

VISUAL DESIGN

Scott Klemmer and
Michael Bernstein

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.”

Let's add whitespace

You are cordially invited to
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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

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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

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



The New York Times

Sunday, June 10, 2012 Last Update: 9:03 PM ET



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Allies Restrict Airstrikes on Taliban in Civilian Homes

By ERIC SCHMITT 7:17 PM ET

Attacks on militants who hide in private dwellings, including a NATO strike that Afghan officials say killed 18 civilians, have increased tensions with the United States.

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Spain's Premier Steps Up in Debt Crisis, With Caveats

By RAPHAEL MINDER 7:32 PM ET

Central to any solution to the European debt crisis will be the role played by Prime Minister Mariano Rajoy of Spain, although he is known for playing both sides of an issue.

Turmoil in Greece Drives Urgency of a Spanish Rescue

Tony Awards



Sara Krulwich/The New York Times

1 2 3 4 5 6 7 8 9 10 11 12

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.

Slide Show: Red Carpet

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Douthat: Eugenics

Dowd: Poppy Chic

Friedman: Egypt Politics

Kristof: From Peace Prize to Paralysis

Editorial: Deny the Cash

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17	18	19	20	21	22	23
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1	2	3	4	5	6	7

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 avoid scams & fraud
 personal safety tips
 terms of use **new**
 system status

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 craigslist blog
 best-of-craigslist
 craigslist TV
 craig connects
 progressive directory
 weather quake tide

SF bay area ^w

community

activities lost+found
 artists musicians
 childcare local news
 general politics
 groups rideshare
 pets volunteers
 events classes

personals

strictly platonic
 women seek women
 women seeking men
 men seeking women
 men seeking men
 misc romance
 casual encounters
 missed connections
 rants and raves

discussion forums

1099	gifts	pets
apple	haiku	philos
arts	health	politic
atheist	help	psych
autos	history	queer
beauty	housing	recover
bikes	jobs	religion
celebs	jokes	rofo
comp	kink	science
crafts	l.t.r.	shop
diet	legal	spirit
divorce	linux	sports
dying	loc pol	t.v.
eco	m4m	tax

housing

apts / housing
 rooms / shared
 sublets / temporary
 housing wanted
 housing swap
 vacation rentals
 parking / storage
 office / commercial
 real estate for sale

for sale

appliances	arts+crafts
antiques	auto parts
barter	baby+kids
bikes	beauty+hlth
boats	cars+trucks
books	cds/dvd/vhs
business	cell phones
computer	clothes+acc
free	collectibles
furniture	electronics
general	farm+garden
jewelry	garage sale
materials	household
rvs	motorcycles
sporting	music instr
tickets	photo+video
tools	toys+games
wanted	video gaming

services

beauty	automotive
creative	farm+garden

jobs

accounting+finance
 admin / office
 arch / engineering
 art / media / design
 biotech / science
 business / mgmt
 customer service
 education
 food / bev / hosp
 general labor
 government
 human resources
 internet engineers
 legal / paralegal
 manufacturing
 marketing / pr / ad
 medical / health
 nonprofit sector
 real estate
 retail / wholesale
 sales / biz dev
 salon / spa / fitness
 security
 skilled trade / craft
 software / qa / dba
 systems / network
 technical support
 transport
 tv / film / video
 web / info design
 writing / editing
 [ETC]
 [part-time]

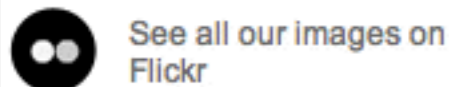
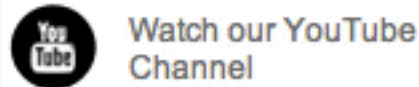
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 Yuba-sutter

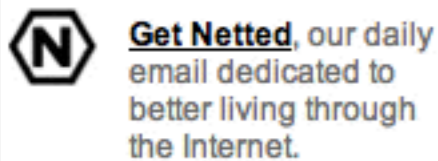
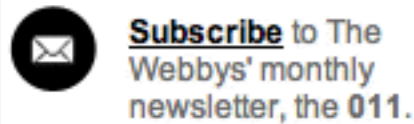
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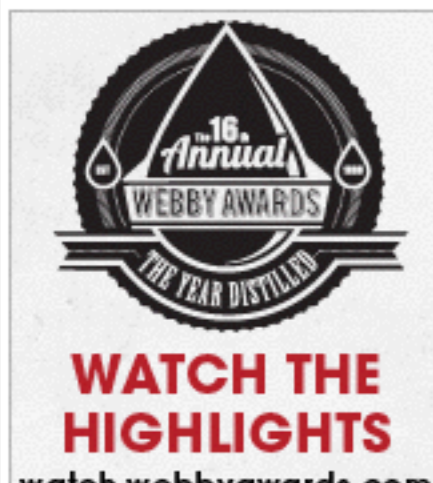
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16TH ANNUAL WEBBY SPECIAL ACHIEVEMENT AWARD WINNERS

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 New York Times

Monday, June 14, 2010 11:00 AM EDT



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Allies Restrict Activities on Taliban in Civilians' Homes

By [Author Name] [View Article](#)

When an American soldier is killed in Afghanistan, the military often searches for the Taliban fighter who shot him. But in a new tactic, U.S. forces are now searching for the Taliban in the homes of civilians who are suspected of harboring them.

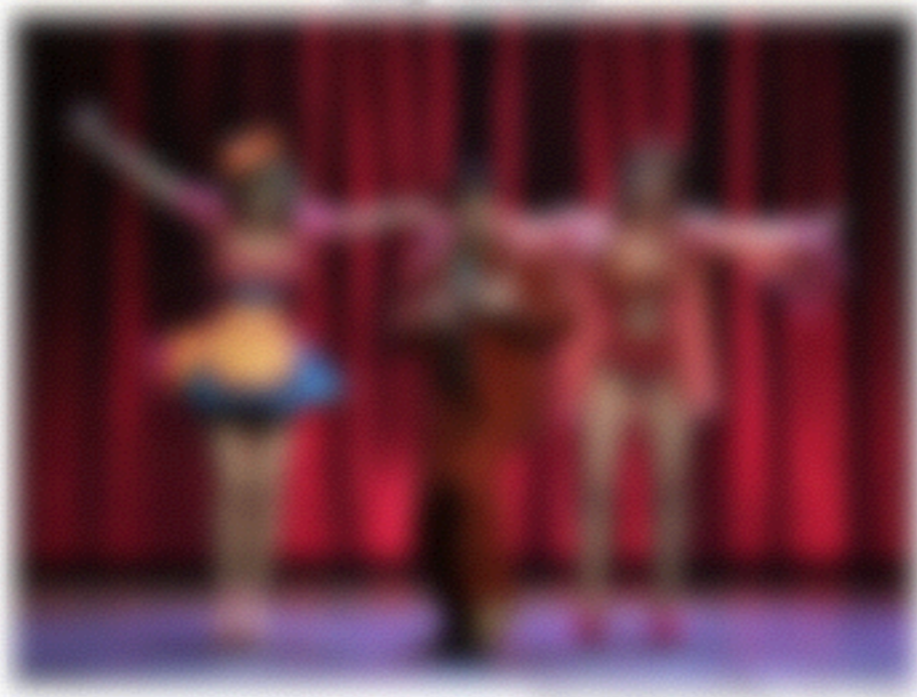
The Taliban's New Strategy: Hide in Plain Sight

By [Author Name] [View Article](#)

The Taliban's strategy in Afghanistan has changed. Instead of attacking U.S. troops in the open, they are now hiding in plain sight, often in the homes of civilians. This new tactic has made it difficult for U.S. forces to find and kill them.

[Read the full article](#)

Top Awards



By [Author Name] [View Article](#)

The Tony Awards ceremony is a night of celebration for the theater community. This year's winners were announced at a glamorous event in New York City.

Live Updates on the Tony Awards

The Tony Awards ceremony will be broadcast on television and online. Stay tuned for live updates on the awards ceremony.

[View the full article](#)

Energy Update

By [Author Name] [View Article](#)

The energy industry is facing a new set of challenges. Rising oil prices and concerns about climate change are driving changes in the sector.

Market Watch

By [Author Name] [View Article](#)

The stock market is showing signs of recovery. Investors are optimistic about the economy's future, and several key sectors are performing well.

Real Estate

By [Author Name] [View Article](#)

The real estate market is slowly improving. Home sales are up, and mortgage rates are falling. This is good news for homeowners and potential buyers.



Oil Prices Rise as Demand Grows

Oil prices have risen as demand grows. This is due to a combination of factors, including a strong economy and concerns about global oil supplies.

Market Watch

Dow Jones
www.dowjones.com



The New York Times

Sunday, June 10, 2012 Last Update: 9:03 PM ET



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The Original Google Computer Storage



Courtesy Stanford Infolab, <http://infolab.stanford.edu/pub/voy/museum/pictures/display/0-4-Google.htm>

1. **Introduction**

The purpose of this study is to investigate the effects of the independent variable on the dependent variable. The study is designed to provide a comprehensive understanding of the relationship between the two variables.

The study is organized as follows: Chapter 1 provides an overview of the research. Chapter 2 discusses the theoretical background and the conceptual framework. Chapter 3 describes the methodology used in the study, including the research design, data collection, and data analysis. Chapter 4 presents the results of the study, and Chapter 5 discusses the implications and conclusions.

The study is based on a sample of participants who were recruited through various channels. The data was collected over a period of six months. The results of the study indicate that there is a significant positive relationship between the independent variable and the dependent variable. This finding is consistent with the theoretical expectations.

The study has several limitations. First, the sample size was relatively small, which may limit the generalizability of the findings. Second, the study was a cross-sectional design, which does not allow for the establishment of causality. Finally, the study did not control for all potential confounding variables.

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avoid scams & fraud
personal safety tips

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progressive directory

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sfc sby eby pen nby scz

community

activities lost+found
artists musicians
childcare local news
general politics
groups rideshare
pets volunteers
events classes

personals

strictly platonic
women seek women
women seeking men
men seeking women
men seeking men
misc romance
casual encounters
missed connections
rants and raves

discussion forums

1099	gifts	pets
apple	haiku	philos
arts	health	politic
atheist	help	psych
autos	history	queer
beauty	housing	recover
bikes	jobs	religion
celebs	jokes	rofo
comp	kink	science
crafts	l.t.r.	shop
diet	legal	spirit
divorce	linux	sports
dying	loc pol	t.v.
eco	m4m	tax

housing

apts / housing
rooms / shared
sublets / temporary
housing wanted
housing swap
vacation rentals
parking / storage
office / commercial
real estate for sale

for sale

appliances	arts+crafts
antiques	auto parts
barter	baby+kids
bikes	beauty+hlth
boats	cars+trucks
books	cds/dvd/vhs
business	cell phones
computer	clothes+acc
free	collectibles
furniture	electronics
general	farm+garden
jewelry	garage sale
materials	household
rvs	motorcycles
sporting	music instr
tickets	photo+video
tools	toys+games
wanted	video gaming

services

beauty	automotive
creative	farm+garden

jobs

accounting+finance
admin / office
arch / engineering
art / media / design
biotech / science
business / mgmt
customer service
education
food / bev / hosp
general labor
government
human resources
internet engineers
legal / paralegal
manufacturing
marketing / pr / ad
medical / health
nonprofit sector
real estate
retail / wholesale
sales / biz dev
salon / spa / fitness
security
skilled trade / craft
software / qa / dba
systems / network
technical support
transport
tv / film / video
web / info design
writing / editing
[ETC]
[part-time]

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bakersfield
chico
fresno
gold country
hanford
humboldt
inland empire
klamath falls
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los angeles
medford
mendocino co
merced
modesto
monterey
orange co
redding
reno
roseburg
sacramento
san luis obispo
santa barbara
santa maria
sf bay area
siskiyou co
stockton
susanville
ventura
visalia-tulare
yuba-sutter

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us states

canada

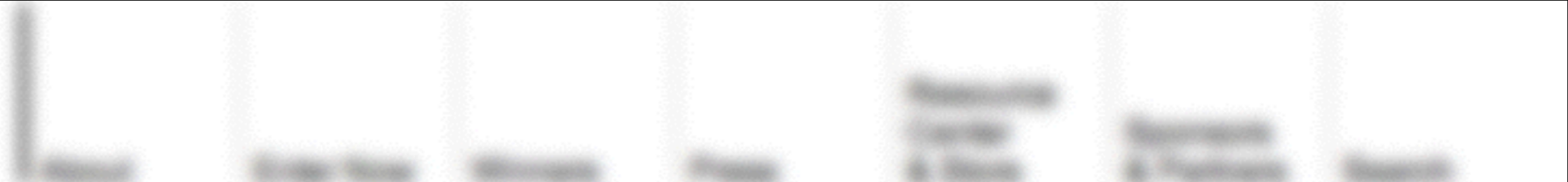
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15TH ANNUAL WEBBY SPECIAL ACHIEVEMENT AWARD WINNERS

About Webby Special Achievement Awards

The Webby Special Achievement Awards honor the most innovative and creative work in the digital space. These awards recognize the exceptional talent and creativity of individuals and organizations who have pushed the boundaries of digital media.

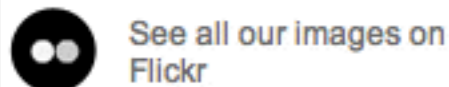
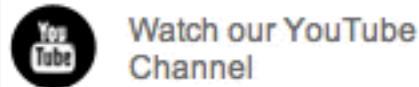


Hosted by Michael Bloomberg
Presented by [unreadable]

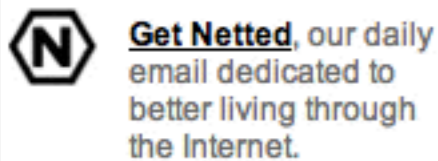
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Webby Lifetime Achievement

MAYOR MICHAEL BLOOMBERG

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**WATCH THE
HIGHLIGHTS**

Three basic tools of visual design

- Typography
- Layout
- Color

Typography

R

**Gill Sans, designed by Eric Gill and released
by the Monotype Corporation in 1928**

Six Typographic Terms



S S

Gill Sans Calibri

Six Typographic Terms

} **Leading**

Six Typographic Terms

Six } **x-height**

Typographic Terms

Six

Gill Sans

Six

Lucida Bright
high x-height

Six

Baskerville
Low 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

ascenders

Six Typographic Terms

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’?”

“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

Blue

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

book ←————→ logo

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

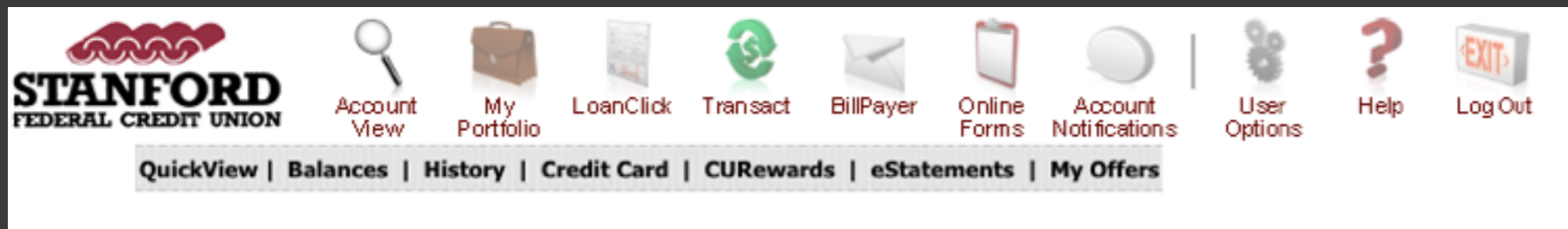
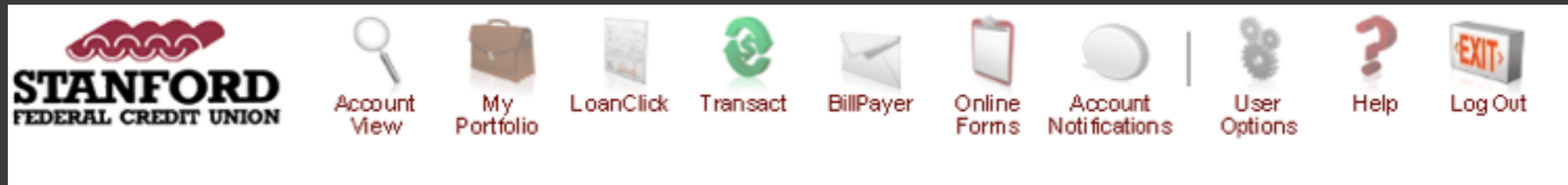
Information Scent

- 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?

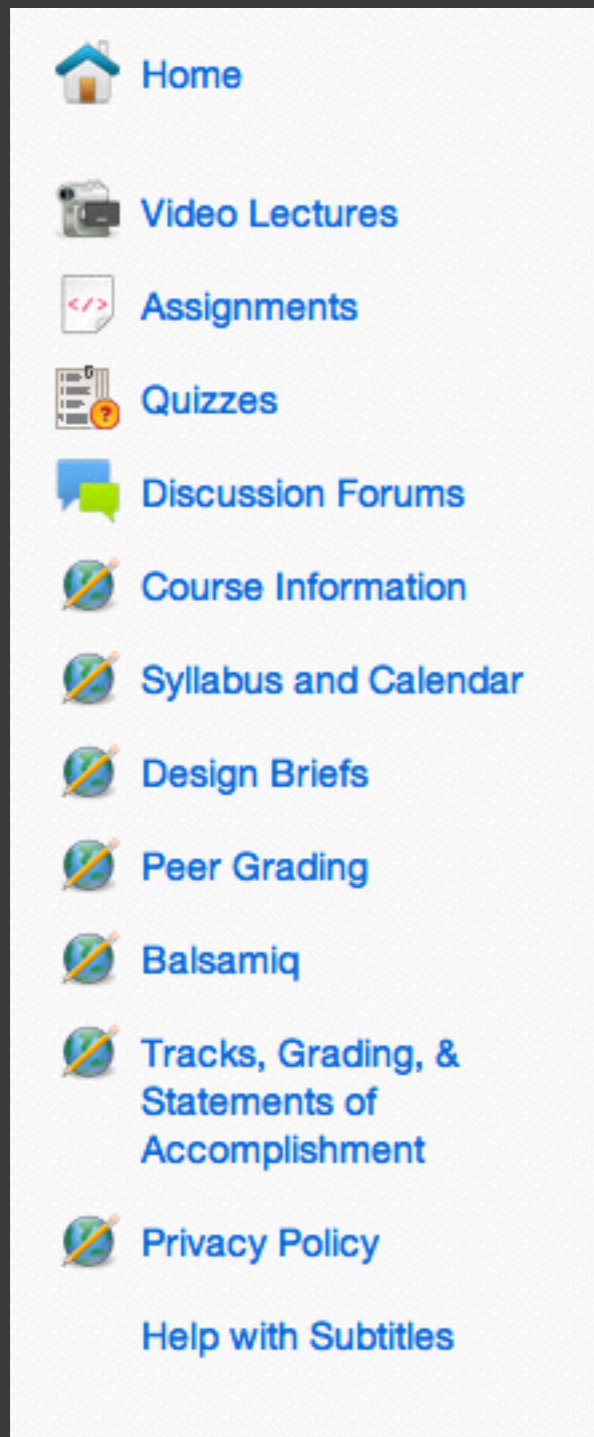
- Flailing
- Low confidence
- Back button

Low-Scent Navigation



- Surprising categories
- Short links
- Hidden navigation
- Icons provide little additional information

Generic Icons Rarely Help

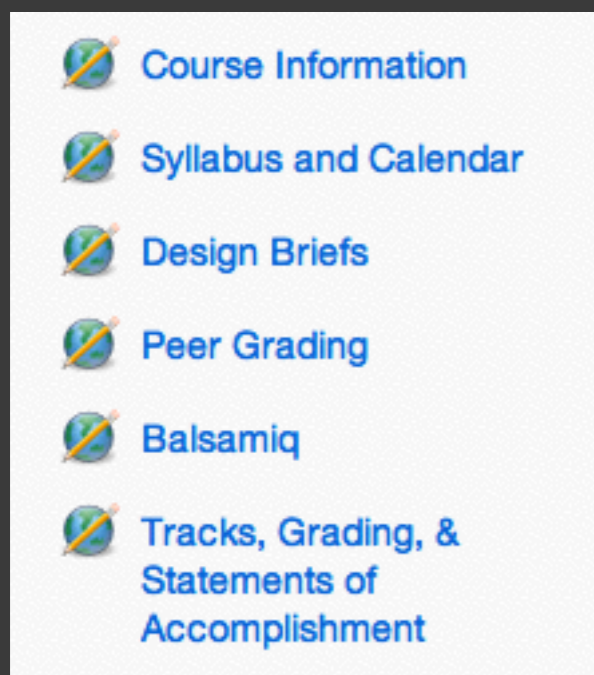


Icons help when...

- 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

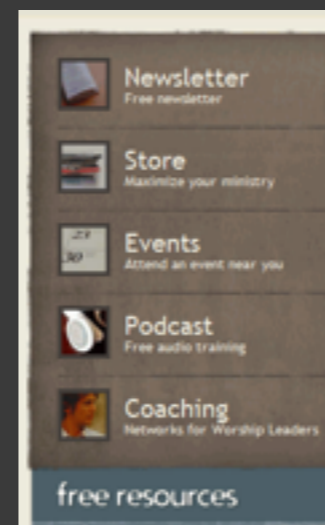
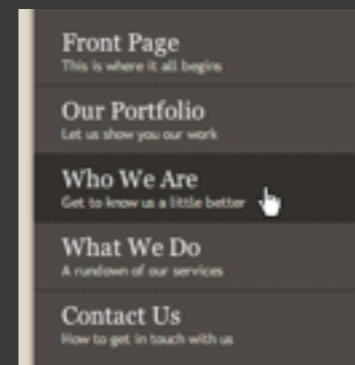
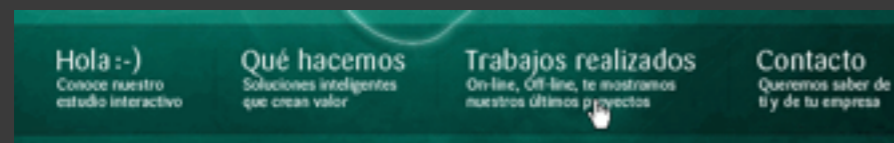
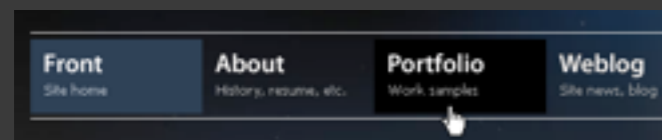
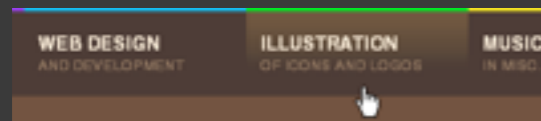
- With specific, recognizable terms
- Trigger words, not “clever” terms
- This also helps accessibility



es, abilities, values, and situation. In thi
ne. You can find the video [here](#). Go thr
al, and brainstorm ideas for how you wo
least 20 different ideas. Ask a couple o

es, abilities, values, and situation. In this as
ne. [Here is the video of waiting in line](#). Go
nd material, and brainstorm ideas for how y
with at least 20 different ideas. Ask a coup

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

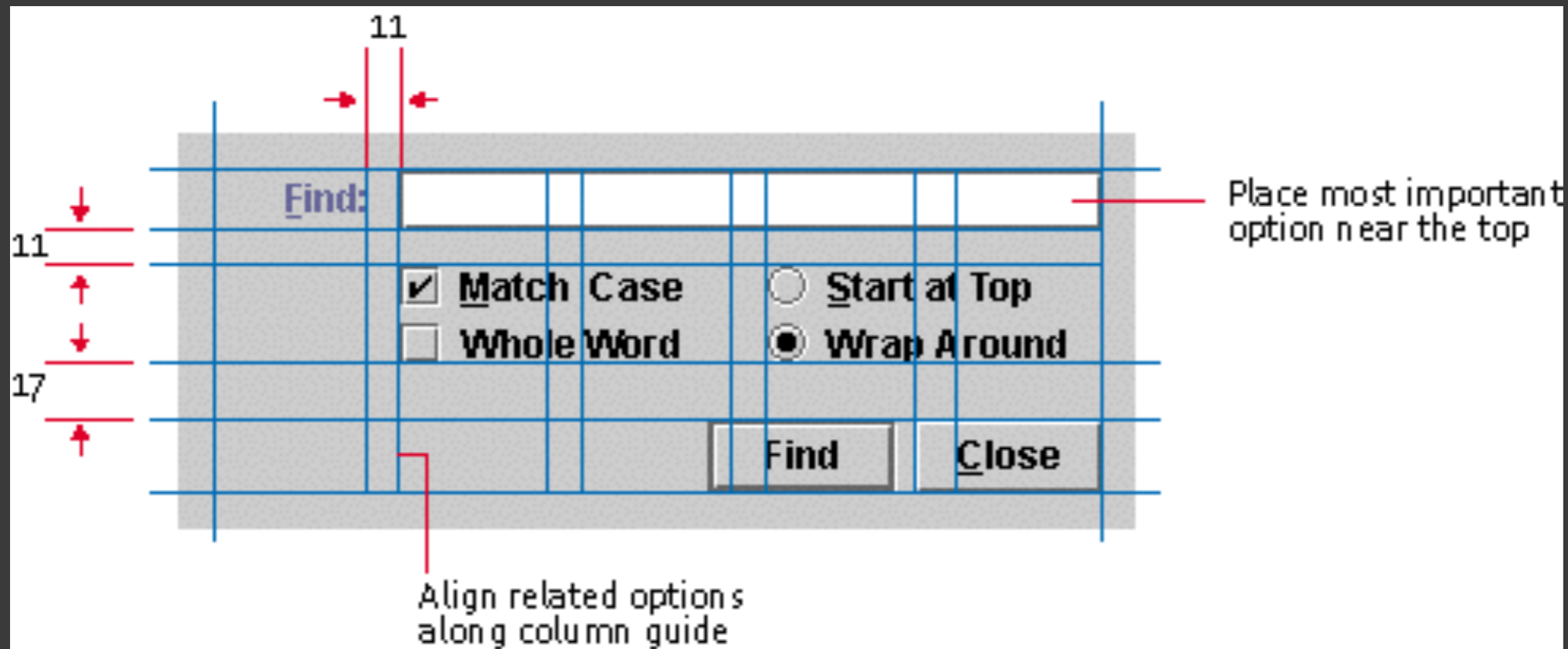
Measuring the Effect of Writing Strategy

Site Version Sample Paragraph Improvement

<p>Promotional writing (control condition) using the "marketese" found on many commercial websites</p>	<p>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), and Buffalo Bill Ranch State Historical Park (28,446).</p>	<p>0% (by definition)</p>
<p>Concise text with about half the word count as the control condition</p>	<p>In 1996, six of the best-attended attractions in Nebraska were Fort Robinson State Park, Scotts Bluff National Monument, Arbor Lodge State Historical Park & Museum, Carhenge, Stuhr Museum of the Prairie Pioneer, and Buffalo Bill Ranch State Historical Park.</p>	<p>58%</p>
<p>Scannable layout using the same text as the control condition in a layout that facilitated scanning</p>	<p>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:</p> <ul style="list-style-type: none"> • 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). 	<p>47%</p>
<p>Objective language using neutral rather than subjective, boastful, or exaggerated language (otherwise the same as the control condition)</p>	<p>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).</p>	<p>27%</p>
<p>Combined version using all three improvements in writing style together: concise, scannable, and objective</p>	<p>In 1996, six of the most-visited places in Nebraska were:</p> <ul style="list-style-type: none"> • 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 	<p>124%</p>

Grids

Grid Systems (Java L&F, 2001)



Jan Tschichold's Bauhaus Revolution

JAN TSCHICHOLD

THE NEW

TYPOGRAPHY

THE FIRST **ENGLISH** TRANSLATION

of the revolutionary 1928 document

Translated by RUARI MC LEAN

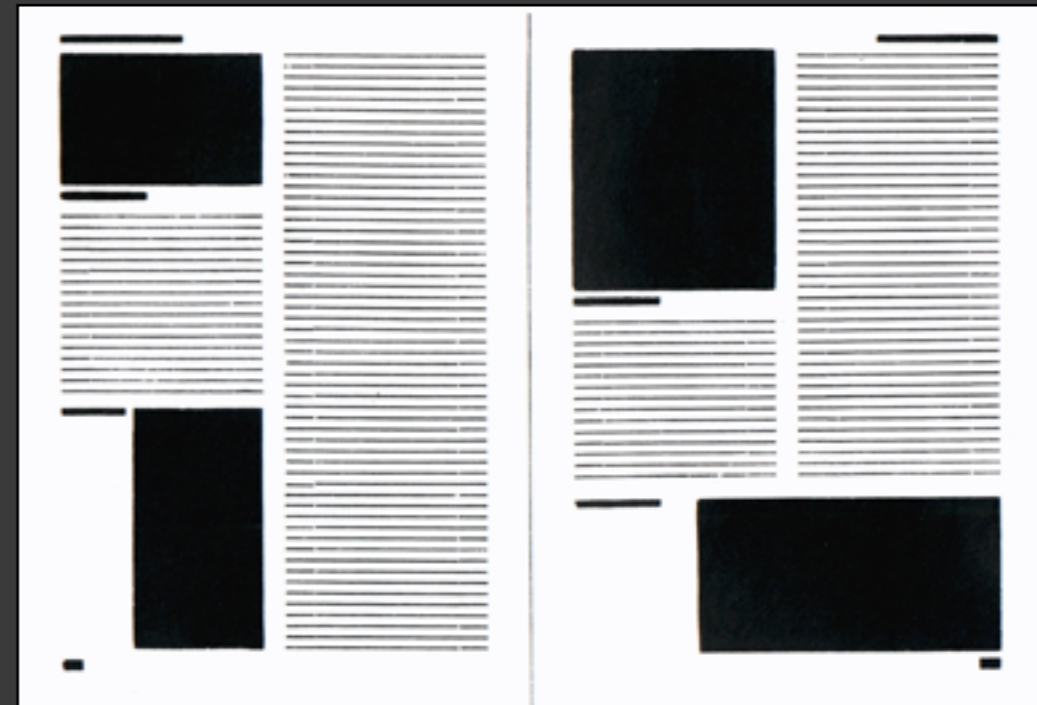
Introduction by ROBIN KINROSS

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).

Grids comprise...

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.

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FATHER'S DAY GIFT GUIDE



If your dad is like one of these celebrity dads, we've got the perfect (last minute) gift for you to get him!

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Ian Smith, Diana Thai and 2 others use Myspace

NEW MYSPACE PLAYLISTS

MUSIC SONG CHARTS

MUSIC VIDEO CHARTS

MUSIC NEWS

EXCLUSIVE: TRAVIS PORTER INTERVIEW
Started here, now compared to Beastie Boys

WHAT'S HOT

THREADS THURSDAY: SELENA GOMEZ
Turns up the heat, Katy Perry does Halloween?!

AROUND HERE

FANSWERS: THAT'S MY BOY
ADAM SANDLER & ANDY SAMBERG
The guys and the cast uncensored

DRAKE VS. CHRIS BROWN
Heartpounding footage surfaces online

NEW SHOW REPORT CARD: DALLAS
Evil, sexy, soapy fun

ONE TWO WATCH
MEET THEM HERE FIRST
Amazing artists, incredible music

ADELE
Tops charts, makes history tying with Prince

RECAP: DUETS
Things get tense after another is sent home

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let's big happy

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GATEWAYS FOR...



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TOP DESTINATIONS



SCHOOLS & DEPARTMENTS

- » Business
- » Earth Sciences
- » Education
- » Engineering
- » Humanities & Sciences
- » Law
- » Medicine
- » Departments (A - Z)
- » Interdisciplinary Programs

HOSPITALS

- » Stanford Hospital & Clinics
- » Lucille Packard Children's

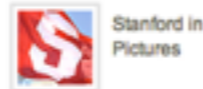
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SLIDESHOW



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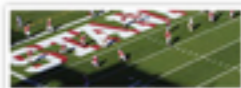
EVENTS



- JUN 14** MFA Documentary Film Screening 7:30 p.m.
- JUN 15** Robert Haw Morgan, organ 8 p.m.
- JUN 16** Stanford Design Program - Final Presentations 1:30 p.m.

EVENT CALENDAR »

SPORTS



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UNIVERSITY NEWS



Economics of the sun
Stanford professor delves into the prospects for cost-competitive solar power.



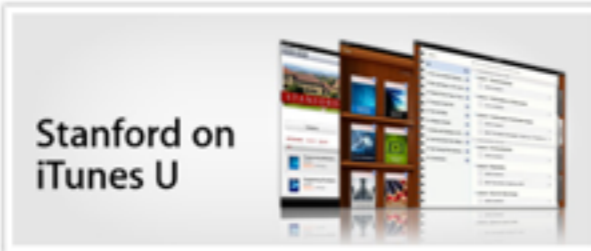
Dissecting a classic
Students explore product design through restoration of a '62 Cadillac DeVille.

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- » In countries where cooking can kill, trying to promote safer stoves
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- Weddings / Celebrations

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- Interactives
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Court Dissolves Parliament 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.

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The Lede: Reaction in Egypt 6:37 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.

Interactive: How the Supreme Court Could Rule

U.N. Monitors Find Vast Devastation in Syrian Village

By RICK GLADSTONE 3:16 PM ET

Stores were looted and homes abandoned in Al Heffa, besieged for days by Syrian forces, and the smell of death hung in the air, said United Nations monitors.

Syrian Liberators, Bearing Toy Guns 5:45 PM ET

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- Mets Sweep the Rays 6:42 PM ET

VIDEO

CAMPAIGN 2012



Doug Mills/The New York Times; Kirk Johnson/The New York Times

Candidates Go Head to Head on Economy

By HELENE COOPER and MICHAEL BARBARO 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.

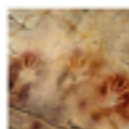
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Romney Says Obama's Actions Don't Match Words

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 GEITNER 46 minutes ago

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

Switzerland and Britain Gird Against the Storm 8:05 PM ET
Norris: Conspiracy Theories Fly | Graphic: The Crisis Now

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

By JAD MOUAWAD

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 Ponzi Case

By CLIFFORD KRAUSS 7:36 PM ET

A federal jury had convicted R. Allen Stanford of 13 out of 14 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

Armstrong Seems to 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.



Sunday Review

WILLIAM J. BROAD
News Analysis: Iran's High Card at the Nuclear Negotiation Table
Iran has increased uranium enrichment and is now producing a form close to bomb grade.

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

MARKETS

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A look at the offerings in the 2012 Human Rights Watch Film Festival.



A Smell of Wine and Cheap Perfume

Tom Cruise stars in "Rock of Ages."



A Solitary Retreat

"Your Sister's Sister" is Lynn Shelton's new comedy.

- Interview: Lynn Shelton
- Scriptless in Seattle

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House Hunting in ... Italy

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Jury Sides With Costner in BP Spill Lawsuit

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Mets Sweep the Rays 6:42 PM ET

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SundayReview

WILLIAM J. BROAD
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Op-Ed: Give Obama Elbow Room on Iran

Washington needs to change its negotiation strategy in next week's nuclear talks with Iran.

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Woods Plays First Round With Precision

By BILL PENNINGTON



Harry How/Getty Images

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



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• **New Political Showdown in Egypt as Court Invalidates Parliament**



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- Russian Official Apologizes for Threatening Journalist

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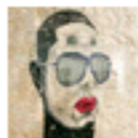
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- Bits Blog: Google Wants Love and 100 Other Things

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- Critic's Notebook: Heroes, Villains and the Invisible

Politics »

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- Romney Assails Obama for Favoring Words Over Action
- Campaign Aid Is Now Surging Into 8 Figures

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- Burnett Brings a Steady Presence to the Pirates

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- Movie Review | 'Rock of Ages': A Smell of Wine and Cheap Perfume
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• **Behind Those Cool Squirts in Summer, Many Plumbers**



- After Century-Long Wait, Stage Is Set for Man Daring to Cross the Falls

Obituaries »

• **F. Herbert Bormann Dies at 90; Helped Discover Acid Rain Threat**



- Henry Hill, Mobster and Movie Inspiration, Dies at 69

Theater »

• **Theater Review: Drawing New Lines in a Romantic Triangle**



- Two Journeys Into O'Neill, via E-Mail
- Arts & Leisure: Mad as Hell, and



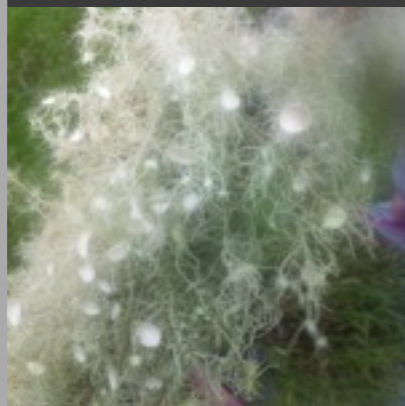
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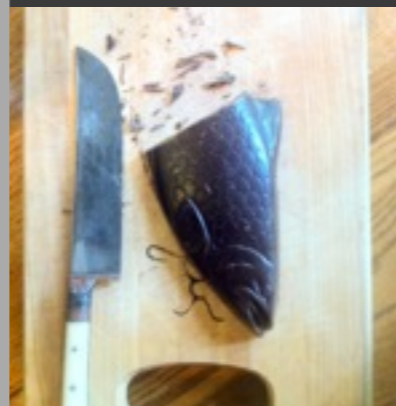
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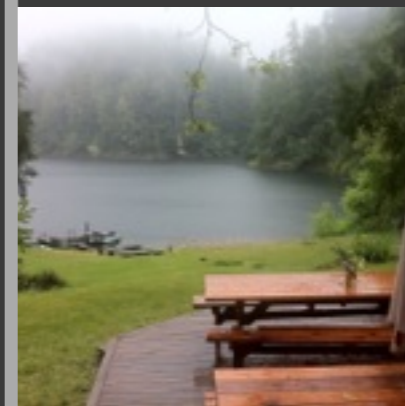
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- cs376 **Research Topics in Human-Computer Interaction** *Bernstein*
- cs377d **d.compress - Designing Calm** *Moraveji, Pea*
- cs379l **Designing Liberation Technology** *Cohen, Winograd*
- cs402 **Beyond Bits & Atoms: Designing Technological Tools** *Blikstein*
- educ333B **Envisioning the Future of Learning** *Gilbert, Mehta*
- ee47 **Press Play: Interactive Device Design** *Ju*

- cs142 **Web Applications**
Ousterhout
- cs294h **Interactive Software Design**
Mackay
- cs294s **Paradigm Shifts in Mobile & Social Computing Systems**
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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)

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Ousterhout

cs294h **Interactive Software Design**
Mackay

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Social Computing Systems**
Lam

cs376 **Research Topics in Human-Computer
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cs377d **d.compress - Designing Calm**
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Cohen, Winograd

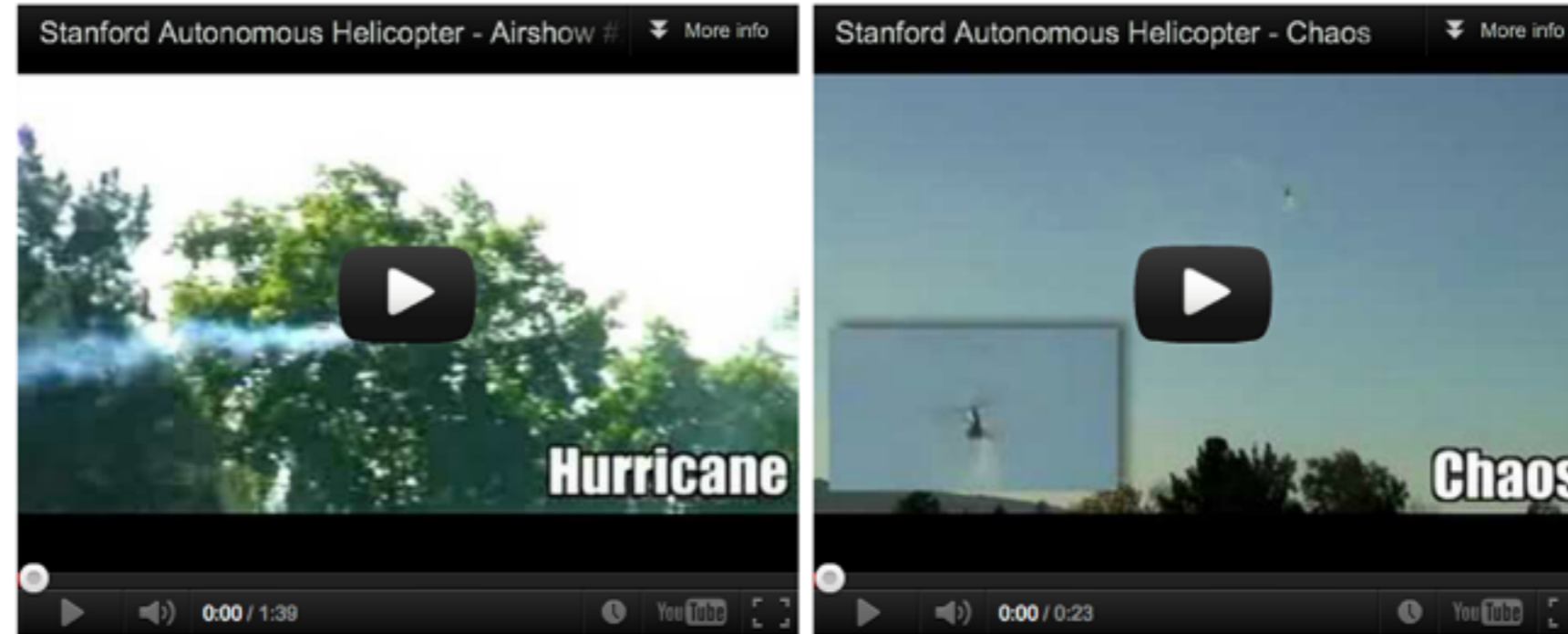
cs402 **Beyond Bits & Atoms: Designing
Technological Tools**
Blikstein

STANFORD UNIVERSITY AUTONOMOUS HELICOPTER

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

Autonomous Autorotation of an RC Helicopter, Pieter Abbeel, Adam Coates, Timothy Hunter, and Andrew Y. Ng. In *International Symposium on Robotics*, 2008. [[pdf](#)] [Supplementary Material \(Videos\)](#)
Ben Wegbreit IFRR Student Fellowship Award

An Application of Reinforcement Learning to Aerobatic Helicopter Flight, Pieter Abbeel, Adam Coates, Morgan Quigley, and Andrew Y. Ng. In *NIPS 19*, 2007. [[ps](#), [pdf](#)]

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

Add an address

Full Name:

Address Line1:
Street address, P.O. box, company name, c/o

Address Line2:
Apartment, suite, unit, building, floor, etc.

City:

State/Province/Region:

ZIP:

Country:

Phone Number:

Optional Delivery Preferences ([What's this?](#))

Address Type:

Security Access Code:
For buildings or gated communities

Account: Left-aligned labels

The screenshot displays the Amazon account management interface. At the top, the Amazon Prime logo is on the left, and navigation links for 'Scott's Amazon.com', 'Today's Deals', 'Gift Cards', and 'Help' are in the center. On the right, there's a promotion for 'Amazon Gift Cards for Dad' with a 'E-mail or print now' link. Below the navigation, a search bar is present with a 'Go' button. The user is identified as 'Hello, Scott' with links to 'Your Account', 'Cart', and 'Wish List'.

The main content area is titled 'Your Account' and is organized into a grid of sections:

- Orders** (See & Modify Recent Orders): Includes a box icon, a 'View, Modify, Track or Cancel an Order' section with a 'Your Orders' button, a 'Search Orders' field with a 'Go' button, and a list of 'More Order Actions' such as 'Return Items or Gifts', 'Manage Subscribe & Save Items', etc.
- Payment** (Credit Cards & Gift Cards): Includes 'Payment Methods' (Manage Payment Options, Add a Credit or Debit Card, etc.) and 'Gift Cards' (View Gift Card Balance, Apply a Gift Card to Your Account, etc.).
- Settings** (Password, Prime & E-mail): Includes 'Account Settings' (Change Account Settings, Forgot Your Password?, etc.) and 'Address Book' (Manage Address Book, Add New Address).

On the right side of the account page, there are additional sections:

- E-mail Address** and **Password** fields with a 'Sign In' button.
- Your Other Accounts**: Lists 'Your Seller Account', 'Your Trade-In Account', 'Corporate Customers', 'Web Services Account', and 'Amazon Payments Account', with a 'Sell Your Stuff' button.
- Kindle Support**: Features an image of Kindle devices and books, and links for 'Kindle Help', 'Kindle Help Home', and 'Get to know your Kindle'.

Sign-in: top-aligned labels

The screenshot displays the Amazon.com 'Your Account' page. At the top, there is a navigation bar with the Amazon Prime logo, user-specific links (Scott's Amazon.com, Today's Deals, Gift Cards, Help), and promotional banners for Amazon Gift Cards for Dad. Below the navigation bar, there is a search bar and a 'Go' button. The main content area is titled 'Your Account' and is organized into several sections:

- Orders:** Includes a 'Your Orders' button, a search box for orders, and a list of 'More Order Actions' such as 'Return Items or Gifts' and 'Manage Prime Membership'.
- Payment:** Includes 'Payment Methods' (Manage Payment Options, Add a Credit or Debit Card, Amazon Credit Cards, Shop with Points, Use Purchase Delegation) and 'Gift Cards' (View Gift Card Balance, Apply a Gift Card to Your Account, Manage Scheduled Gift Cards, Manage Bulk Gift Card Orders, Purchase a Gift Card).
- Settings:** Includes 'Account Settings' (Change Account Settings, Forgot Your Password?, 1-Click Settings, Manage Prime Membership), 'Address Book' (Manage Address Book, Add New Address), and 'E-mail from Amazon' (E-mail Preferences & Notifications, AmazonLocal and Amazon Delivers, E-mail Subscriptions).
- Other Accounts:** Includes links for 'Your Seller Account', 'Your Trade-In Account', 'Corporate Customers', 'Web Services Account', and 'Amazon Payments Account', along with a 'Sell Your Stuff' button.
- Kindle Support:** Includes 'Kindle Help' (Kindle Help Home, Get to know your Kindle) and an image of Kindle devices.


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 Prime

Scott's Amazon.com | Today's Deals | Gift Cards | Help

Amazon Gift Cards for Dad  E-mail or print now

Shop by Department Books

Hello, Scott Your Account

Books | Advanced Search | Browse Subjects | New Releases | Best Sellers | The New York Times® Best Sellers | Children's Books | Textbooks | Sell Your Books

New Releases
 Last 30 days (1)
 Last 90 days (4)
 Coming Soon (1)


Department
 Any Department
Books
 Computers & Technology (362)
 Education & Reference (268)
 Arts & Photography (53)
 Professional & Technical (106)
 Business & Investing (71)
 Law (5)
 Science & Math (28)
 Politics & Social Sciences (30)
 Teens (1)
 Crafts, Hobbies & Home (6)
 Literature & Fiction (6)
 Humor & Entertainment (5)
 Comics & Graphic Novels (1)
 Children's Books (2)
 Health, Fitness & Dieting (1)
 Medical Books (7)
 History (5)
 Cookbooks, Food & Wine (1)
 Christian Books & Bibles (1)
 Religion & Spirituality (1)
 Calendars (1)

Format
 Paperback (385)
 Hardcover (43)
 Kindle Edition (9)
 HTML (3)
 PDF (2)

Books > "Web Form Design"


Showing 1 - 12 of 452 Results Sort by Relevance

Format
 Paperback (385) | Hardcover (43) | Kindle Edition (9) | HTML (3) | PDF (2)

1.  **Web Form Design: Filling in the Blanks** by Luke Wroblewski (May 2, 2008)
 ★★★★★ (33 customer reviews)

Formats	Price	New	Used
Paperback Order in the next 13 hours to get it by Monday, Jun 18.	\$39.00 <i>Prime</i>	\$38.98	\$31.91
Kindle Edition Auto-delivered wirelessly	\$12.10		

Excerpt - Front Cover: "... WEB FORM DESIGN Filling in the Blanks by LUKE WROBLEWSKI foreword by ..." [See a random page](#) in this book.
 Sell this back for an Amazon.com Gift Card

2.  **Forms that Work: Designing Web Forms for Usability (Interactive Technologies)** by Caroline Jarrett, Gerry Gaffney and Steve Krug (Nov 26, 2008)
 ★★★★★ (27 customer reviews)

Formats	Price	New	Used
Paperback Order in the next 18 hours to get it by Monday, Jun 18. Only 7 left in stock - order soon. Get \$2 in MP3s. See Details	651.05 \$43.24 <i>Prime</i>	\$29.41	\$25.29
Kindle Edition Auto-delivered wirelessly	\$41.04 (or rent from \$19.07)		

Other Formats: Unknown Binding
Excerpt - Front Cover: "... Forms that Work Designing Web Forms for Usability -r (_:C ..." [See a random page](#) in this book.
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Amazon in Color

amazon Prime

Scott's Amazon.com | Today's Deals | Gift Cards | Help

Amazon Gift Cards for Dad  E-mail or print now

Shop by Department Search Go

Hello, Scott Your Account Cart

Books | Advanced Search | Browse Subjects | New Releases | Best Sellers | The New York Times® Best Sellers | Children's Books | Textbooks | Sell Your Books

New Releases
 Last 30 days (1)
 Last 90 days (4)
 Coming Soon (1)


Department
 Any Department
Books
 Computers & Technology (362)
 Education & Reference (268)
 Arts & Photography (53)
 Professional & Technical (106)
 Business & Investing (71)
 Law (5)
 Science & Math (28)
 Politics & Social Sciences (30)
 Teens (1)
 Crafts, Hobbies & Home (6)
 Literature & Fiction (6)
 Humor & Entertainment (5)
 Comics & Graphic Novels (1)
 Children's Books (2)
 Health, Fitness & Dieting (1)
 Medical Books (7)
 History (5)
 Cookbooks, Food & Wine (1)
 Christian Books & Bibles (1)
 Religion & Spirituality (1)
 Calendars (1)

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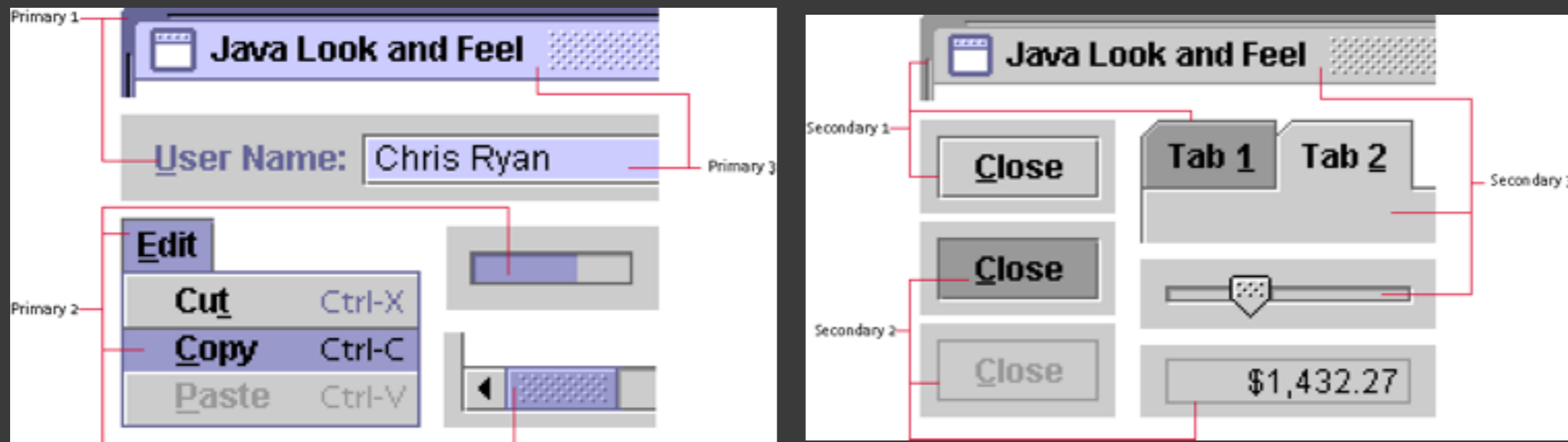
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Format
 Paperback (385)
 Hardcover (43)
 Kindle Edition (9)
 HTML (3)
 PDF (2)

Color (Java L&F)



- Six colors in two groups
- Clean, consistent look
- Easy on eyes (mostly gray)

Make space, guide the eye

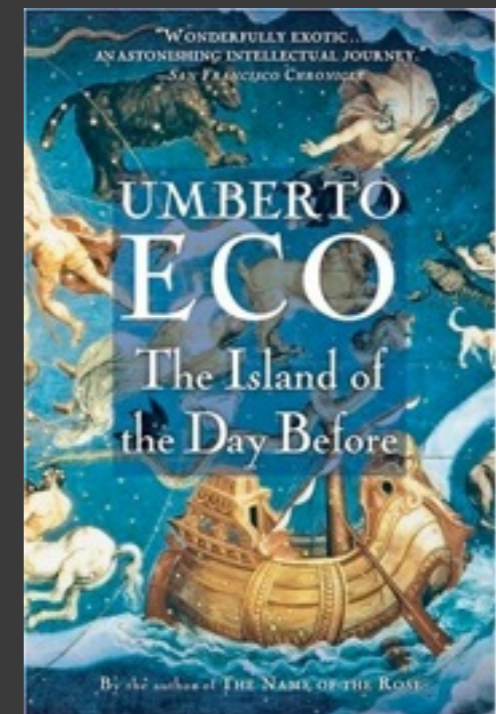
I take pride withal in my humiliation, and as I am to this privilege condemned, almost I find joy in an abhorrent salvation; I am, I believe, alone of all our race, the only man in human memory to have been shipwrecked and cast up upon a deserted ship.

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

I



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