

Visual Information Design

Prof. James A. Landay
Computer Science Department
Stanford University

Autumn 2023
October 23, 2023

* Based on slides by Luke Vink, Scott Klemmer, and James Landay

Hall of Fame or Shame?



OFFICIAL BALLOT, GENERAL ELECTION
PALM BEACH COUNTY, FLORIDA
NOVEMBER 7, 2000

OFFICIAL BALLOT, GENERAL ELECTION
PALM BEACH COUNTY, FLORIDA
NOVEMBER 7, 2000

Palm Beach, Florida
Ballot 2000

ELECTORS FOR PRESIDENT AND VICE PRESIDENT (A vote for the candidates will actually be a vote for their electors.) (Vote for Group)	(REPUBLICAN) GEORGE W. BUSH - PRESIDENT DICK CHENEY - VICE PRESIDENT	3 →
	(DEMOCRATIC) AL GORE - PRESIDENT JOE LIEBERMAN - VICE PRESIDENT	5 →
	(LIBERTARIAN) HARRY BROWNE - PRESIDENT ART OLIVIER - VICE PRESIDENT	7 →
	(GREEN) RALPH NADER - PRESIDENT WINONA LaDUKE - VICE PRESIDENT	9 →
	(SOCIALIST WORKERS) JAMES HARRIS - PRESIDENT MARGARET TROWE - VICE PRESIDENT	11 →
	(NATURAL LAW) JOHN HAGELIN - PRESIDENT NAT GOLDHABER - VICE PRESIDENT	13 →

← 4	(REFORM) PAT BUCHANAN - PRESIDENT EZOLA FOSTER - VICE PRESIDENT
← 6	(SOCIALIST) DAVID McREYNOLDS - PRESIDENT MARY CAL HOLLIS - VICE PRESIDENT
← 8	(CONSTITUTION) HOWARD PHILLIPS - PRESIDENT J. CURTIS FRAZIER - VICE PRESIDENT
← 10	(WORKERS WORLD) MONICA MOOREHEAD - PRESIDENT GLORIA La RIVA - VICE PRESIDENT
	WRITE-IN CANDIDATE To vote for a write-in candidate, follow the directions on the long stub of your ballot card.

Hall of Shame!



OFFICIAL BALLOT, GENERAL ELECTION
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Palm Beach, Florida
Ballot 2000

Eye drawn to the
wrong holes

If only 1% error rate,
can still change a
close election

One Possible Redesign

1		OFFICIAL BALLOT, GENERAL ELECTION PALM BEACH COUNTY, FLORIDA NOVEMBER 7, 2000		A		OFFICIAL BALLOT, GENERAL ELECTION PALM BEACH COUNTY, FLORIDA NOVEMBER 7, 2000		1 - R	
REPUBLICAN									
GEORGE W. BUSH • PRESIDENT AND DICK CHENEY • VICE PRESIDENT	3	➤							
DEMOCRATIC									
AL GORE • PRESIDENT AND JOE LIEBERMAN • VICE PRESIDENT	4	➤							
LIBERTARIAN									
HARRY BROWNE • PRESIDENT AND ART OLIVIER • VICE PRESIDENT	5	➤							
GREEN									
RALPH NADER • PRESIDENT AND WINONA LaDUKE • VICE PRESIDENT	6	➤							
SOCIALIST WORKERS									
JAMES HARRIS • PRESIDENT AND MARGARET TROWE • VICE PRESIDENT	7	➤							
NATURAL LAW									
JOHN HAGELIN • PRESIDENT AND NAT GOLDHABER • VICE PRESIDENT	8	➤							
REFORM									
PAT BUCHANAN • PRESIDENT AND EZOLA FOSTER • VICE PRESIDENT	9	➤							
SOCIALIST									
DAVID McREYNOLDS • PRESIDENT AND MARY CAL HOLLIS • VICE PRESIDENT	10	➤							
CONSTITUTION									
HOWARD PHILLIPS • PRESIDENT AND J. CURTIS FRAZIER • VICE PRESIDENT	11	➤							
WORKERS WORLD									
MONICA MOOREHEAD • PRESIDENT AND GLORIA La RIVA • VICE PRESIDENT	12	➤							
WRITE-IN CANDIDATE	To vote for a write-in candidate, follow the directions on the long stub of your ballot card.								

ELECTORS FOR PRESIDENT AND VICE PRESIDENT

(A vote for the candidates will actually be a vote for their electors.)

(Vote for Group)

TURN PAGE TO CONTINUE VOTING

William Lidwell, Kritina Holden, and Jill Butler *Universal Principles of Design*

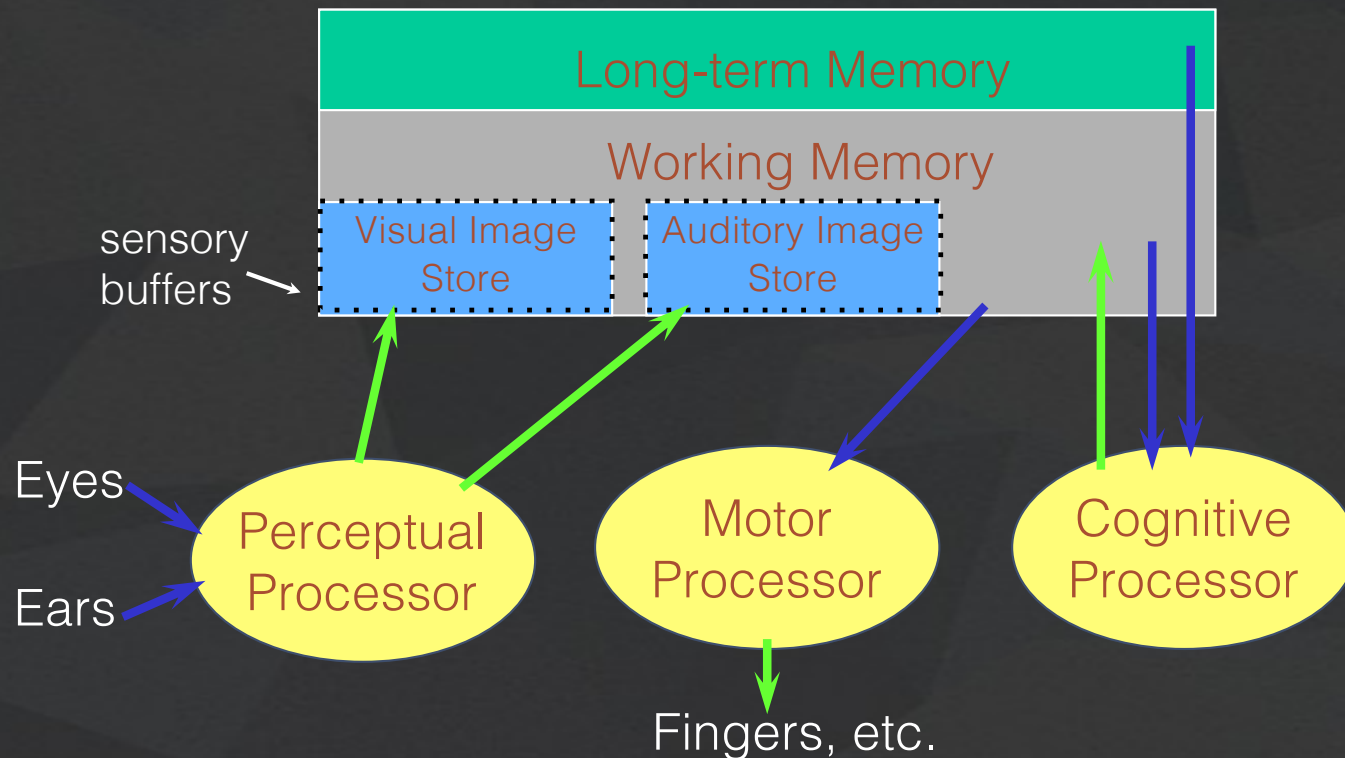
Visual Information Design

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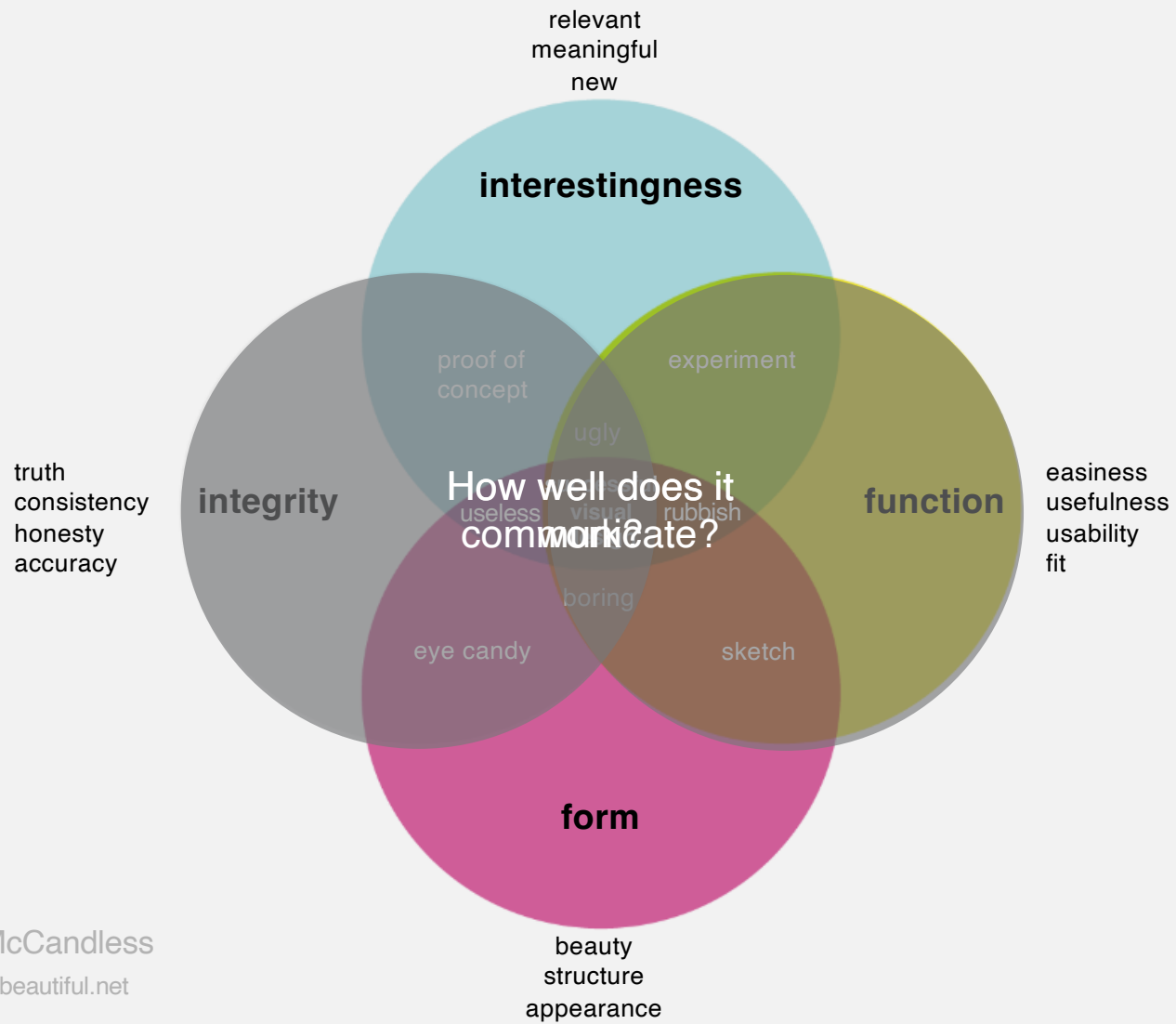
The Model Human Processor



- Parameters
 - processors cycle time (T) ~ **100 ms**
 - memories capacity, decay time & type
- Use MHP to **make predictions**
 - min. frame rate (1/100ms)
 - Fitts' Law for time to hit target

Outline

- Good Form
 - visual hierarchy, layout, proximity, small multiples & space
 - typography, grids & icons
- Team Break
- Color
- Group mood board exercise
- “Interesting Design”



Based on David McCandless
<http://www.informationisbeautiful.net>

The Art of Balance

Promotion & demotion of important objects

First Question for any design

➤ What are the most important things?

Information should be prioritized based on its importance to the user

Visual Hierarchy and Reading Order

Strong visual hierarchies guide visual & logical progression by showing what is important.



Weak visual hierarchies provide little or no guidance about what is important.



source: <http://52weeksofux.com/post/443828775/visual-hierarchy>

NETFLIX

Browse ▾

Kids

DVD

Search



Jenny ▾

NETFLIX ORIGINAL

KONG KING OF THE APES

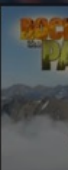
Watch Season 1 Now

He's the biggest hero the world has ever seen. But even Kong will need help to stop this army of high-tech beasts!

▶ PLAY

+ MY LIST

Continue Watching for Jenny



The First Read: Reading order pillars



1. size
2. color
3. layout
4. spacing
5. style

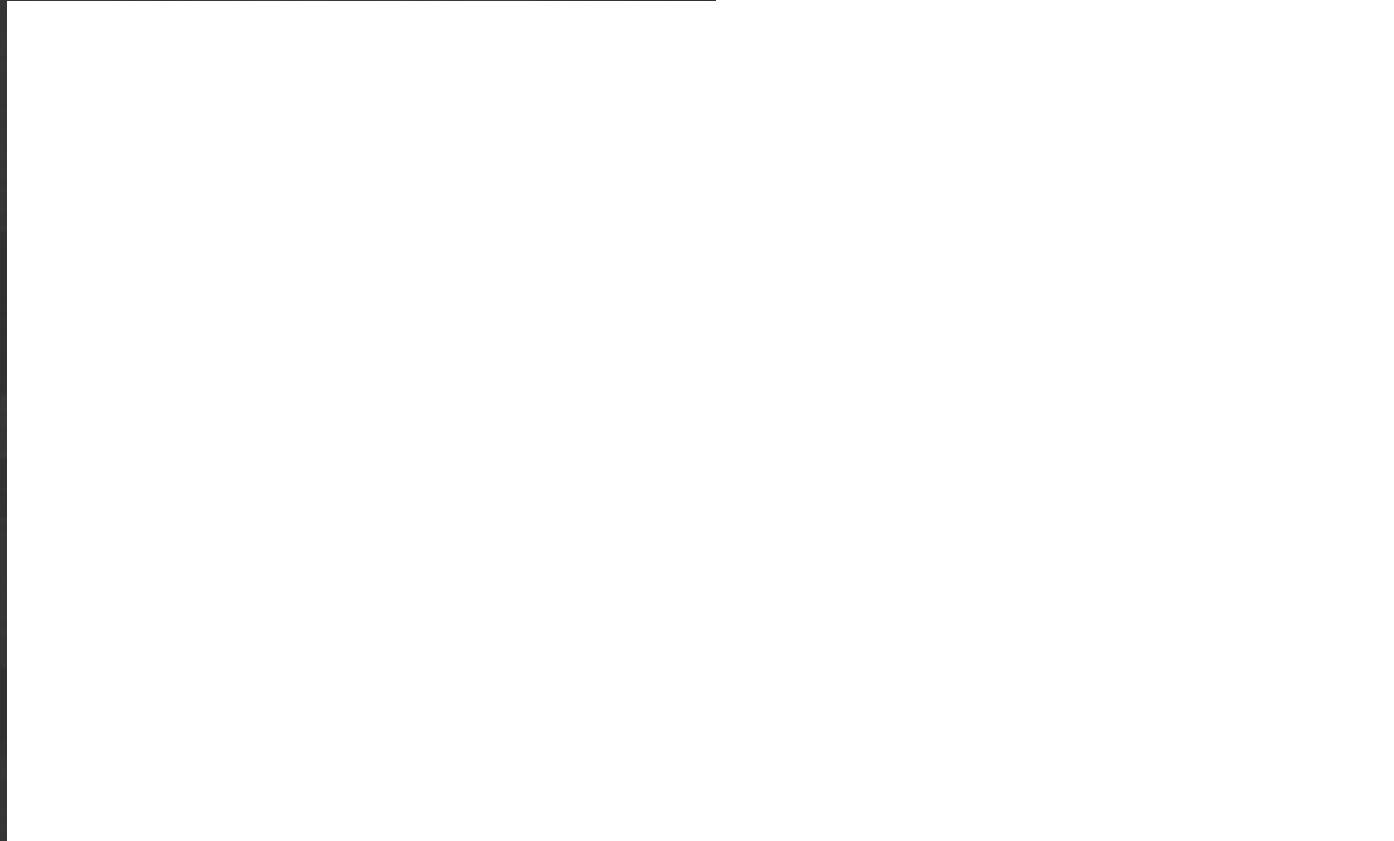
source: <http://thenextweb.com/dd/2015/04/30/the-5-pillars-of-visual-hierarchy-in-web-design/#gref>

Using Proximity to Indicate Relationships

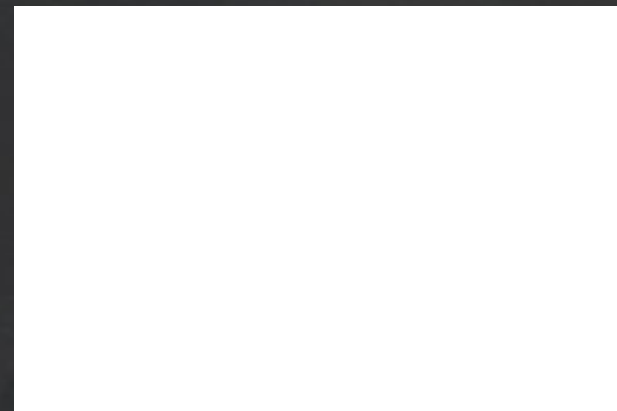
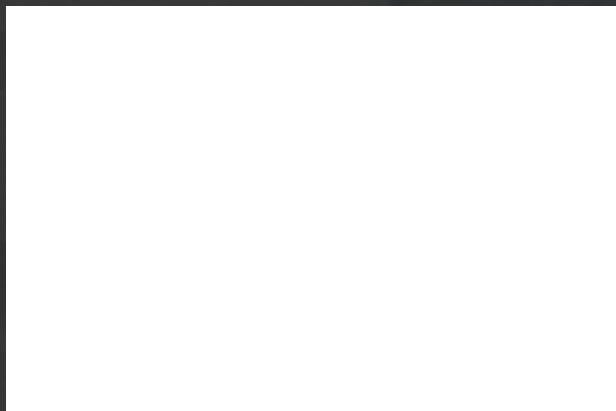
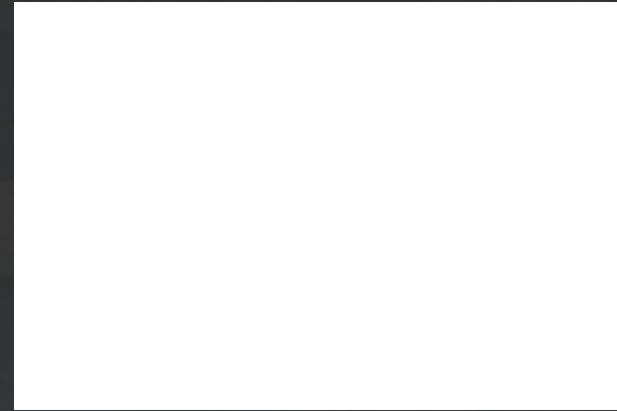
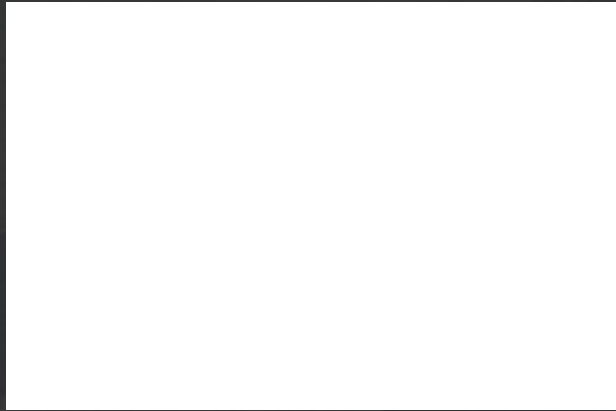
Gestalt Psychology in information design

Information blocks should be **grouped together if related**, but unrelated elements should be located at some distance from each other.

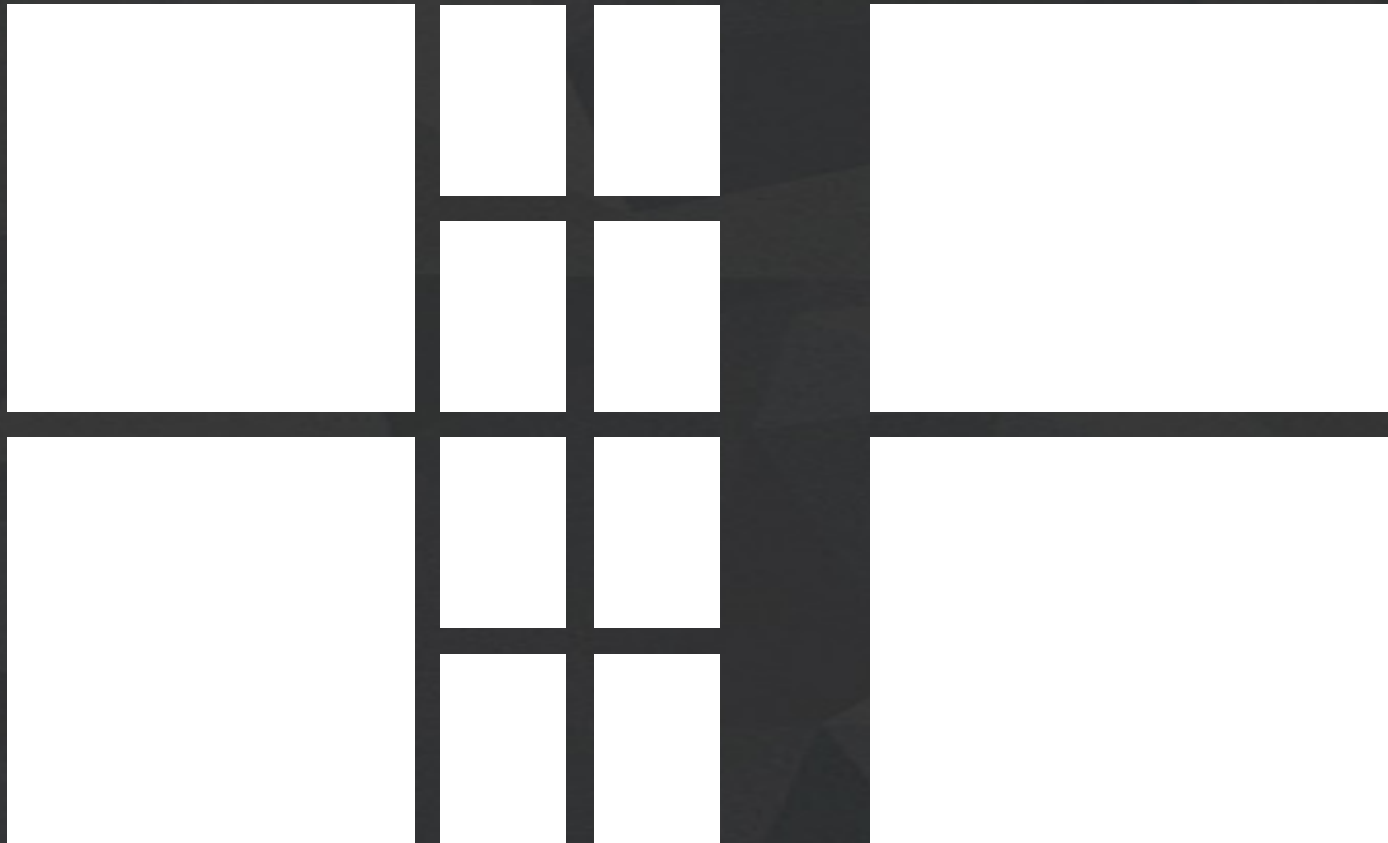
Using Proximity to Indicate Relationships



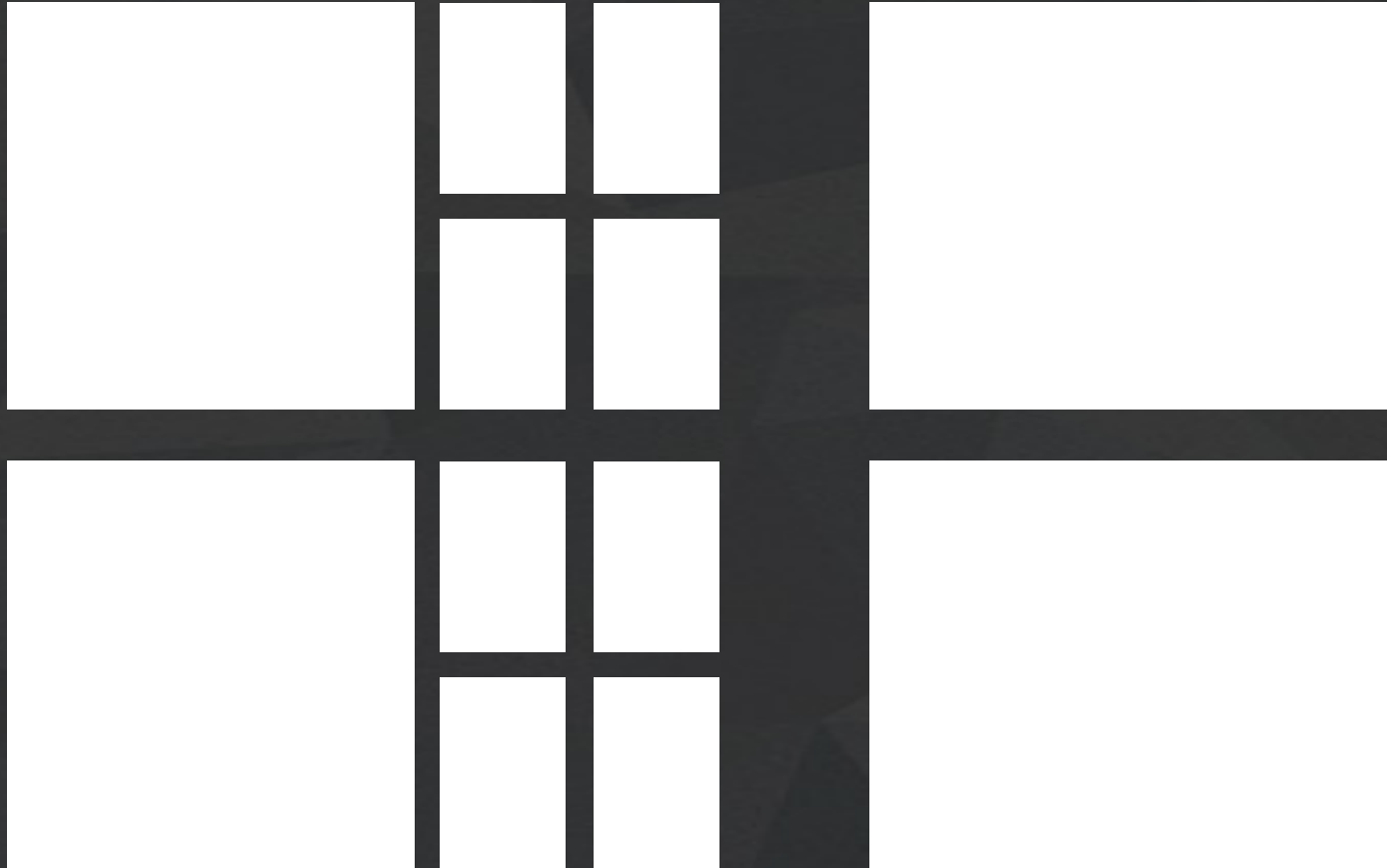
Using Proximity to Indicate Relationships



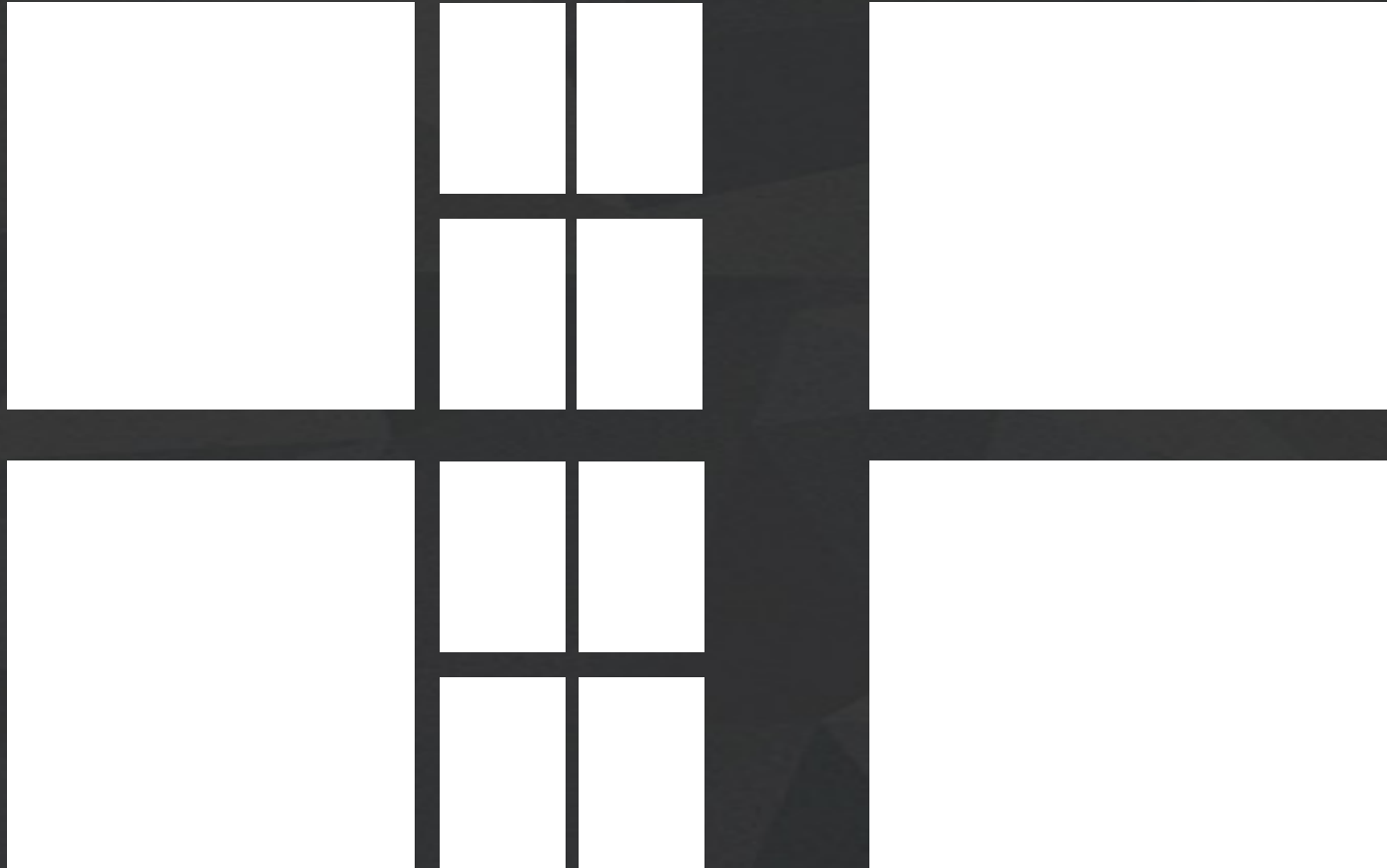
Using Proximity to Indicate Relationships



Using Proximity to Indicate Relationships



Using Proximity to Indicate Relationships



Using Proximity to Indicate Relationships



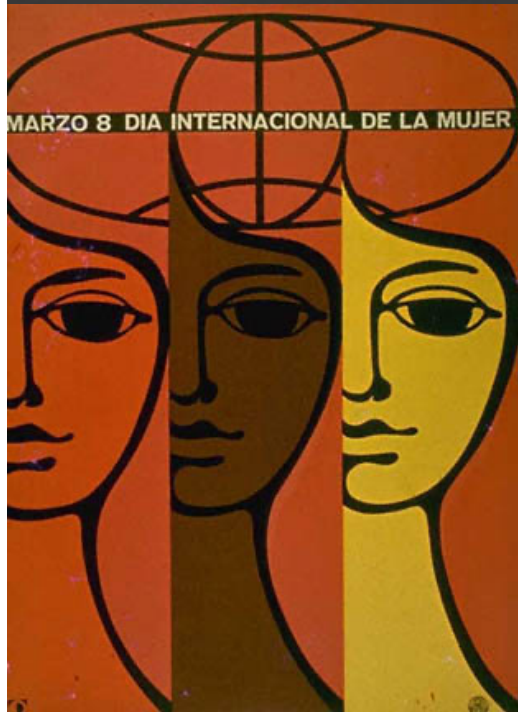
Small Multiples

- Economy of line
- Similarities enable us to notice differences

IMAGE REMOVED

International Women's Day

SMALL MULTIPLES



Echeverria, Heriberto 1971
March 8 - International Women's Day

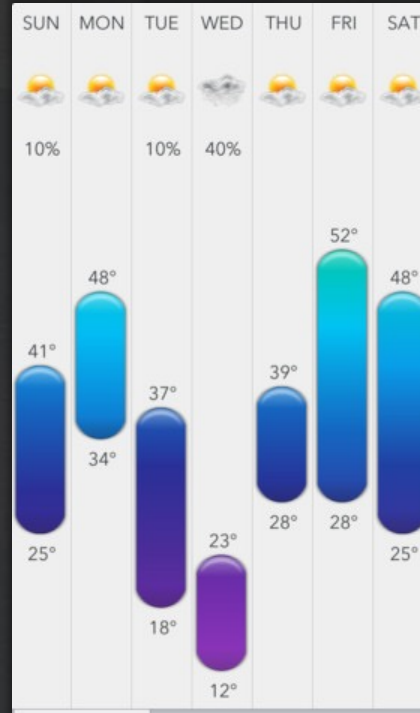


Diaz, Estela 1974
March 8 - International Women's Day

Revolucion!: Cuban Poster Art by Lincoln Cushing
<http://www.amazon.com/Revolucion-Cuban-Poster-Lincoln-Cushing/dp/0811835820>

Proximity & Small Multiples in Use

Today Weather iOS App



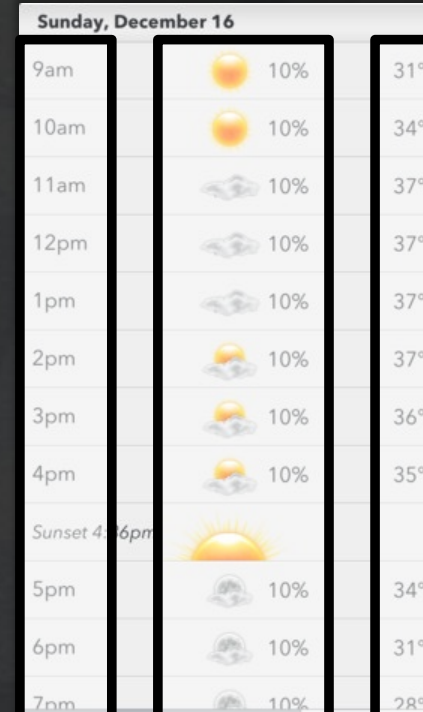
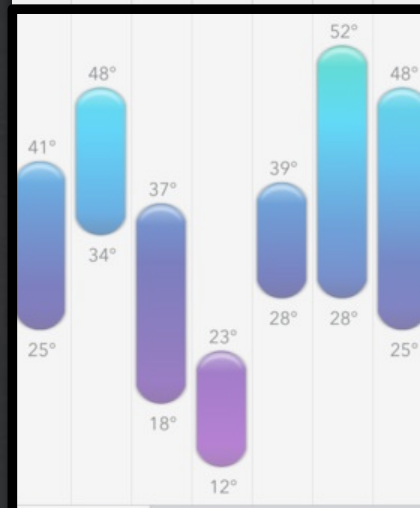
Sunday, December 16		
9am	10%	31°
10am	10%	34°
11am	10%	37°
12pm	10%	37°
1pm	10%	37°
2pm	10%	37°
3pm	10%	36°
4pm	10%	35°
Sunset 4:36pm		
5pm	10%	34°
6pm	10%	31°
7pm	10%	28°

Proximity & Small Multiples in Use

Today Weather iOS App



updated 12/21/12, 8:26 PM



Proximity & Small Multiples in Use

Today Weather iOS App



Pittsburgh 8:27 PM
30°
feels like 27°

This card displays the current weather for Pittsburgh. It features the city name, time, current temperature (30°), and a 'feels like' temperature (27°). A small warning icon is visible in the top right corner.



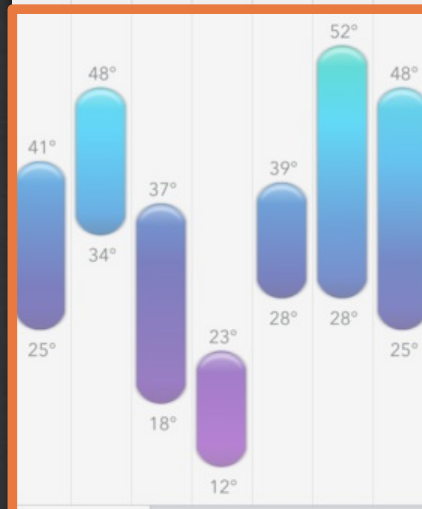
39° / 27° 100%
3 mph

12am 4am 8am
29° 32° 31°

updated 12/21/12, 8:26 PM

This section provides a detailed forecast for the current day. It shows a high of 39° and a low of 27°, with 100% humidity and a wind speed of 3 mph. Below this, it shows hourly forecasts for 12am, 4am, and 8am with temperatures of 29°, 32°, and 31° respectively. A small map icon and an arrow are at the bottom.

SUN	MON	TUE	WED	THU	FRI	SAT
10%		10%	40%			



Sunday, December 16		
9am	10%	31°
10am	10%	34°
11am	10%	37°
12pm	10%	37°
1pm	10%	37°
2pm	10%	37°
3pm	10%	36°
4pm	10%	35°
Sunset 4:36pm		
5pm	10%	34°
6pm	10%	31°
7pm	10%	28°

Using Blank / White Space as an Object

- White space can be used to suggest importance or prestige
- The more space around a group, the more valuable it should be for the user
- Think of whitespace as an “element” – consider its position

A higher plain

White Space = Value



What Are The Important Things Here?

▼ Browse Voice Nation | Most Popular | Most Recent

Sign up | Log in

SF WEEKLY **IPHONE APP** **SFWEEKLY** **DOWNLOAD FOR FREE! CLICK HERE**

News · Music · Calendar · Restaurants · Search SF Weekly · Arts · Movies · The Ads · Classifieds

BLOGS | COLUMNS | BEST OF | BARS + CLUBS | ARCHIVES | MOBILE | PROMOTIONS | COUPONS/DEALS

SF Dish SUNDAY OCTOBER 2 1:00PM - 4:00PM

Headlines

Top News Stories

Ready to Leave

RANGER NOIR
S.F. park patrol run as money-making machine. *BY MATT SMITH*

READY TO LEAVE
Q&A with a Scientist preparing to depart. *BY LAUREN SMILEY*

FOLSOM STREET FAIR
Fetish fest has another great year. *BY HANNA QUEVEDO*

COULD THE CLITORIS GO EXTINCT?
Delving into the biology of the sweet spot. *BY GINGER MURRAY*

Church of Scientology

Daily Blogs »

THE SNITCH

Prude Community Panicked by SF Nude Protest
Mon., Sep 26 '11 @ 4:00PM

Obama Talks Jobs At LinkedIn
By Ellen Huot

DA's Office to Appeal Judge's Order Unsealing DNA...
Mon., Sep 26 '11 @ 3:05PM

ALLSHOOKDOWN

Now You Need to Have Facebook to Sign Up For Spotify
Mon., Sep 26 '11 @ 4:59PM

Two Gallants Make a Poignant Homecoming at

TODAY'S DEAL IN SF
\$25 for 4 Salsa Lessons (Reg \$60)
GET IT NOW

1 Trick to Relieve Joints
See how you can relieve your joints with this fast and easy trick...

New York: Dermatologists Hate Her
Local Mom Exposes an Anti-Aging Miracle. Her \$5 Trick ERASES Wrinkles!

Six Sigma Training
Villanova offers 100% Online Six Sigma Training &...

THE GALLERIA
SAN FRANCISCO DESIGN CENTER
101 HENRY ADAMS ST

OVER 35 CULINARY DELIGHTS
...from the top...
RESTAURANTS
IN SAN FRANCISCO

EAT DRINK enjoy

CLICK HERE FOR TICKETS!

SF WEEKLY
PROUDLY PRESENTS
the
Dish
SUNDAY OCTOBER 2ND
1:00PM
to
4:00PM

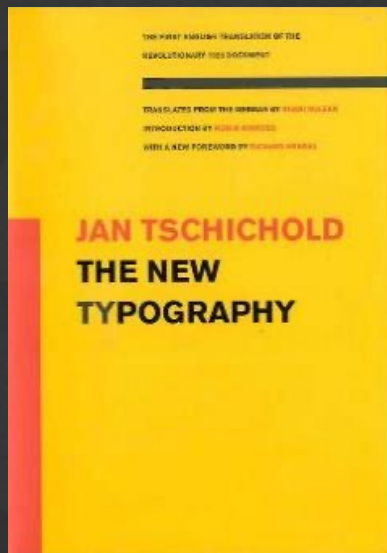
EVENT IS 21+

Autumn 2023

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Jan Tschichold's Revolution

Champion of Modernist Typography



Die Neue Typographie
Berlin, 1928



Bauhaus school
Dessau, 1925-26

Type Classifications

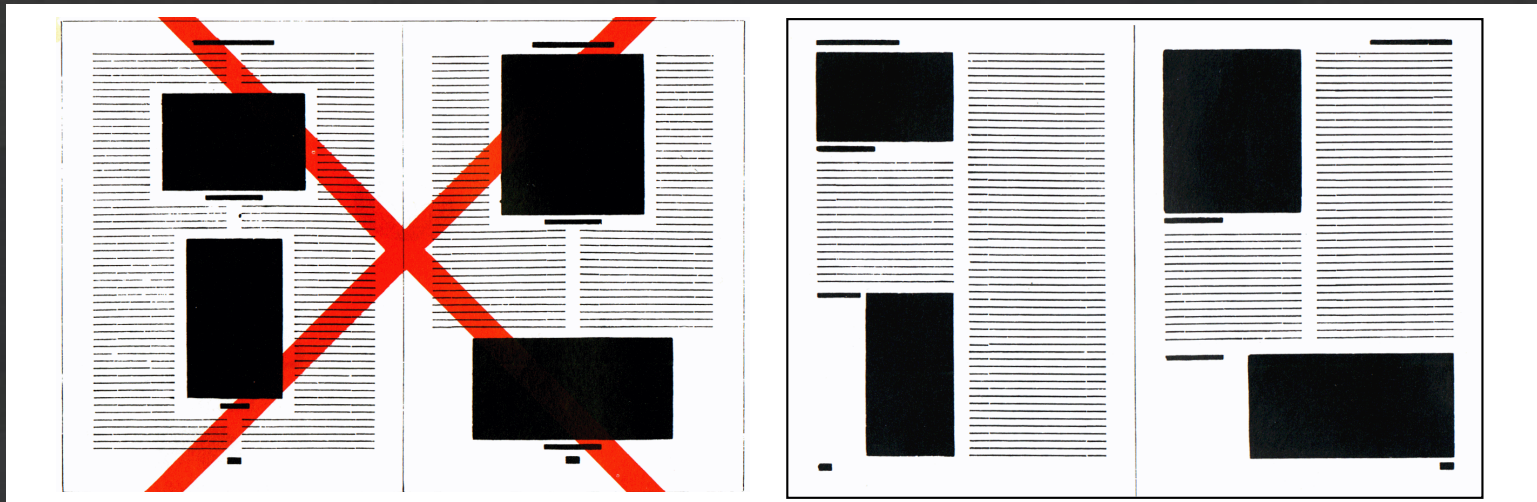
Typeface (Arial) vs Font (Arial Bold)

Serifs: Structural details in letters that (may) help the reader connect them

	Sans Serif	Serif
	Optima	Fenice Bold
Roman	answ	answ
Obliqued	<i>answ</i>	<i>answ</i>
True italic	<i>answ</i>	<i>answ</i>

Asymmetric Typography

JAN TSCHICHOLD

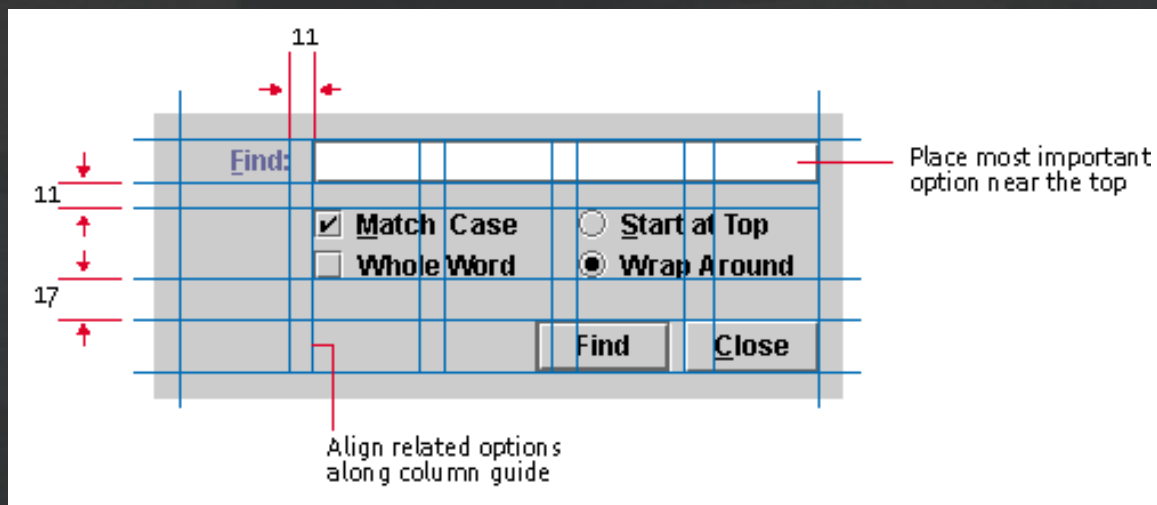


How blocks used to be arranged in magazines. Schematic, thoughtless centering of blocks (= ugly).

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

Grid Systems

- A key pattern for implementing rationality, modernism, asymmetry
- Note that no elements are “centered”



Java Look and Feel Design Guidelines

Iconography: Differences that Make a Difference



www.jensondesign.com/1+1=3.pdf

Administrivia

- Web site
 - must be on web site by studio next week or grade will be docked
 - problem getting a web site up, talk to your CA now
- CS 194H
 - follow-on to CS147
 - offered this Winter

Assignment Grading Buckets



Far exceeds expectations: Reserved for ~ the top 1-3 submissions that can be used as examples in class. This is an A+, often a perfect or > 97% score.



Fulfills the expectations in the spec and **some elements exceed expectations**. Strong engagement with the design process. Excellent presentation of the work. This is an A range grade (93 - 97%).



Fulfills the expectations in the spec. Students engaged with the design process, though maybe **some small issues remain**. Presentation understandable. This is a B+/A- range grade (88 - 92%).



Relatively complete, but there are components of unsatisfactory quality. Presentation may fall short (e.g., poor image resolution, too much text). This is a B range grade (83 - 87%).



Incomplete or multiple parts are of unsatisfactory quality. Shows sub-par engagement with the design process. Presentation likely falls short in many ways. This is a C+/B- range grade (78 - 82%).



Missing substantial assignment components and/or mostly poor quality. Does not represent engagement with the design process. This is a C range grade or lower (< 78%).

TEAM BREAK

(FINISH LOW-FI PROTOTYPE OR SLIDES)



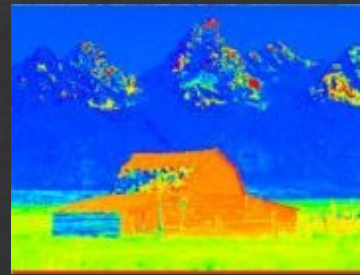
Color

Color Definitions (digital)

- Hue is gradation of color (i.e., name: “yellow”)
- Saturation is purity of the hue (vividness)
 - how much gray is mixed in
- Luminance is the brightness in an image



Photo



Hue



Saturation



Luminance

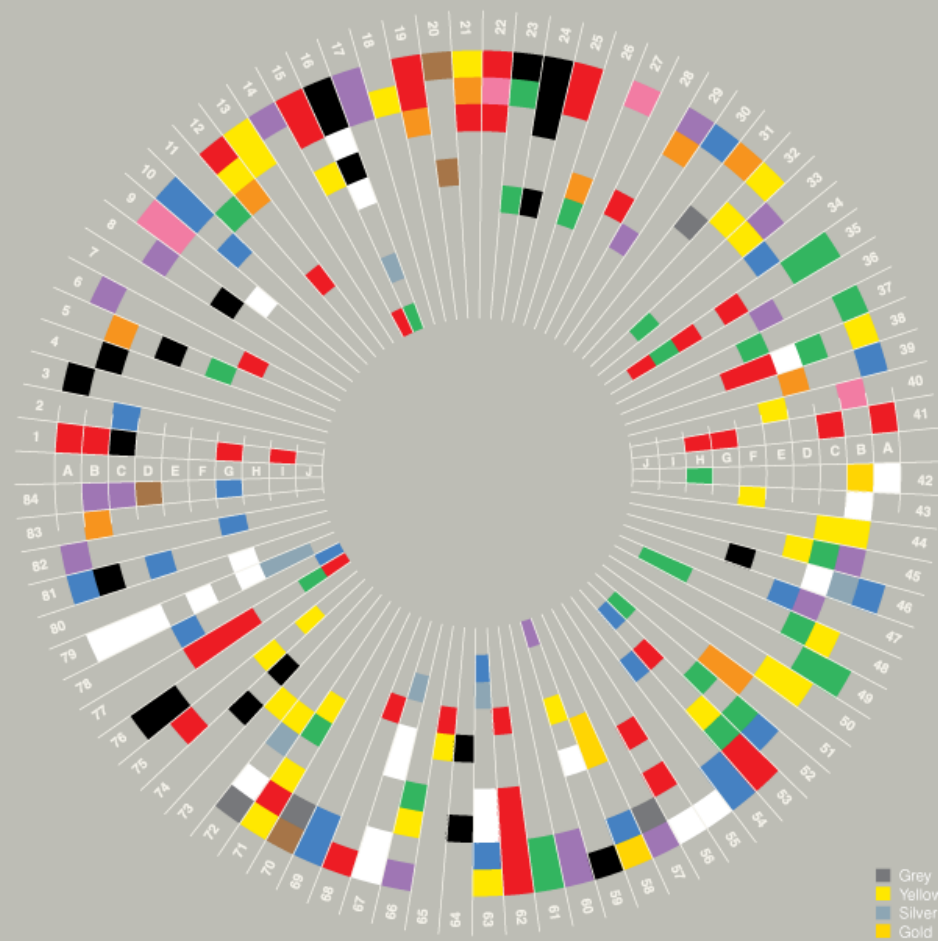
Color: Edward Tufte – by hue

IMAGE REMOVED

Color: Edward Tufte – by luminance

IMAGE REMOVED

Colours In Culture



- | | |
|----------------------|--------------------|
| A Western / American | F Asian |
| B Japanese | G Eastern European |
| C Hindu | H Muslim |
| D Native American | I African |
| E Chinese | J South American |

- | | |
|--------------------|---------------------|
| 1 Anger | 43 Holiness |
| 2 Art / Creativity | 44 Illness |
| 3 Authority | 45 Insight |
| 4 Bad Luck | 46 Intelligence |
| 5 Balance | 47 Intuition |
| 6 Beauty | 48 Religion |
| 7 Calm | 49 Jealousy |
| 8 Celebration | 50 Joy |
| 9 Children | 51 Learning |
| 10 Cold | 52 Life |
| 11 Compassion | 53 Love |
| 12 Courage | 54 Loyalty |
| 13 Cowardice | 55 Luxury |
| 14 Cruelty | 56 Marriage |
| 15 Danger | 57 Modesty |
| 16 Death | 58 Money |
| 17 Decadence | 59 Mourning |
| 18 Deceit | 60 Mystery |
| 19 Desire | 61 Nature |
| 20 Earthy | 62 Passion |
| 21 Energy | 63 Peace |
| 22 Erotic | 64 Penance |
| 23 Eternity | 65 Power |
| 24 Evil | 66 Personal power |
| 25 Excitement | 67 Purity |
| 26 Family | 68 Radicalism |
| 27 Femininity | 69 Rational |
| 28 Fertility | 70 Reliable |
| 29 Flamboyance | 71 Repels Evil |
| 30 Freedom | 72 Respect |
| 31 Friendly | 73 Royalty |
| 32 Fun | 74 Self-cultivation |
| 33 God | 75 Strength |
| 34 Gods | 76 Style |
| 35 Good Luck | 77 Success |
| 36 Gratitude | 78 Trouble |
| 37 Growth | 79 Truce |
| 38 Happiness | 80 Trust |
| 39 Healing | 81 Unhappiness |
| 40 Healthy | 82 Virtue |
| 41 Heat | 83 Warmth |
| 42 Heaven | 84 Wisdom |

- Grey
- Yellow
- Silver
- Gold



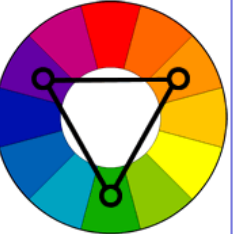
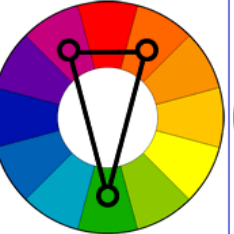
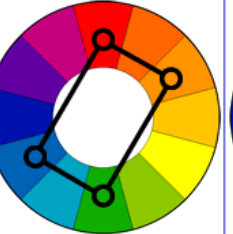

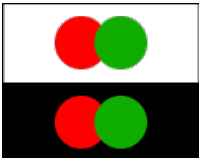




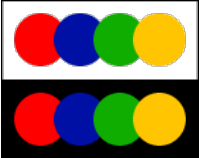
The Basics of the Color Wheel



Color *Harmonies*

“A pleasing arrangement of parts,
whether it be music, poetry, color,
or an ice cream sundae.”

Using Appropriate Color “Harmonies”

Complementary	Analogous	Triad	Split Complementary	Rectangle (Tetradic)	Square
					
					

Complimentary

Not so good for text

Christmas..maybe
Everyday use...

Not so much!

This color scheme must
be managed well so it is
not jarring. Bad with
Text!!

Hard on the eyes



Complimentary (e.g., Children's Bedroom)



Analogous

Always easy on the eyes,
this type of color scheme
always looks “natural”



Analogous (e.g., Beyond Oil)



Split Complimentary

Often a good choice for beginners, because it is difficult to mess up.



Split Complimentary



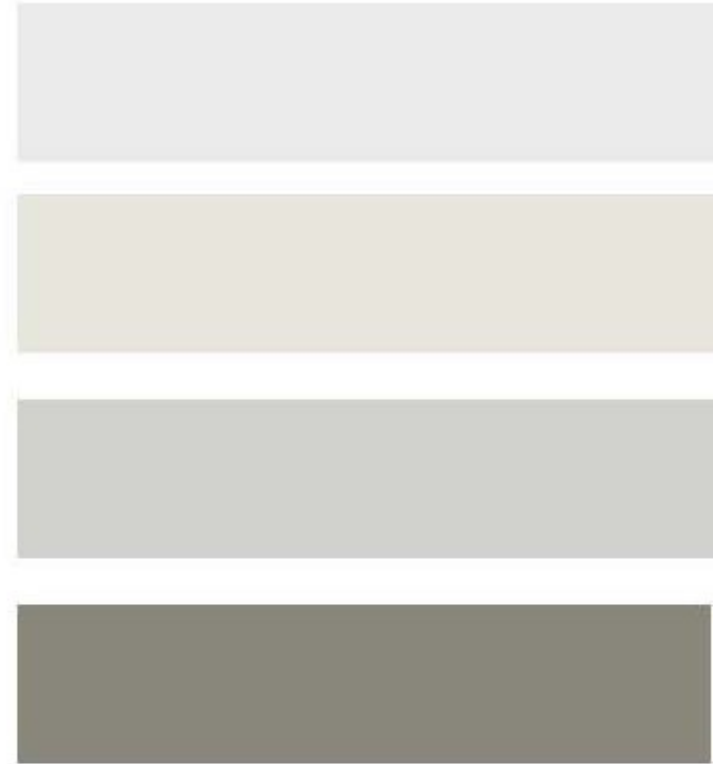
split-complementary



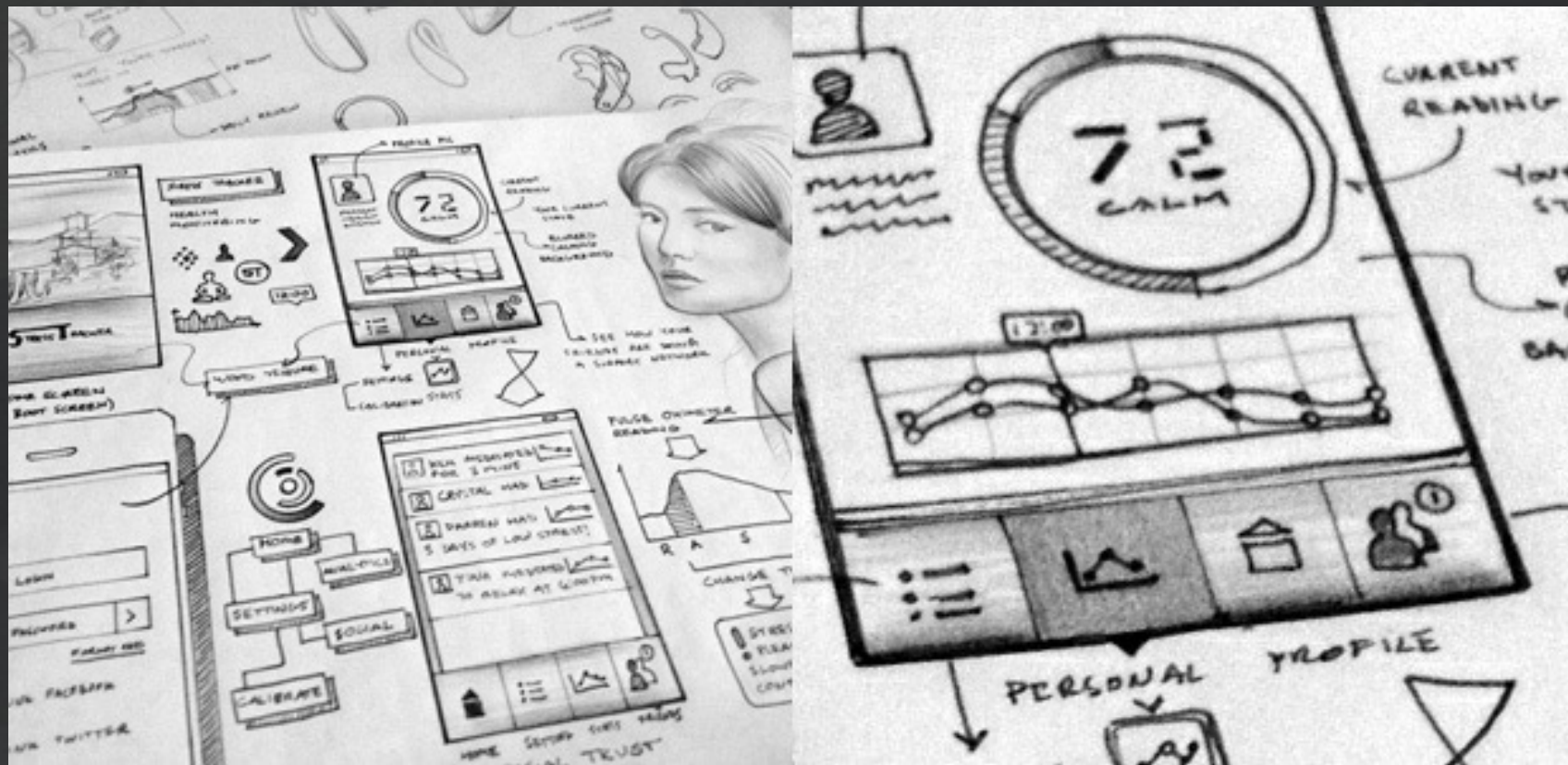
Monochromatic or Grayscale



monochromatic



Start with Greyscale



... then *accent* or *enhance* with color

Search

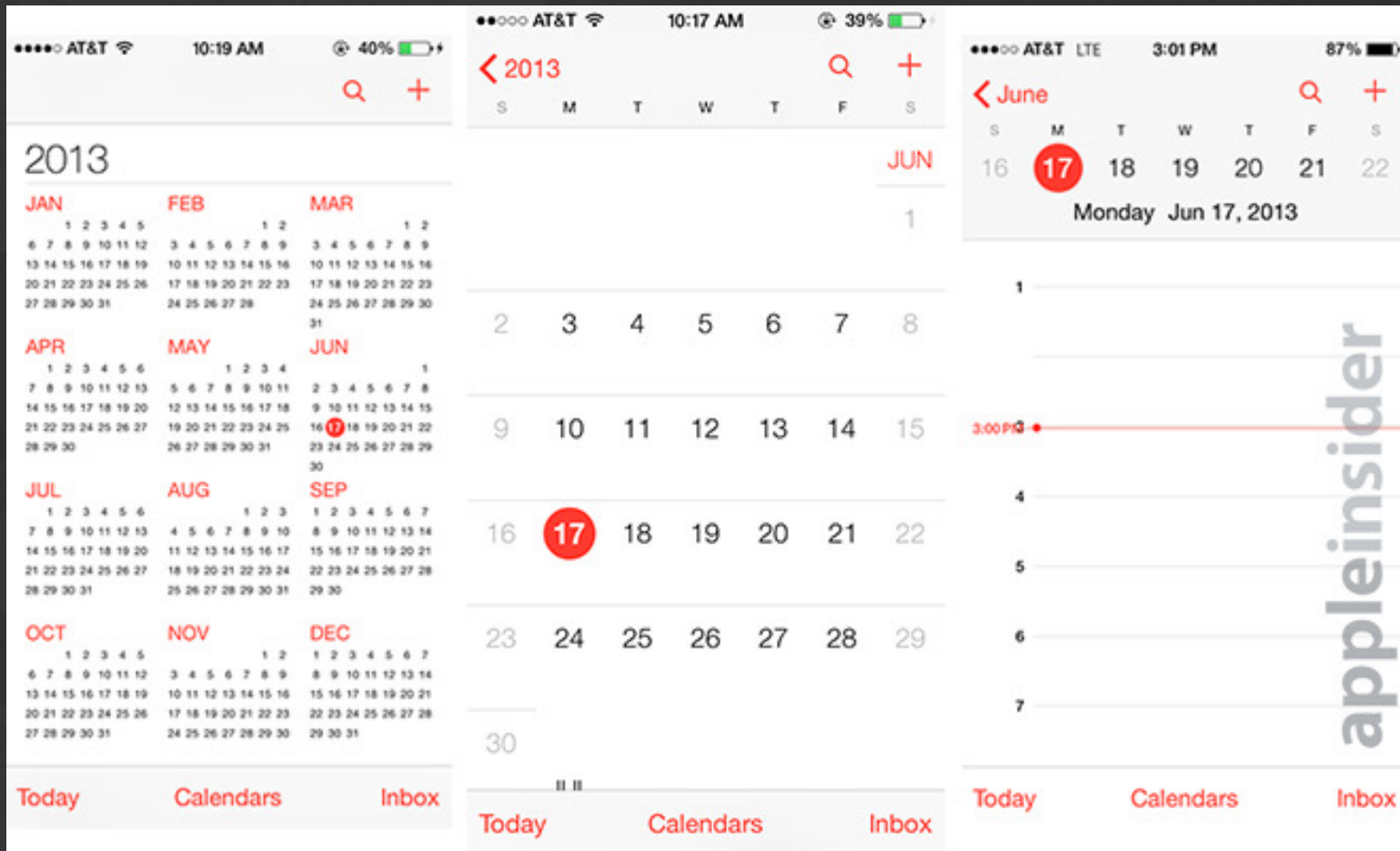


Cards Against
Humanity

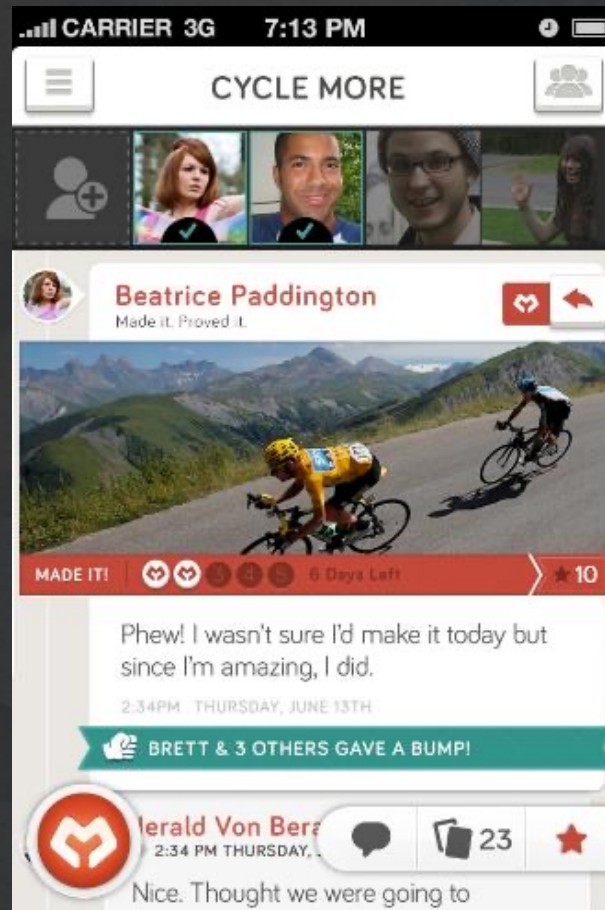


Advertisements via the Deck

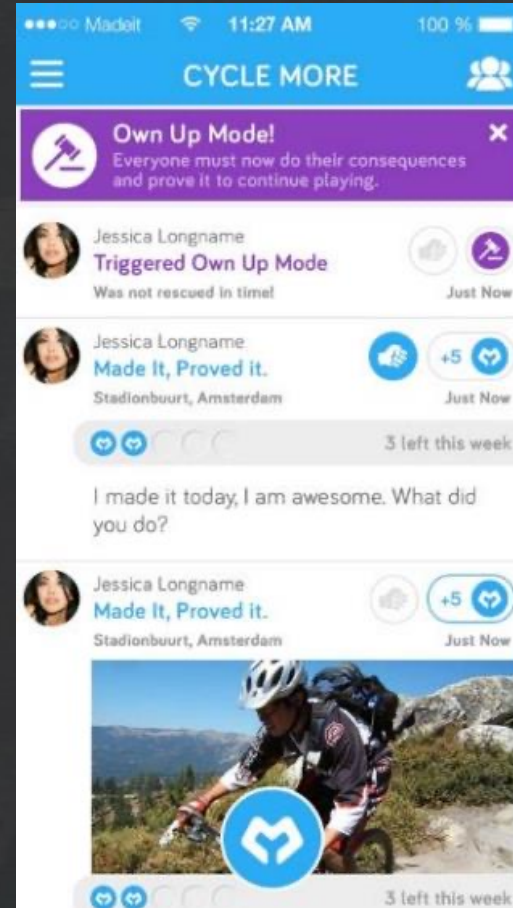
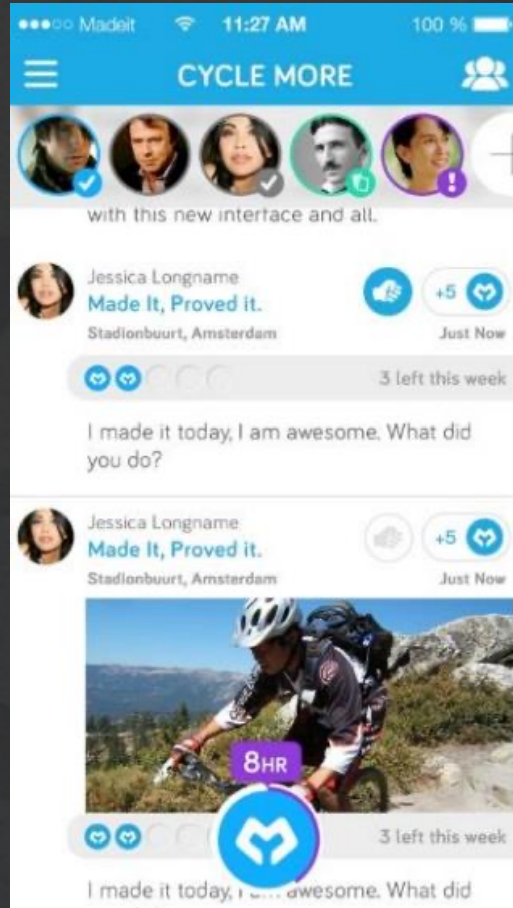
Action + Passive Colors

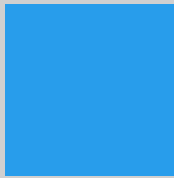


Poor Use of Color



Redesigned to Use 3 Actionable Colors





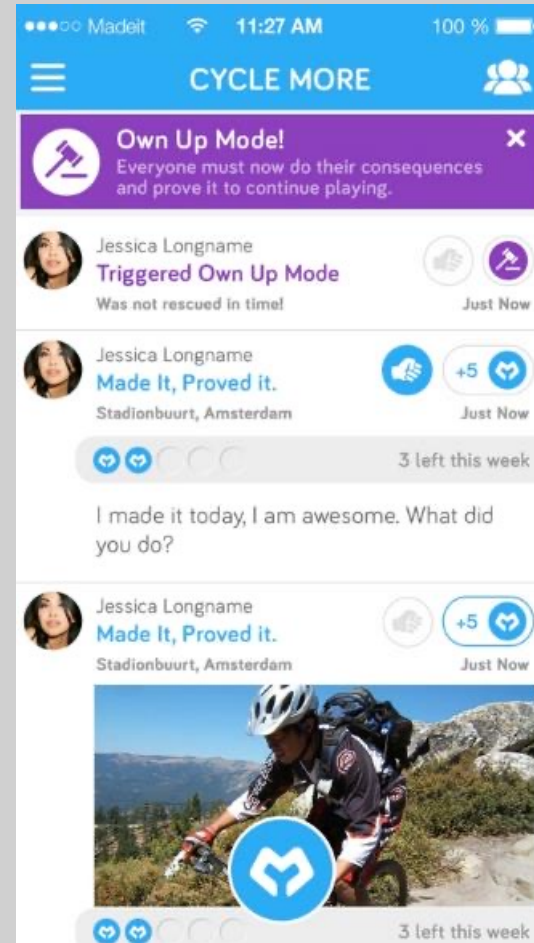
Action



Immediate



Analogous



Tools that help with color selection

<https://coolors.co/>

<http://color.adobe.com/>

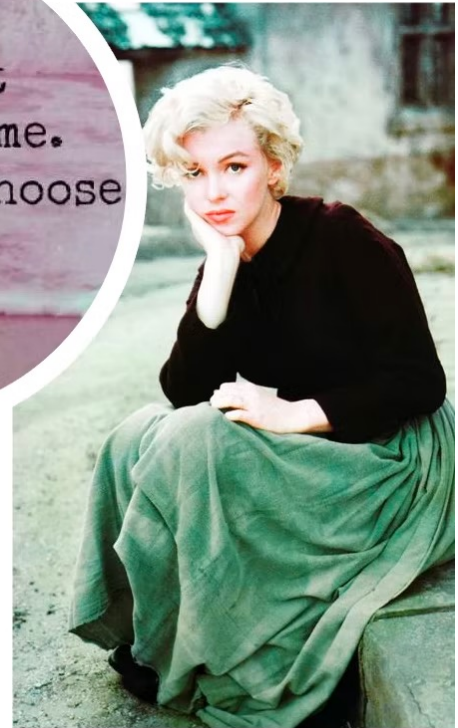
<http://www.colourlovers.com>

<https://paletton.com/>

Mood Boards



I am not what
happened to me.
I am what I choose
to become.



Mood Boards



Mood Boards – Team Exercise (10 min)

- Before starting your mood board, think of 3-5 **adjectives** giving vibe you'd like your solution to convey to users (write them down)
- From those adjectives, have each team member search online for images to convey that tone & compile them all onto **a team slide**
- From the images, choose the **primary** & **secondary** colors you want to use for your medium-fi
- Copy this slide deck to your team folder
 - <https://bit.ly/cs147-mood-board>



Exit Ticket

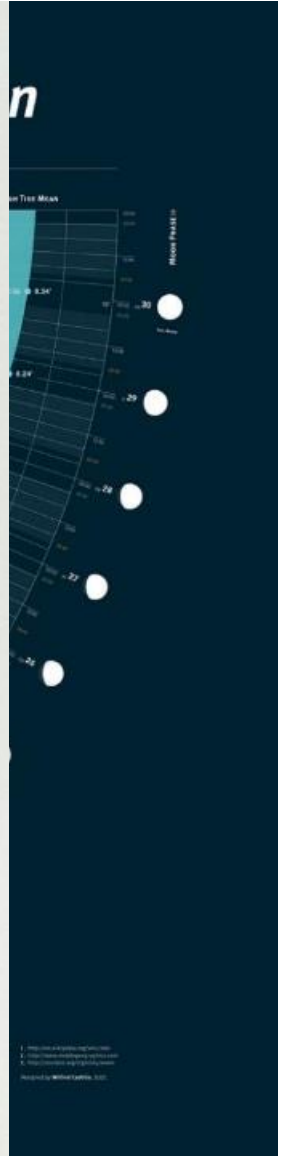
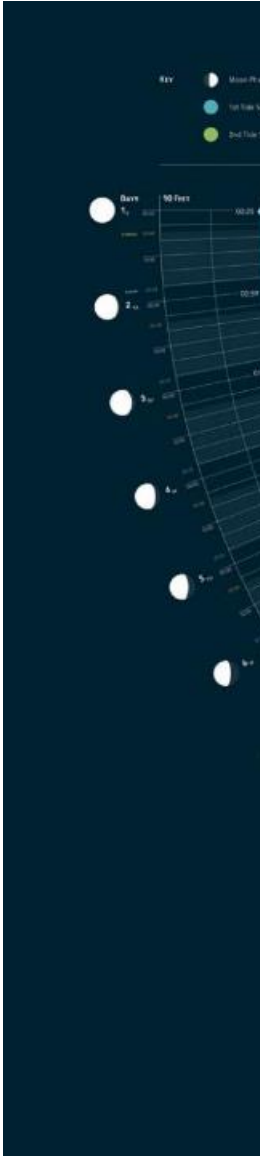
<https://bit.ly/CS147-2023au-exit-ticket-5-163>

Visual Design that is
Interesting
[the wow factor]

Non Conventional Layouts

- Hard to get right & easy to overdo!
- Try new shapes
 - circular charts
 - hexagonal objects
- Like all techniques (color, etc) – restrict unconventional layouts to the most important information

Wilfred Castillo: Tide Prediction: <http://www.wilfredcastillo.com/Tide-Prediction>



Dynamic Movement / Animation

- Hard to get right & easy to overdo!
- Animation is best used to connect information & create “flow”
- Like size, color & unusual shapes, animation draws attention to the eye & suggests importance

Metaphors (using the real world to describe info)

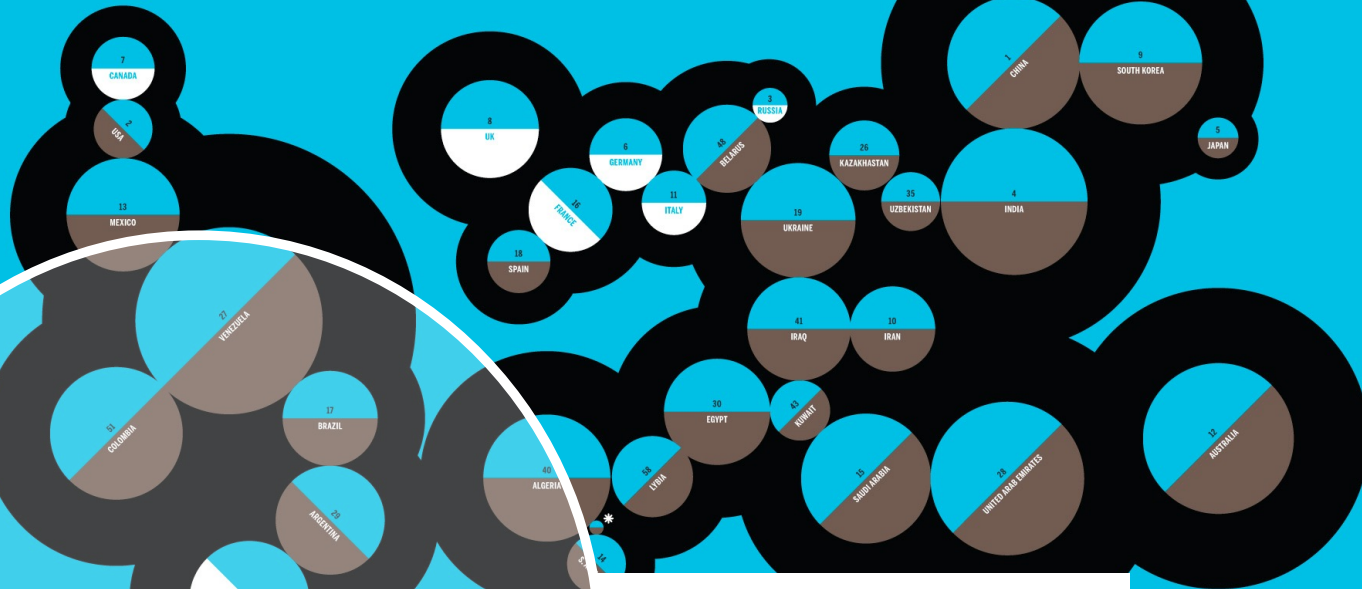
- Hard to get right & easy to overdo!
- Very useful to provide meaning and connect information to logic
- The more direct or specific a metaphor, the more contextually relevant it is to a generation or time



GLOBAL EMISSIONS

As the world gets closer to the COP15 Climate Change conference, it's important to look at from where the emissions around the world are coming. In the last year, some countries have started to clean up their act, while other countries continue to pump out carbon dioxide.

This is a look at the five highest emitters in each region of the world as of 2007 and whether they have increased or decreased both their total emissions in the from 2006 to 2007 and their ranking on the list of biggest emitters.



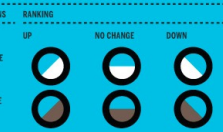
Metaphors

PERCENTAGE OF EMISSIONS INCREASE FROM 2006 TO 2007

NORTH AMERICA		CENTRAL & SOUTH AMERICA		EUROPE		EURASIA		AFRICA		MIDDLE EAST		ASIA & OCEANIA	
UNITED STATES	1.6	BRAZIL	3.7	GERMANY	-2.2	RUSSIA	-0.4	SOUTH AFRICA	1.4	IRAN	3	CHINA	7.2
CANADA	-1.6	VENEZUELA	14.2	UNITED KINGDOM	-3.8	UKRAINE	5.4	EGYPT	4.6	SAUDI ARABIA	6.8	INDIA	8.7
MEXICO	5.2	ARGENTINA	5.9	ITALY	-1.7	KAZAKHSTAN	1.9	NERERIA (Z)	0.3	UNITED ARAB EMIRATES	10	JAPAN	0.7
		CHILE	-7.2	FRANCE	-2.9	UZBEKISTAN	1.4	ALGERIA	6.6	IRAQ	4.4	SOUTH KOREA	6.1
		COLOMBIA	4.9	SPAIN	1.7	BELARUS	3.2	LIBYA	2.7	KUWAIT	1.5	AUSTRALIA	9.2

▲ RANKING EQUALS PRESENT INCREASE OR DECREASE OF EMISSIONS IN THE LAST YEAR

○ RANKING COUNTRY



The best designs **balance** the techniques you
have seen

and

The **less** techniques used,
the easier it is to balance them

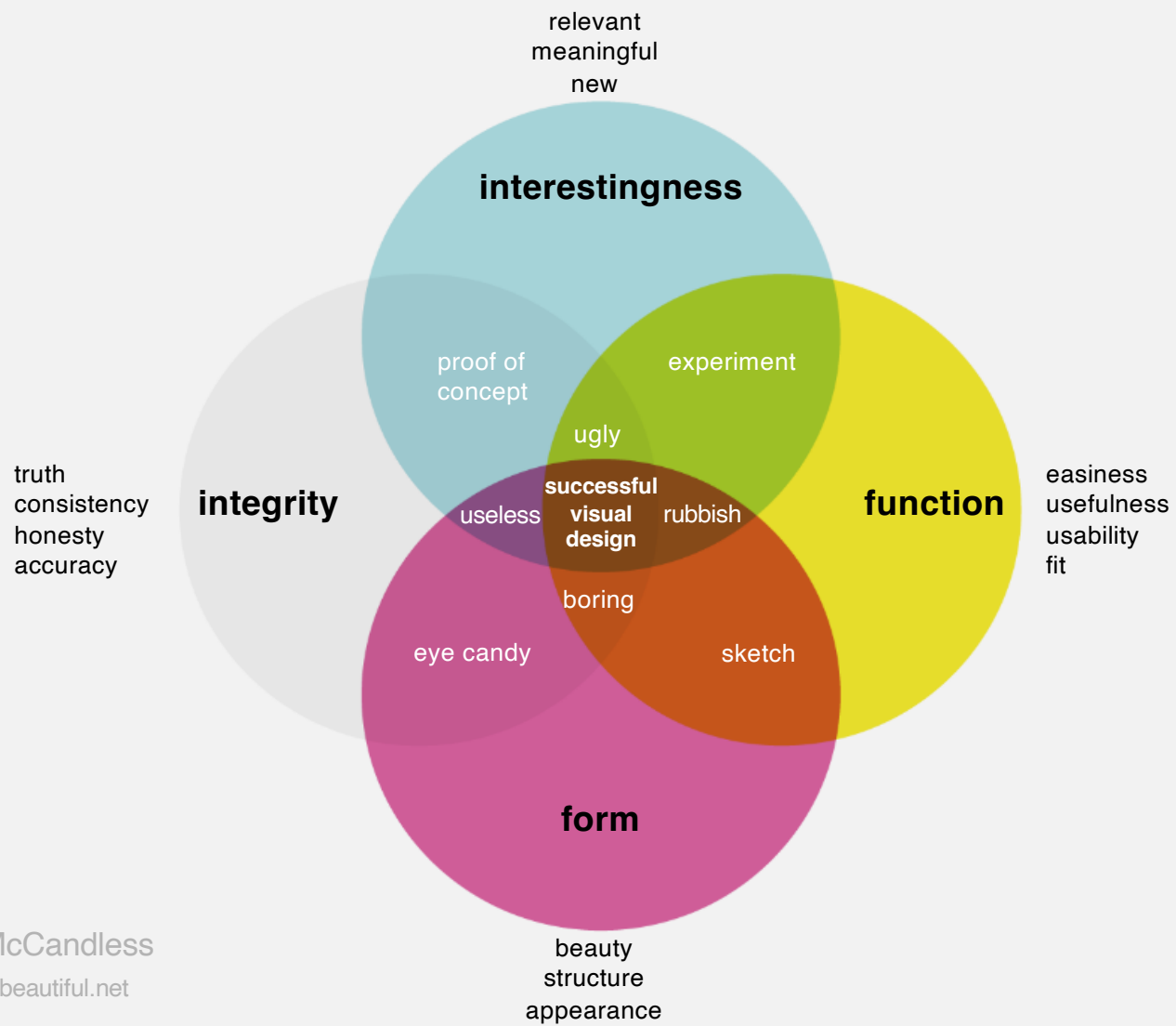
Overwhelming Use of Different Techniques

The screenshot shows the SF Weekly website homepage, which is highly cluttered and visually overwhelming. The layout is packed with various elements:

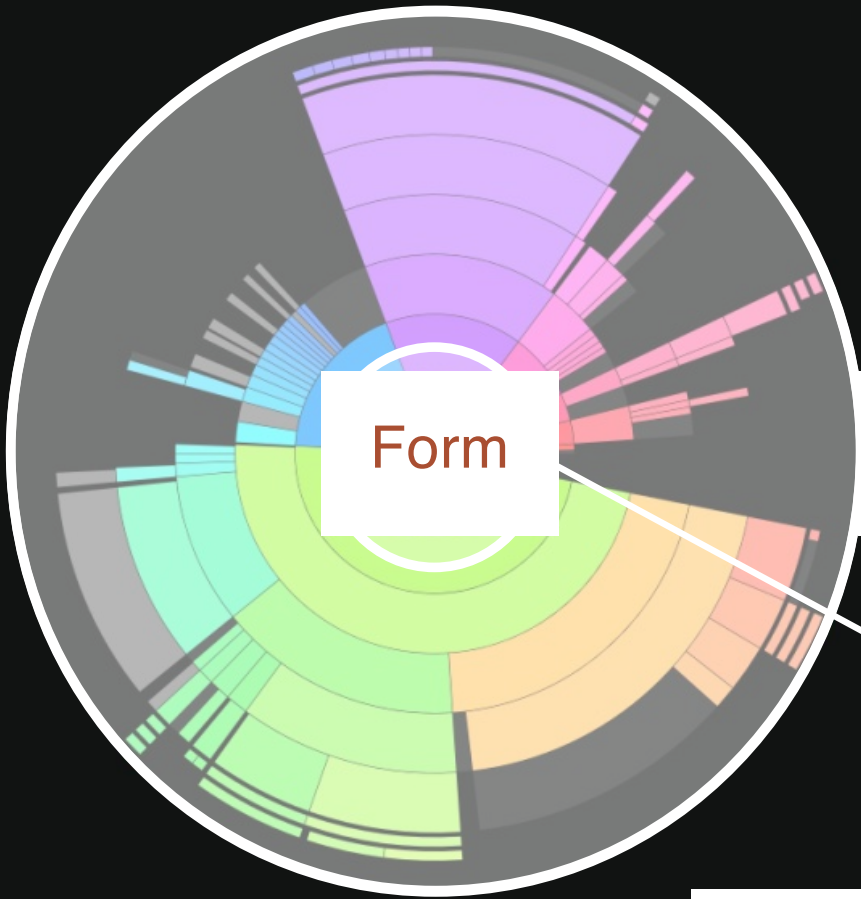
- Navigation and Search:** At the top, there are links for "Browse Voice Nation", "Most Popular", and "Most Recent". A search bar is prominently displayed with the text "Search SF Weekly".
- Advertisements and Promotions:** Large banners for the "SF WEEKLY iPhone App" and "SF WEEKLY" magazine are featured. A "DOWNLOAD FOR FREE! CLICK HERE" button is also present. A sidebar on the right promotes "THE GALLERIA SAN FRANCISCO DESIGN CENTER" and "OVER 35 CULINARY DELIGHTS RESTAURANTS IN SAN FRANCISCO".
- Main Content Area:** The central section is titled "SUNDAY OCTOBER 2 1:00PM - 4:00PM" and "Dish". It features a "Headlines" section with a large image of a burger and the text "The Top 25 Burgers in San Francisco". Below this is a "Top News Stories" section with a large image of a "CHURCH OF SCIENTOLOGY" sign and several article teasers like "Ready to Leave", "RANGER NOIR", and "FOLSOM STREET FAIR".
- Additional Content:** There are sections for "Daily Blogs" with teasers like "Prude Community Panicked by SF Nude Protest" and "Obama Talks Jobs At LinkedIn". A "Slideshows" section features "Erotic Art Exhibition at Artist's Alley (NSFW)".
- Right-Side Promotions:** A "TODAY'S DEAL IN SF" section offers "\$25 for 4 Salsa Lessons (Reg \$60)". Below it are several small promotional cards for "1 Trick to Relieve Joints", "New York: Dermatologists Hate Her", and "Six Sigma Training".
- Visual Elements:** The page is filled with various fonts, colors, and images, creating a busy and distracting visual environment. The overall design lacks clear hierarchy and consistent styling, contributing to an overwhelming user experience.

In other words,

Keep it Focused



Based on David McCandless
<http://www.informationisbeautiful.net>



Form

Interestingness

Function

Hard Drive	115.7 GB
Hard Drive	
Top List	
Users	52.8 GB
Applications	20.3 GB
private	17.6 GB
Library	8.5 GB
Developer	3.6 GB
System	3 GB
usr	758.3 MB
Quickbook- Backup	418.6 MB
Hdpressurewashing PC back2_qxpfrp.350	24.6 MB
Hdpressurewashing PC_qxpfrp.350	24.6 MB
mach_kernel	15.5 MB
bin	3.9 MB
sbin	2.3 MB
PageSucker 3.2 MacOS X	1.9 MB

var	987.1 KB
Volumes	987.1 KB
cardless.dcs	28.6 KB
	4 KB
	4 KB
	4 KB
	4 KB
	4 KB
	4 KB
	4 KB
	4 KB
	4 KB

Integrity

var	0
vol	0
cores	0
dev	0
bin	0
usr	0
sbin	0
PageSucker 3.2 MacOS X	0

Summary

- Start with **context** – what is the nature of the information?
What is the most important?
- Design first in grayscale to focus on **hierarchy**
- **Small changes** help us see key differences
 - e.g., small multiples
- Avoid clutter, focus on the **essence** of your tasks
- Use color properly – **not for ordering!**
- Only use **1-2 colors at a time**, unless absolutely necessary

Further Reading

- Kevin Mullet and Darrell Sano, *Designing Visual Interfaces*
- Edward Tufte's books and course
- Robin Williams, *The Non-Designer's Design Book*
- Typography
 - Jan Tschichold, *The New Typography*
 - Robert Bringhurst, *The Elements of Typographic Style*
- Typography on the web
 - <http://www.adobe.com/type/>
 - <http://www.microsoft.com/typography/>

Next Time

- Wed
 - CS 147 Film Festival
 - Come watch the best videos & vote on prizes
- Studio on Friday
 - present low-fi prototype/user study results – *key things learned*
 - work on sketching out new designs
- Mon
 - Conceptual Models & Interface Metaphors
 - Read
 - [“The Psychology of Everyday Things” \(Ch 1\)](#) from The Design of Everyday Things by Donald Norman