six Typographic Terms

Point size

Gill Sans  Calibri
Six Typographic Terms

Leading
Six x-height

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

Typefaces with low x-height: harder to read at small point size

Gill Sans
Lucida Bright
Baskerville

high x-height
Low x-height
Six Typographic Terms

ascenders

descenders
Six Typographic Terms

light regular bold

weight
Six Typographic Terms

serifs

Minion Pro
Small caps, lowercase numbers: 1234567890

Neutraface

Enjoy cs147
Enjoy cs147

The Serif Hypothesis

• Serif typefaces are easier to read -- and thereby preferable for long stretches of text -- because the serifs provide anchors that guide the reader’s eye. Sans serif fonts lack these anchors and are therefore inappropriate for long stretches of text.
No Robust Evidence for Serif Hypothesis

“What initially seemed a neat dichotomous question of serif versus sans serif has resulted in a body of research consisting of weak claims and counter-claims, and study after study with findings of ‘no difference’. Is it the case that more than one hundred years of research has been marred by repeated methodological flaws, or are serifs simply a typographical ‘red herring’?”

http://alexpoole.info/which-are-more-legible-serif-or-sans-serif-typefaces
“Legibility, in practice, amounts simply to what one is accustomed to” — Eric Gill, 1931
As quickly as you can:

Name this color.
Name this color.
Green
Red
Purple
Blue
Purple
Blue
Purple
Red
Green
Purple
The role of expectation

- Stroop effect: conflicting signals take longer to parse
- So, be aware of the signal that your choice is sending
Typefaces, like everything, build reputations

Baskerville
The Literary Magazine for Gifted Kids & Their Families

Optima
POUR HOMME
AFTER SHAVE BALM BAUME APRES RASAGE
Try these two things

• Use the typeface in multiple places to see its range
• Display the same text with different typefaces to change its effect
Layout
**Information Scent**

- Can people figure out how to get to the information they want?
- Do they realize what options are available?
How can you detect poor scent?

- Flailing
- Low confidence
- Back button
Low-Scent Navigation

- Surprising categories
- Short links
- Hidden navigation
- Icons provide little additional information
Generic Icons Rarely Help
Icons help when...

- they facilitate repeat recognition
- when you know what something looks like but not what it’s called
- Good redundant coding can help
Improving scent: multi-word links

- With specific, recognizable terms
- Trigger words, not “clever” terms
- This also helps accessibility
Improving scent: Speaking Block Navigation
Does location matter?
Eyetracking
Design for glanceability
Prime Real Estate

• Above the fold
• Where people expect
  • Where other pages put similar content
  • Not where ads usually
People are more than happy to scroll if they think they’ll be rewarded
How People Read Online

“They Don’t”
Interlaced Browsing
# Measuring the Effect of Writing Strategy

<table>
<thead>
<tr>
<th>Site Version</th>
<th>Sample Paragraph</th>
<th>Improvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promotional writing (control condition) using the &quot;marketese&quot; found on many commercial websites</td>
<td>Nebraska is filled with internationally recognized attractions that draw large crowds of people every year, without fail. In 1996, some of the most popular places were Fort Robinson State Park (355,000 visitors), Scotts Bluff National Monument (132,166), Arbor Lodge State Historical Park &amp; Museum (100,000), Carhenge (86,598), Stuhr Museum of the Prairie Pioneer (60,002), and Buffalo Bill Ranch State Historical Park (28,446).</td>
<td>0% (by definition)</td>
</tr>
<tr>
<td>Concise text with about half the word count as the control condition</td>
<td>In 1996, six of the best-attended attractions in Nebraska were Fort Robinson State Park, Scotts Bluff National Monument, Arbor Lodge State Historical Park &amp; Museum, Carhenge, Stuhr Museum of the Prairie Pioneer, and Buffalo Bill Ranch State Historical Park.</td>
<td>58%</td>
</tr>
</tbody>
</table>
| Scannable layout using the same text as the control condition in a layout that facilitated scanning | Nebraska is filled with internationally recognized attractions that draw large crowds of people every year, without fail. In 1996, some of the most popular places were:  
- Fort Robinson State Park (355,000 visitors)  
- Scotts Bluff National Monument (132,166)  
- Arbor Lodge State Historical Park & Museum (100,000)  
- Carhenge (86,598)  
- Stuhr Museum of the Prairie Pioneer (60,002)  
- Buffalo Bill Ranch State Historical Park (28,446). | 47%         |
| Objective language using neutral rather than subjective, boastful, or exaggerated language (otherwise the same as the control condition) | Nebraska has several attractions. In 1996, some of the most-visited places were Fort Robinson State Park (355,000 visitors), Scotts Bluff National Monument (132,166), Arbor Lodge State Historical Park & Museum (100,000), Carhenge (86,598), Stuhr Museum of the Prairie Pioneer (60,002), and Buffalo Bill Ranch State Historical Park (28,446). | 27%         |
| Combined version using all three improvements in writing style together: concise, scannable, and objective | In 1996, six of the most-visited places in Nebraska were:  
- Fort Robinson State Park  
- Scotts Bluff National Monument  
- Arbor Lodge State Historical Park & Museum  
- Carhenge  
- Stuhr Museum of the Prairie Pioneer  
- Buffalo Bill Ranch State Historical Park | 124%        |
Grids
Grid Systems (Java L&F, 2001)
Jan Tschichold’s Bauhaus Revolution
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).
Grids comprise...

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.
Consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.
Lorem ipsum dolor sit amet
Consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepetur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet
Consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepetur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet
Consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepetur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.
Court Dissolves Parliament in Egypt in Blow to Islamists

by DAVID D. KIRKPATRICK 5 minutes ago

Egypt’s high court, which also blessed the presidential bid of Hosni Mubarak’s last prime minister Thursday, appeared to be engaged in a frontal legal assault on the Muslim Brotherhood.

Candidates Go Head to Head on Economy

by HELENE COOPER and MICHAEL BARRABED 57 minutes ago

President Obama acknowledged that the election would turn on the divergence between him and Mitt Romney, who was also in Ohio, on how to achieve economic revival.

Merkel Stresses Limits to Germany’s Strength

by NICHOLAS KULISH and PAUL GEITNER 46 minutes ago

Chancellor Angela Merkel told German lawmakers the country cannot prop up the faltering euro zone.

Stanford Gets 110 Years in $7 Billion Ponz Case

by CLIFFORD KRAUSS 7:36 PM ET

A federal jury convicted R. Allen Stanford of 13 of 14 counts of fraud in connection with a global scheme.

Armstrong Seems Ready for Battle

by JULIET MACUR 1 minute ago

Lance Armstrong, the seven-time Tour de France winner, said he was "exploring all my options" in dealing with new charges brought by the United States Anti-Doping Agency.
Court Dissolves Parliament in Egypt in Blow to Islamists

by DAVID D. KOROPATNIK
5 minutes ago
Egypt's high court, which also blessed the presidential bid of Hosni Mubarak’s last prime minister Thursday, appeared to be engaged in a frontal legal assault on the Muslim Brotherhood.

- Post a Comment | Read (189)
- The Lede: Reaction in Egypt 5:37 PM ET

With Justices Set to Rule on Health Law, 2 Parties Strategize

by JONATHAN WEISMAN and MICHAEL D. SHEAR
If the measure is not thrown out, House Republicans plan to force a repeal vote, while top officials at the White House are projecting confidence that the justices will rule in their favor.

- K: Interactive: How the Supreme Court Could Rule

U.N. Monitors Find Vast Devastation in Syrian Village

by RICK GLASHANOE 3:18 PM ET
Stores were looted and homes abandoned in Al Heffeh, besieged for days by Syrian forces, and the smell of death hung in the air, said United Nations monitors.

- Syrian Liberators, Bearing Toy Guns 4:45 PM ET

Candidates Go Head to Head on Economy

by HELEN COOPER and MICHAEL B. BARBARA 37 minutes ago
President Obama acknowledged that the election would turn on the divergence between him and Mitt Romney, who was also in Ohio, on how to achieve economic revival.

- Post a Comment | Read (203)
- Romney Says Obama's Actions Don't Match Words

Tests Put Cave Art in the Age of Neanderthals

by JOHN NOBLE WILFORD
Paintings on cave walls in Spain are far older than previously thought — some of them more than 40,000 years old, scientists said.

Merkel Stresses Limits to Germany’s Strength

by NICHOLAS KULISH and PAUL GRETCHNER 48 minutes ago
Chancellor Angela Merkel told German lawmakers the country cannot prop up the faltering economies of Switzerland and Greece and that Germany’s financial support should come with strings.

At U.S. Airports, a Building Time Takes Hold

by JAD MOURAD
The nation's biggest airports are in the midst of major renovations or expansions that, taken together, amount to some of the largest infrastructure projects in America.

Stanford Gets 110 Years in 7 Billion Pound Case

by CLIFFORD KRAUSS 7:36 PM ET
A federal jury has convicted Stanford of 33 of 34 counts of fraud in connection with a global scheme.

On the Blogs

- On Par: Live Blog on the U.S. Open
- Bits: Apps I Want to Go Away

VIDEO

Armstrong Seems to Ready for Battle

by JULIET MACUR 1 minute ago
Armstrong, the seven-time Tour de France winner, said he was “exploring all my options” in dealing with new charges brought by the United States Anti-Doping Agency.

M. B. S. B. with Keys

by SHEILA BIRCHAM

- HOUSE HUNTING IN... ITALY: It's a buyer's market in Italy, where house prices have steadily declined since 2007.

- P.G. is ready for real business.

- Watch The Trailers Now

- Your Sister's Sister in Select Theaters June 15

- More Video | Multimedia

OPINION

Kristof: Hugs From Iran | Persian Translation
- Editorial: Jamie Dimon | Greenhouse: Proxy War?
- Townies: Russian Heart | Op-Ed: How Drones Help Al Qaeda
- Taking Note: Gingrich

MONDAY \n\nOFFER \n\nUP TO \n\n40% OFF \n\nON A \n\nWIDE SELECTION \n\OF APPAREL \n\NORTHWEST FABRICS}

Get there fast. Get there first.

DealBnk

dealbook.nytimes.com
Tiger Woods, playing with Phil Mickelson and Bubba Watson, showed who was in charge with a one-under par 69 in the featured pairing of the first round of the 112th United States Open.

**Senate Panel Blocks Rules on Seasonal Jobs**
By THE ASSOCIATED PRESS
The vote would delay rules designed to make it more difficult for businesses like seafood processors to exploit foreign workers and to get more Americans into seasonal jobs.

**Parlors Face Age-Limit Bill Over Tanning by Teenagers**
By ERIC P. NEWCOMER
Teenagers under 17 would be able to get suntans only the old-fashioned way under a bill working its way through the New York State Legislature.

**Ground Zero Cancers**
Adding 50 cancers to the list of illnesses covered by a health fund was the right thing to do because we have an obligation to help those harmed by exposure at ground zero.

**Smithfield Foods' Profit Drops on Lower Margins for Pork**
By THE ASSOCIATED PRESS
The pork producer's net income fell to 49 cents a share from 59 cents a share last year.

**Anything-but-Ordinary Mom Pitches for Chobani Yogurt**
By STUART ELLIOTT
Chobani, the market leader in Greek yogurt in the United States, is advertising its new children's product with a campaign that features the former Olympian Jennie Finch.

**Armstrong Seemingly Readies for Battle**
By JULIET MACUR
<table>
<thead>
<tr>
<th>World</th>
<th>Business Day</th>
<th>Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>• New Political Showdown in Egypt as Court Invalidates Parliament</td>
<td>• Europe Braces for Greek Vote — and Maybe More</td>
<td>• Op-Ed Columnist: Hugs From Iran</td>
</tr>
<tr>
<td>• Libya Refuses to Release Hague Staff in Custody</td>
<td>• Switzerland and Britain Gird Against the Storm</td>
<td>• Editorial: Mr. Dimon on the Hill</td>
</tr>
<tr>
<td>• Russian Official Apologizes for Threatening Journalist</td>
<td>• High &amp; Low Finance: As Europe’s Currency Union Frays, Conspiracy Theories Fly</td>
<td>• Op-Ed Contributor: Give Obama Elbow Room on Iran</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>U.S.</th>
<th>Technology</th>
<th>Arts</th>
</tr>
</thead>
<tbody>
<tr>
<td>• In the Facebook Era, Reminders of Loss if Families Fracture</td>
<td>• Time Inc. to Sell Its Magazines on Apple’s Newsstand</td>
<td>• Art Review: Islands Buffeted by Currents of Change</td>
</tr>
<tr>
<td>• With Justices Set to Rule on Health Law, 2 Parties Strategize</td>
<td>• Nokia to Cut 10,000 Jobs and Close 3 Facilities</td>
<td>• Living in the Past Is a Full-Time Gig</td>
</tr>
<tr>
<td>• Church Battles Efforts to Ease Sex Abuse Suits</td>
<td>• Bits Blog: Google Wants Love and 100 Other Things</td>
<td>• Critic’s Notebook: Heroes, Villains and the Invisible</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Politics</th>
<th>Sports</th>
<th>Movies</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Obama Says Election Will Shape the Economy for Years</td>
<td>• Mets 9, Rays 6: Mets Get Just Enough Hitting to Sweep the Rays</td>
<td>• Critic’s Notebook: Heroes, Villains and the Invisible</td>
</tr>
<tr>
<td>• Romney Assails Obama for Favoring Words Over Action</td>
<td>• Mets Say Wright (and Scorer) Erred</td>
<td>• Movie Review</td>
</tr>
<tr>
<td>• Campaign Aid Is Now Surging Into 8 Figures</td>
<td>• Burnett Brings a Steady Presence to the Pirates</td>
<td>• Movie Review</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>N.Y. / Region</th>
<th>Obituaries</th>
<th>Theater</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Behind Those Cool Squirts in Summer, Many Plumbers</td>
<td>• F. Herbert Bormann Dies at 90; Helped Discover Acid Rain Threat</td>
<td>• Theater Review: Drawing New Lines in a Romantic Triangle</td>
</tr>
<tr>
<td>• After Century-Long Wait, Stage Is Set for Man Daring to Cross the Falls</td>
<td>• Henry Hill, Mobster and Movie Inspiration, Dies at 69</td>
<td>• Two Journeys Into O’Neill, via E-Mail</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Arts &amp; Leisure: Mad as Hell, and</td>
</tr>
</tbody>
</table>


LOREM

IPSUM

DOLOR

SIT

AMET

CONSECTETUR
Web Applications

Interactive Software Design

Paradigm Shifts in Mobile & Social Computing Systems

Research Topics in Human-Computer Interaction

d.compress - Designing Calm

Designing Liberation Technology

Beyond Bits & Atoms: Designing Technological Tools

Envisioning the Future of Learning

Press Play: Interactive Device Design
cs142  Web Applications
cs294h  Interactive Software Design
cs294s  Paradigm Shifts in Mobile & Social Computing Systems
cs376  Research Topics in Human-Computer Interaction
cs377d  d.compress - Designing Calm
cs379l  Designing Liberation Technology
cs402  Beyond Bits & Atoms: Designing Technological Tools
educ333B  Envisioning the Future of Learning
ee47   Press Play: Interactive Device Design
<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Instructor(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>cs142</td>
<td>Web Applications</td>
<td>Ousterhout</td>
</tr>
<tr>
<td>cs294h</td>
<td>Interactive Software Design</td>
<td>Mackay</td>
</tr>
<tr>
<td>cs294s</td>
<td>Paradigm Shifts in Mobile &amp; Social Computing Systems</td>
<td>Lam</td>
</tr>
<tr>
<td>cs376</td>
<td>Research Topics in Human-Computer Interaction</td>
<td>Bernstein</td>
</tr>
<tr>
<td>cs377d</td>
<td>d.compress - Designing Calm</td>
<td>Moraveji, Pea</td>
</tr>
<tr>
<td>cs379l</td>
<td>Designing Liberation Technology</td>
<td>Cohen, Winograd</td>
</tr>
<tr>
<td>cs402</td>
<td>Beyond Bits &amp; Atoms: Designing Technological Tools</td>
<td>Blikstein</td>
</tr>
<tr>
<td>educ333B</td>
<td>Envisioning the Future of Learning</td>
<td>Gilbert, Mehta</td>
</tr>
<tr>
<td>ee47</td>
<td>Press Play: Interactive Device Design</td>
<td>Ju</td>
</tr>
<tr>
<td>Course Code</td>
<td>Course Title</td>
<td>Authors</td>
</tr>
<tr>
<td>-------------</td>
<td>--------------------------------------------------</td>
<td>--------------------------</td>
</tr>
<tr>
<td>cs142</td>
<td>Web Applications</td>
<td>Ousterhout</td>
</tr>
<tr>
<td>cs294h</td>
<td>Interactive Software Design</td>
<td>Mackay</td>
</tr>
<tr>
<td>cs294s</td>
<td>Paradigm Shifts in Mobile &amp; Social Computing Systems</td>
<td>Lam</td>
</tr>
<tr>
<td>cs376</td>
<td>Research Topics in Human-Computer Interaction</td>
<td>Bernstein</td>
</tr>
<tr>
<td>cs377d</td>
<td>d.compress - Designing Calm</td>
<td>Moraveji, Pea</td>
</tr>
<tr>
<td>cs379l</td>
<td>Designing Liberation Technology</td>
<td>Cohen, Winograd</td>
</tr>
<tr>
<td>cs402</td>
<td>Beyond Bits &amp; Atoms: Designing Technological Tools</td>
<td>Blikstein</td>
</tr>
<tr>
<td>educ333B</td>
<td>Envisioning the Future of Learning</td>
<td>Gilbert, Mehta</td>
</tr>
<tr>
<td>ee47</td>
<td>Press Play: Interactive Device Design</td>
<td>Ju</td>
</tr>
</tbody>
</table>
cs142 Web Applications
   Ousterhout

cs294h Interactive Software Design
   Mackay

cs294s Paradigm Shifts in Mobile & Social Computing Systems
   Lam

cs376 Research Topics in Human-Computer Interaction
   Bernstein

cs377d d.compress - Designing Calm
   Moraveji, Pea

cs379l Designing Liberation Technology
   Cohen, Winograd

cs402 Beyond Bits & Atoms: Designing Technological Tools
   Blikstein
cs142  Web Applications
       Ousterhout

cs294h  Interactive Software Design
       Mackay

cs294s  Paradigm Shifts in Mobile & Social Computing Systems
       Lam

cs376   Research Topics in Human-Computer Interaction
       Bernstein

cs377d  d.compress - Designing Calm
       Moraveji, Pea

cs379l  Designing Liberation Technology
       Cohen, Winograd

cs402   Beyond Bits & Atoms: Designing Technological Tools
       Blikstein
When creating templates, design for the longest text block
In general, left-aligned text is faster to skim (in places that read left-to-right)
cs142  Web Applications
       Ousterhout

cs294h  Interactive Software Design
       Mackay

cs294s  Paradigm Shifts in Mobile &
       Social Computing Systems
       Lam

cs376  Research Topics in Human-Computer
       Interaction
       Bernstein

cs377d  d.compress - Designing Calm
       Moraveji, Pea

cs379l  Designing Liberation Technology
       Cohen, Winograd

cs402  Beyond Bits & Atoms: Designing
       Technological Tools
       Blikstein
Overview

The goal of this project is to push the state-of-the-art in autonomous helicopter flight: extreme aerobatics under computer control.

Featured Videos

- Autonomous Airshow
- Autonomous Chaos

More videos (including autorotation) below or on our YouTube Channel.

Publications

**Autonomous Helicopter Aerobatics through Apprenticeship Learning**, Pieter Abbeel, Adam Coates, and Andrew Y. Ng. *IJRR*, 2010. [IJRR] [Dataset]

**Learning for Control from Multiple Demonstrations**, Adam Coates, Pieter Abbeel, and Andrew Y. Ng. *ICML*, 2008. [ps, pdf] Talk PPT slides, **Supplementary Material (Videos)**

**Best Application Paper Award**


**Ben Wegbreit IFRR Student Fellowship Award**


**Learning vehicular dynamics, with application to modeling helicopters**, Pieter Abbeel, Varun Ganapathi, and Andrew Y. Ng. In *NIPS 18*, 2006. [ps, pdf]
Alignment guides the eye, reducing clutter

• **Avoid slight misalignments** they undermine your ability to beacon organization.

• **We ‘automatically’ notice patterns** and deviations

• **So when you deviate from a pattern** do so strategically

• **And use visual proximity and scale** to convey semantic information
When to use top, left, and right alignment
Add an address: right aligned labels

Amazon, Add an Address. To learn more, see Luke Wroblewski, Web Form Design
Amazon, Add an Address. To learn more, see Luke Wroblewski, Web Form Design
Sign-in: top-aligned labels
A brief word on color

- Pay attention to it
- Design in grayscale first
- Keep luminance values from grayscale when moving to color
Amazon in Grayscale
Amazon in Color

Books > "Web Form Design"

Showing 1 - 12 of 452 Results

Sort by: Relevance

Format

<table>
<thead>
<tr>
<th></th>
<th>Paperback</th>
<th>Hardcover</th>
<th>Kindle Edition</th>
<th>HTML</th>
<th>PDF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>385</td>
<td>43</td>
<td>6</td>
<td>3</td>
<td>2</td>
</tr>
</tbody>
</table>

   - Formats: Paperback, Kindle Edition
   - Price: $39.00 (Prime), $12.10

2. **Forms that Work: Designing Web Forms for Usability (Interactive Technologies)** by Caroline Jarrett, Gerry Gaffney and Steve Krug (Nov 26, 2008)
   - Formats: Paperback, Kindle Edition
   - Price: $64.96 (Prime), $41.04 (rent from $19.07)
Color (Java L&F)

- Six colors in two groups
- Clean, consistent look
- Easy on eyes (mostly gray)
I take pride withal in my humiliation, and as I am to this privilege condemned, almost I find joy in an abhorrent salvation; I am, I believe, alone of all our race, the only man in human memory to have been shipwrecked and cast up upon a deserted ship.

Thus, with unabashed conceits, wrote Roberto della Griva presumably in July or August of 1643.

How many days had he been tossed by the waves, feverish surely, bound to a plank, prone during the hours of light to avoid the blinding sun, his neck stiff, strained unnaturally so as not to imbibe the water, his lips burnt by the brine? His letters offer no answer to this question: though they suggest an eternity, the time cannot have been more than two days, for otherwise he would never have survived the lash of Phoebus (of which he so poetically complains), he, a sickly youth, as he describes himself, a creature condemned by a natural defect to live only at night.

He was unable to keep track of time, but I believe the sea grew calm immediately after the tempest swept him from the deck of the Amaryllis, on that makeshift raft a sailor had
Major concepts today

• Typography
  • Point, x-height, ascenders, descenders, weight, serifs
  • Choosing fonts

• Navigation
  • Information scent
  • Visual scan paths on the web

• Grids
  • Columns, gutters, leading, alignment

• Color