

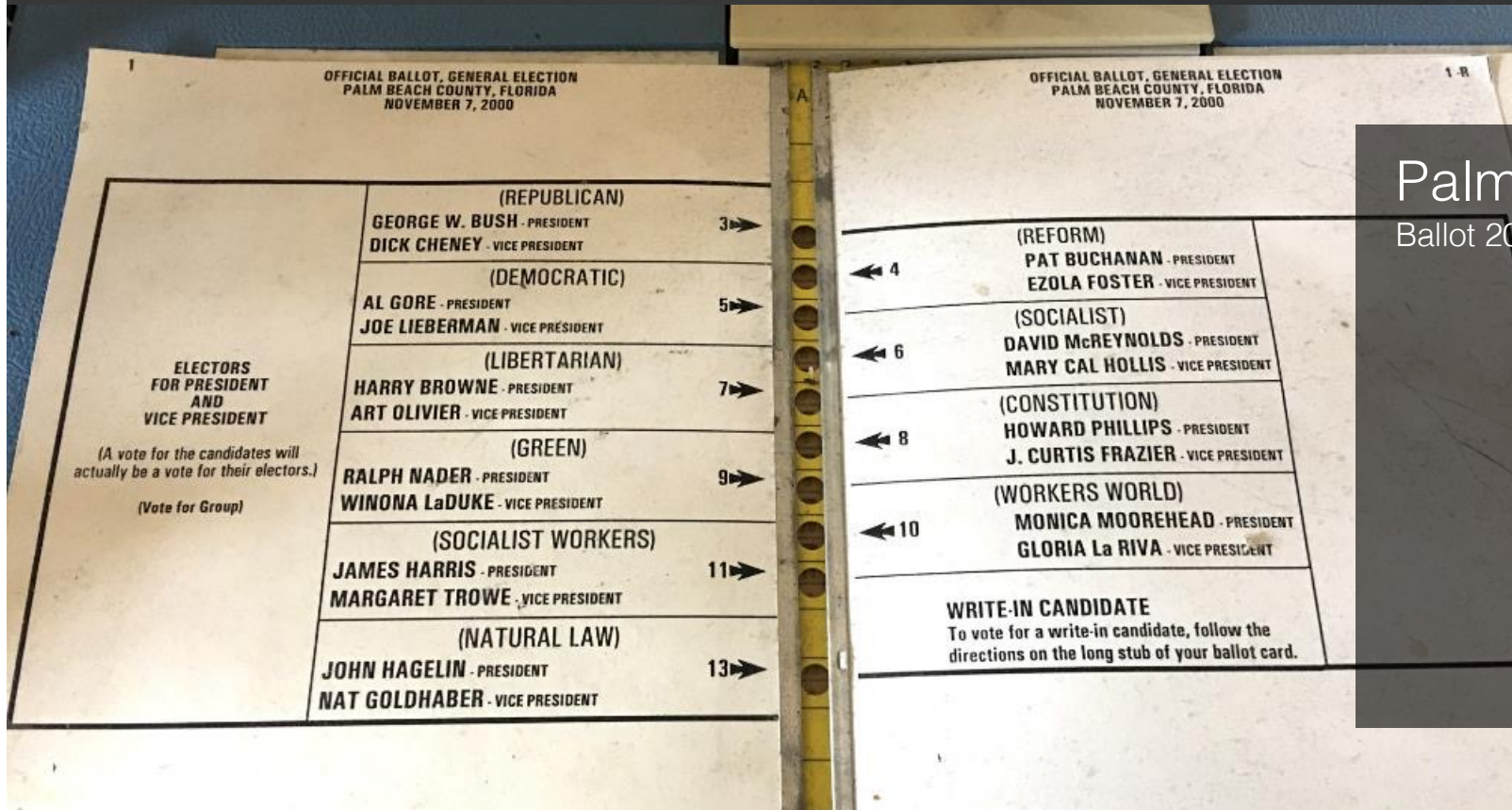
Visual Information Design

Prof. James A. Landay
Computer Science Department
Stanford University

Autumn 2025
October 22, 2025

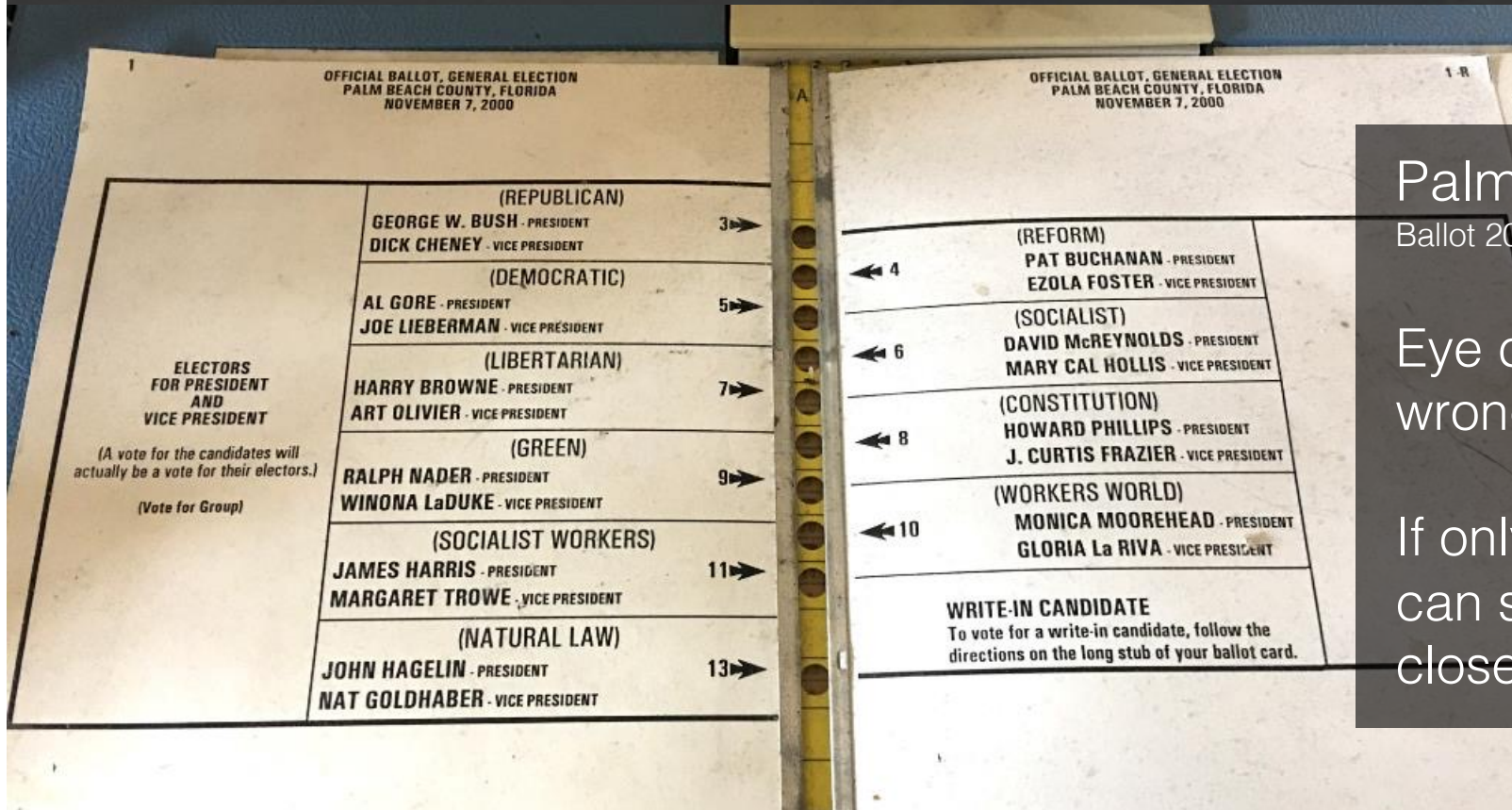
* Based on slides by Luke Vink, Scott Klemmer, and James Landay

Hall of Fame or Shame?



Palm Beach, Florida
Ballot 2000

Hall of Shame!

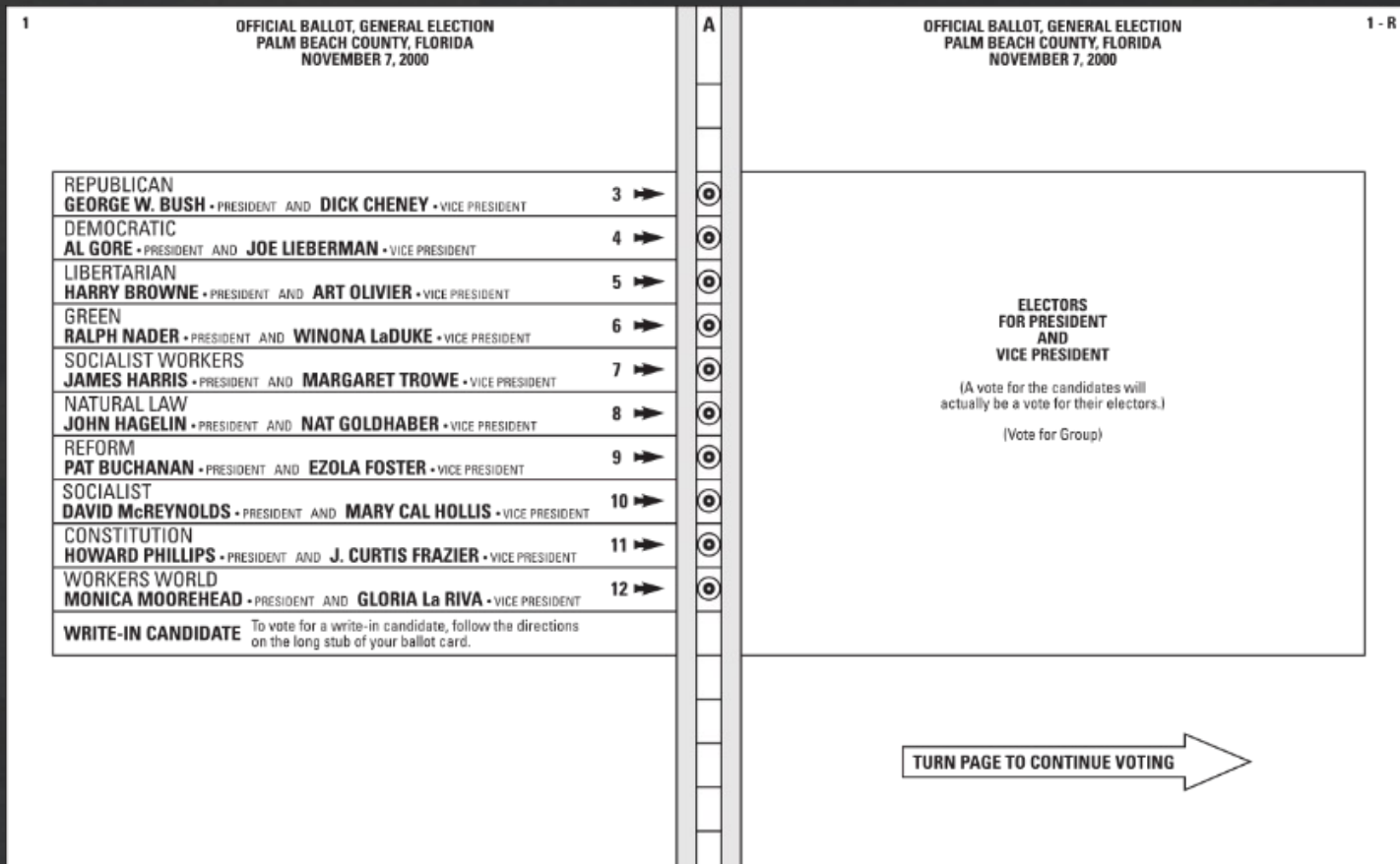


Palm Beach, Florida
Ballot 2000

Eye drawn to the
wrong holes

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

One Possible Redesign



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

Visual Information Design

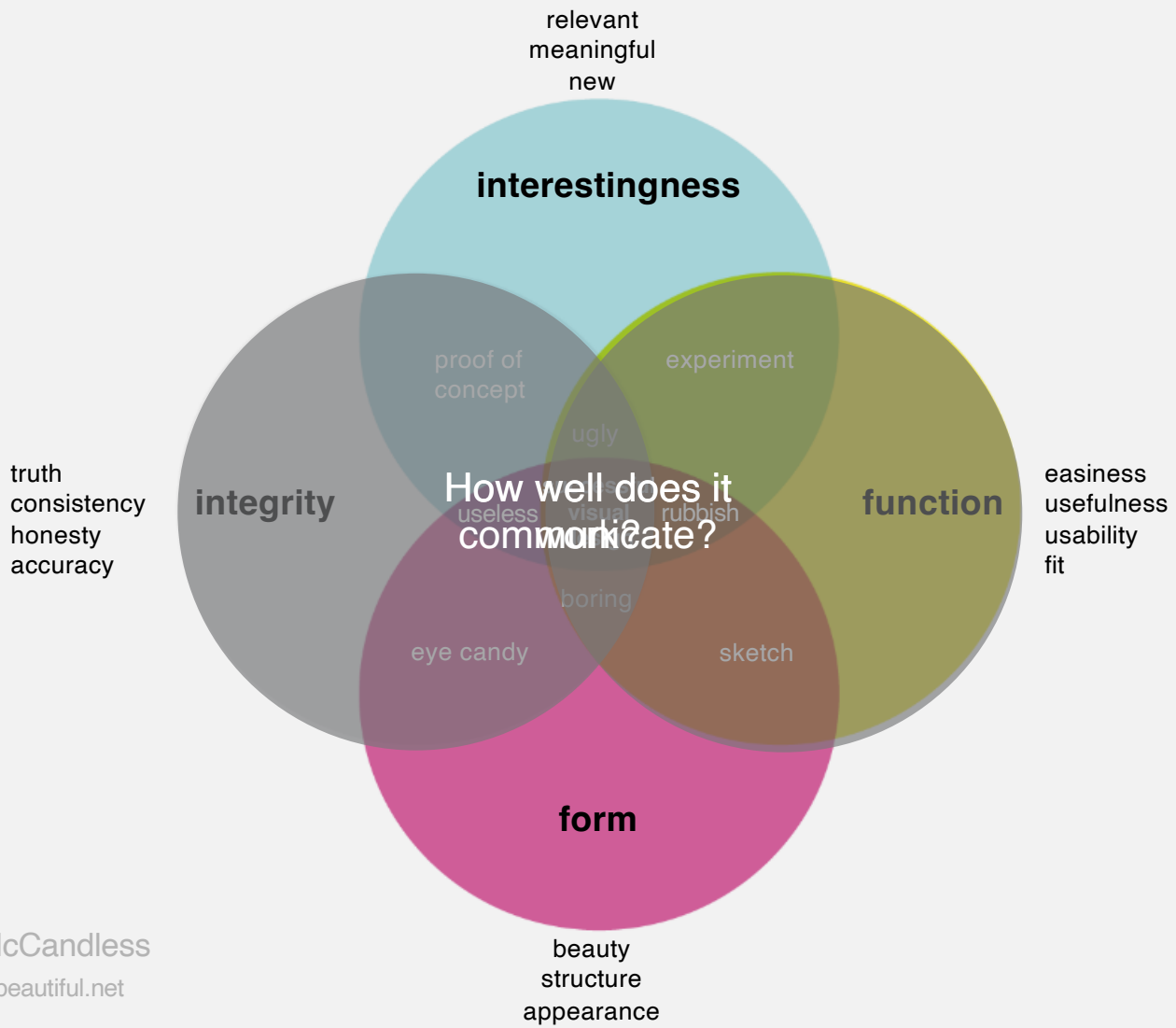
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Outline

- 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

First Read

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

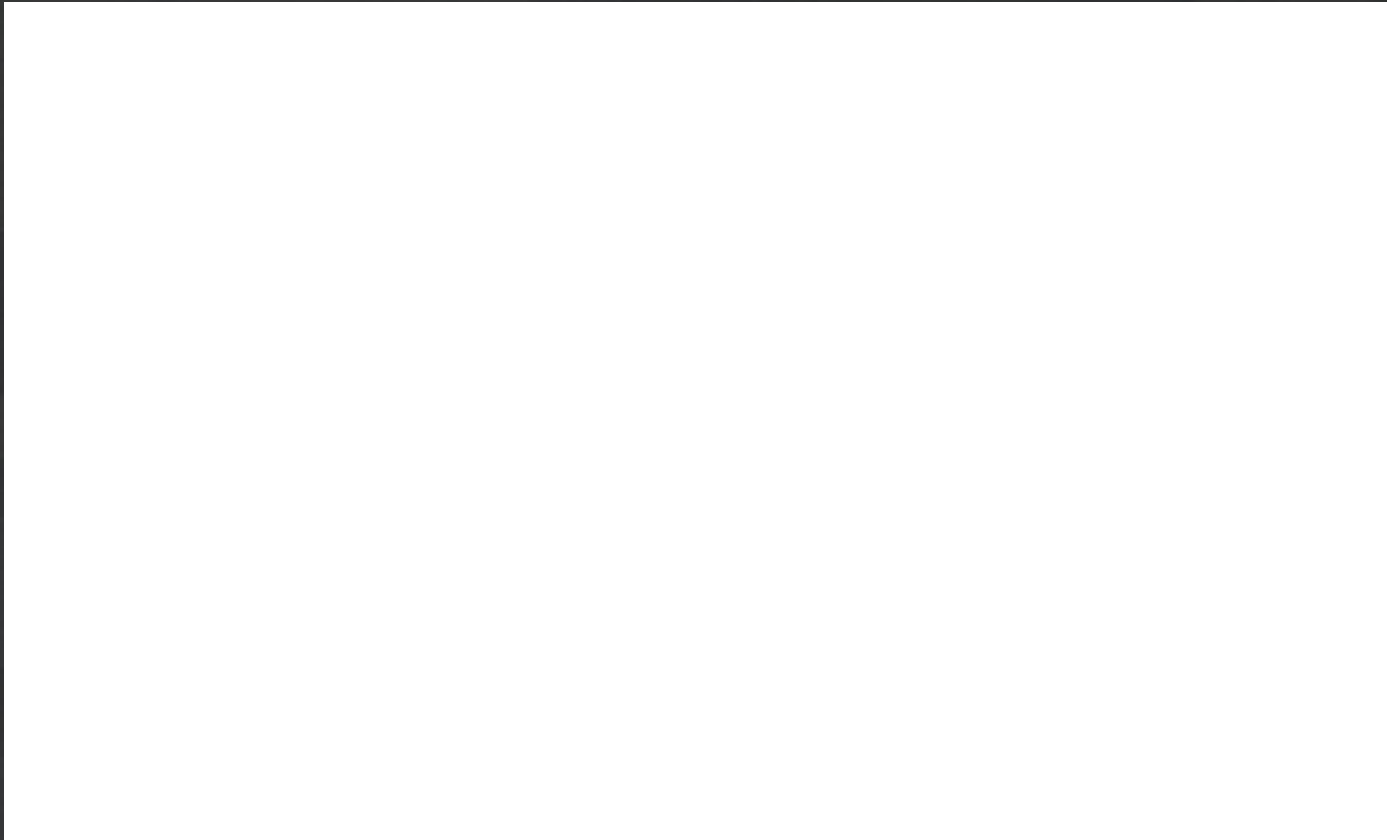
source: <http://thenextweb.com/dd/2015/04/30/the-5-pillars-of-visual-hierarchy-in-web-design/#gref>

Gestalt Psychology in Information Design

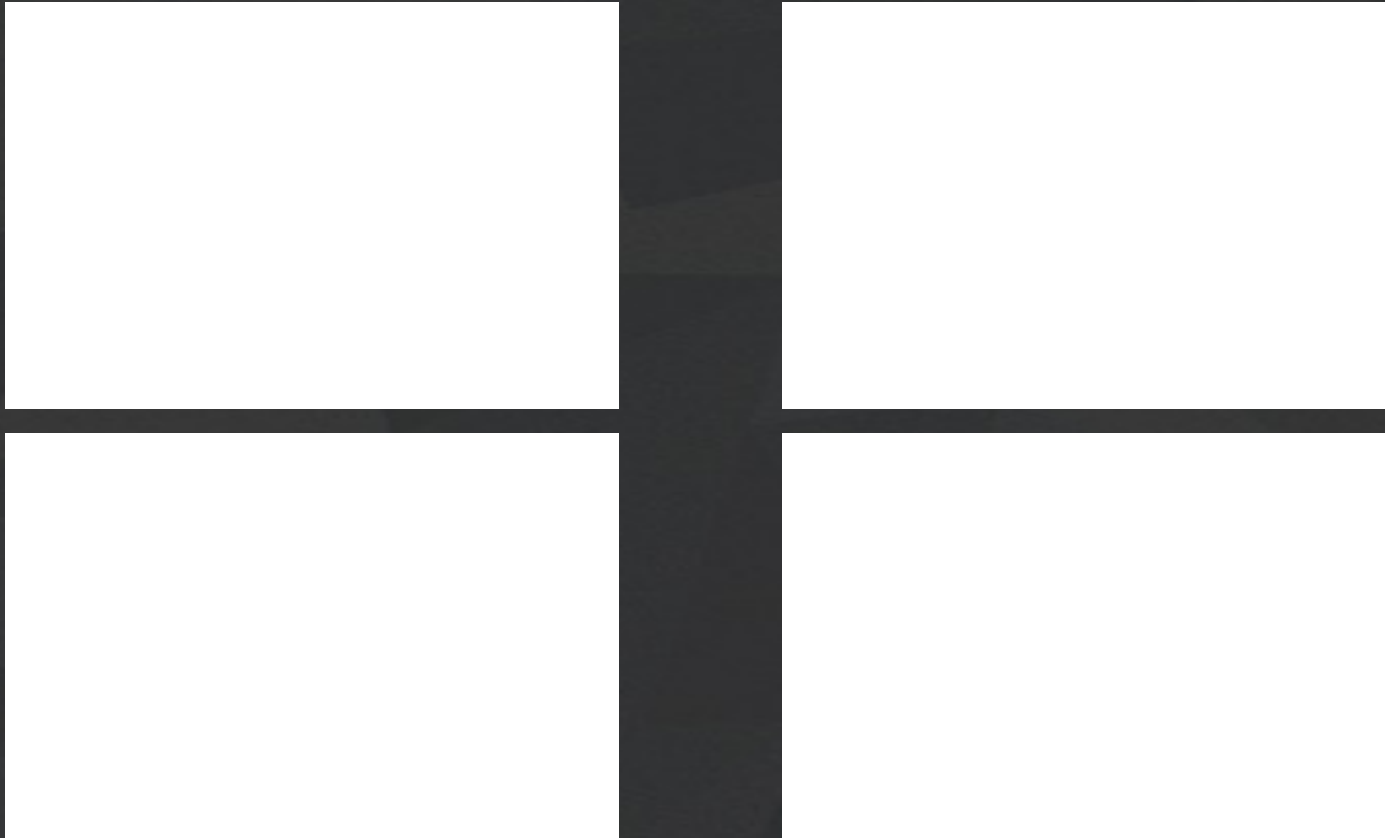
Using Proximity to Indicate Relationships

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



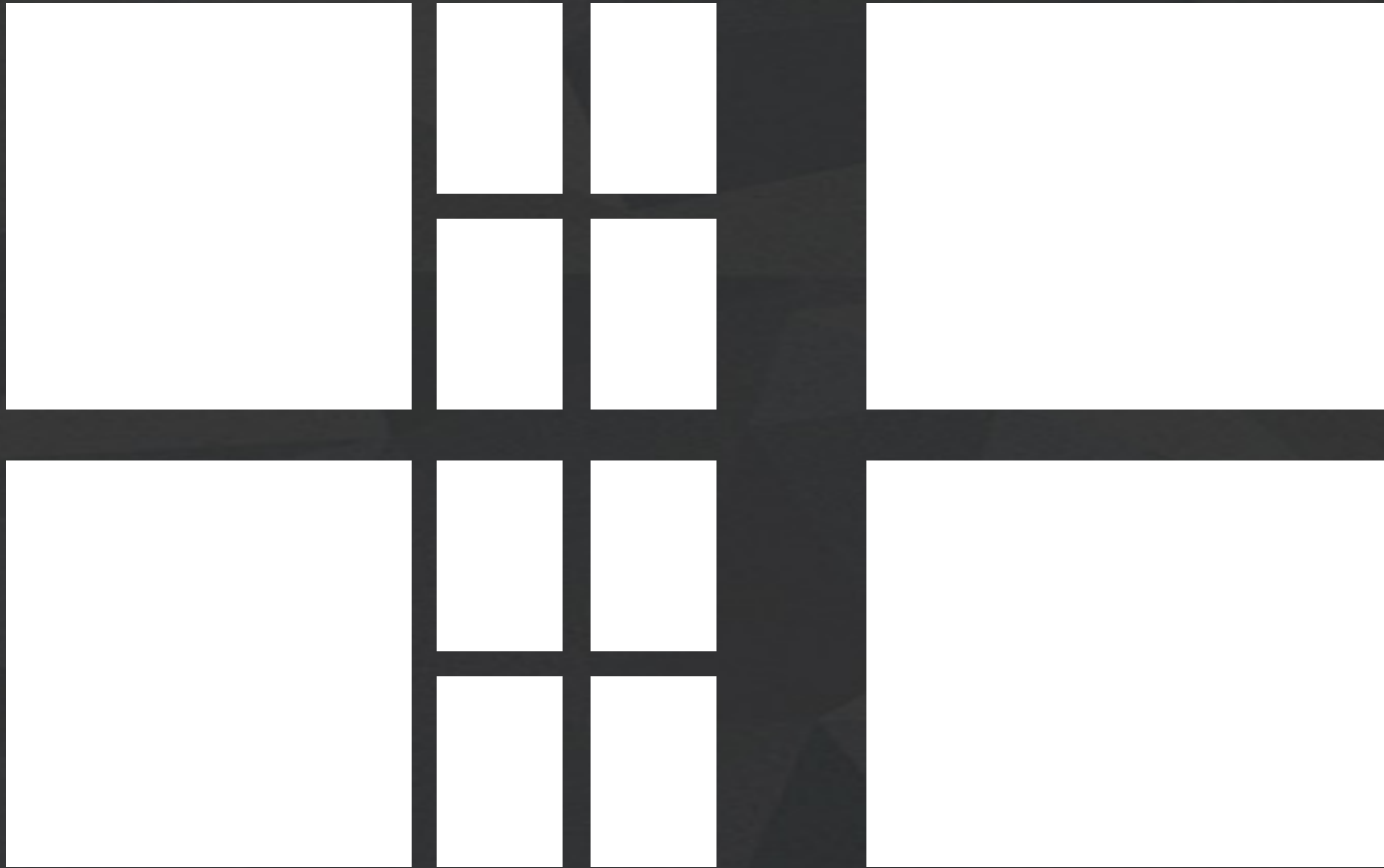
Using Proximity to Indicate Relationships



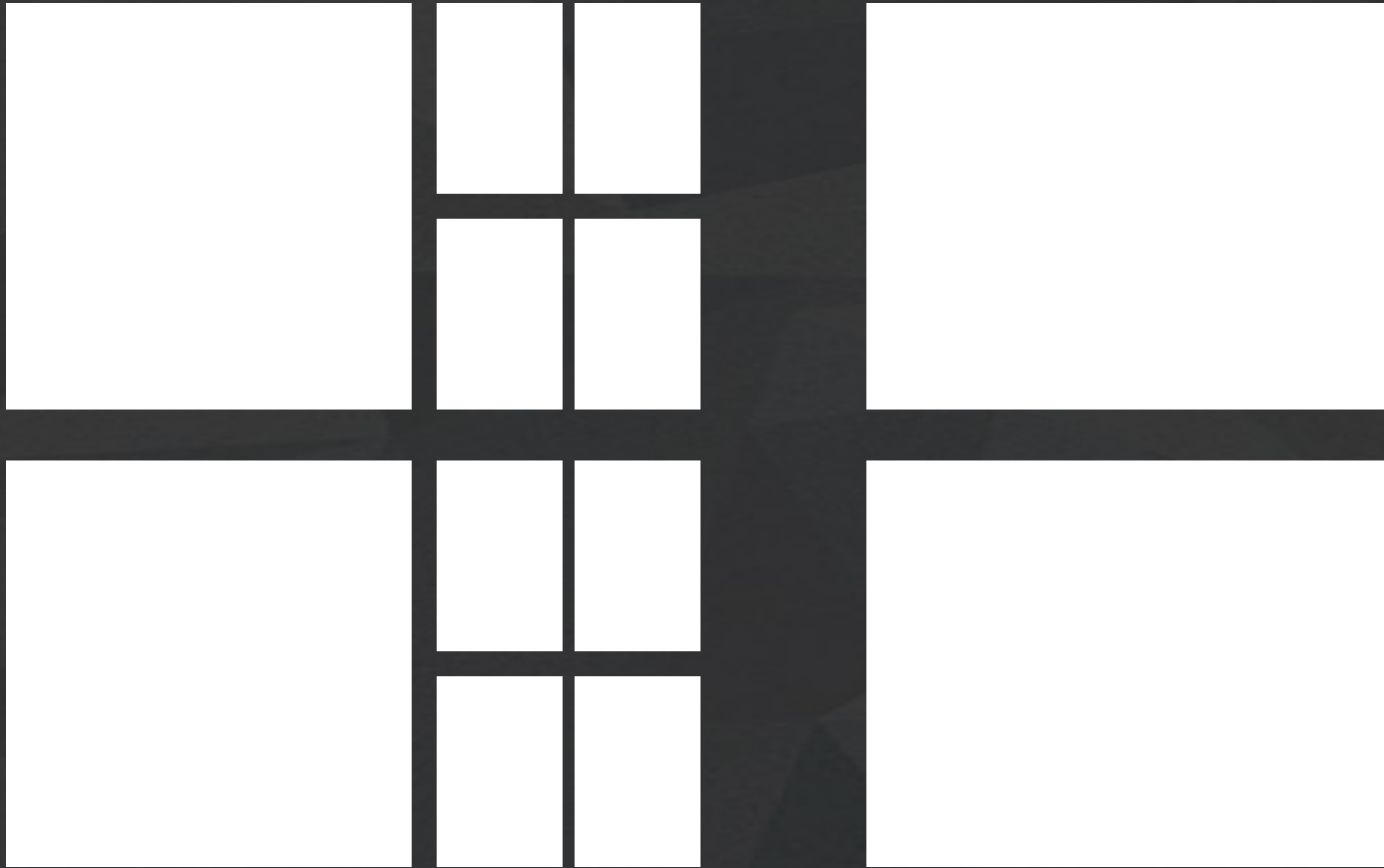
Using Proximity to Indicate Relationships



Using Proximity to Indicate Relationships



Using Proximity to Indicate Relationships



Using Proximity to Indicate Relationships



Only make things **different** when you are trying to call **attention** to the **difference**

Small Multiples

- Economy of line
- Similarities enable us to notice differences

IMAGE REMOVED DUE TO EDWARD TUFTE'S UNCLEAR UNDERSTANDING OF FAIR USE

Image 1:

Japanese book for children on t-shirt colors that match

The shirts are all the same. The only difference is the colors! The difference that matters here.

Image 2:]

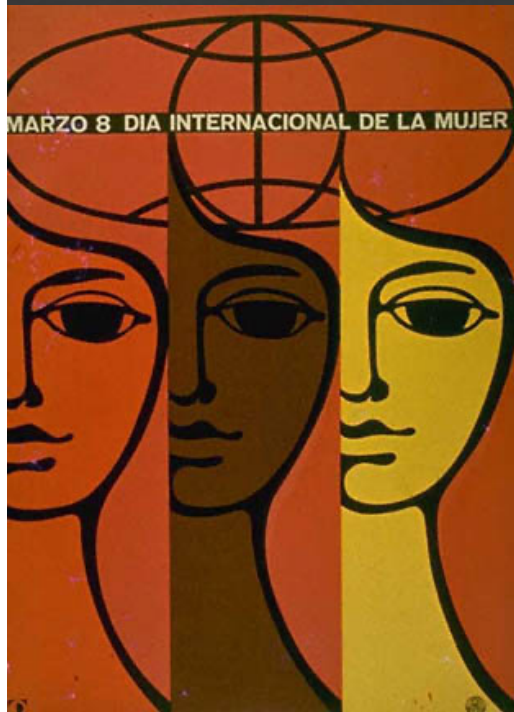
Person holding semaphores to guide in a plane to the gate.

The person is gray... just enough to tell us there is a person. The important thing is that they are holding lights and what they are doing with the lights (the important information is bright – red & yellow)

Images from Edward Tufte's *Envisioning Information*

International Women's Day

SMALL MULTIPLES



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

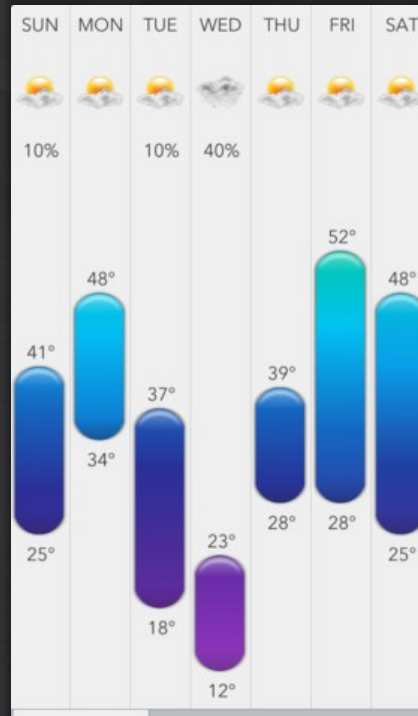


Diaz, Estela 1974
March 8 - International Women's Day

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

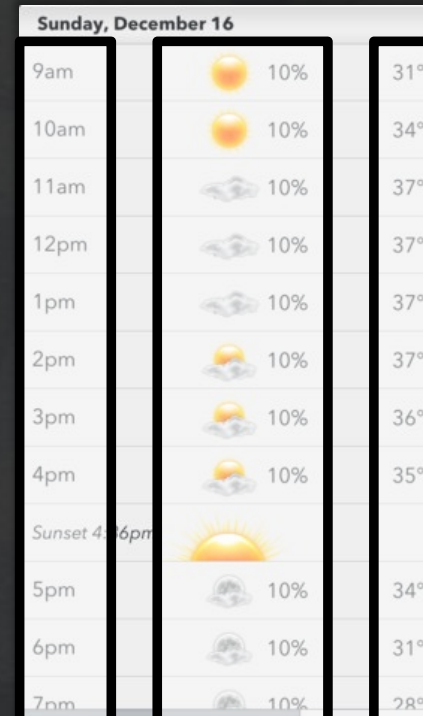
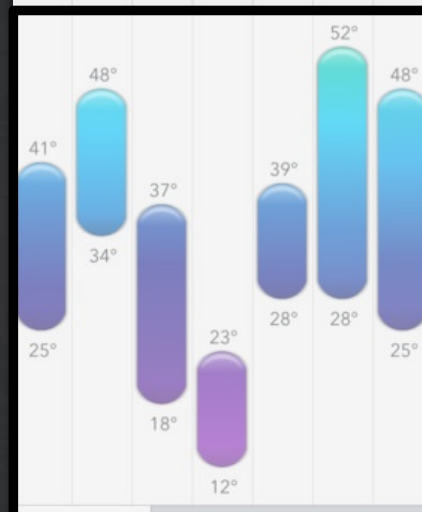
Proximity & Small Multiples in Use

Today Weather iOS App



Proximity & Small Multiples in Use

Today Weather iOS App



Proximity & Small Multiples in Use

Today Weather
iOS App

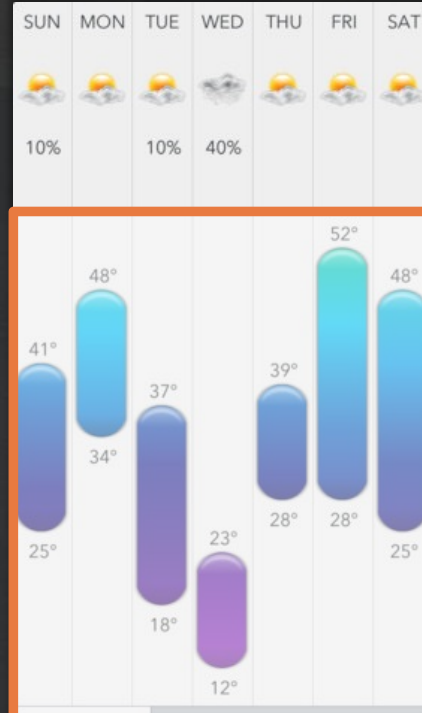


Pittsburgh
8:27 PM
30°
feels like 27°

39° / 27°
100%
3 mph

12am 4am 8am
29° 32° 31°

updated 12/21/12, 8:26 PM



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



HOME

ABOUT

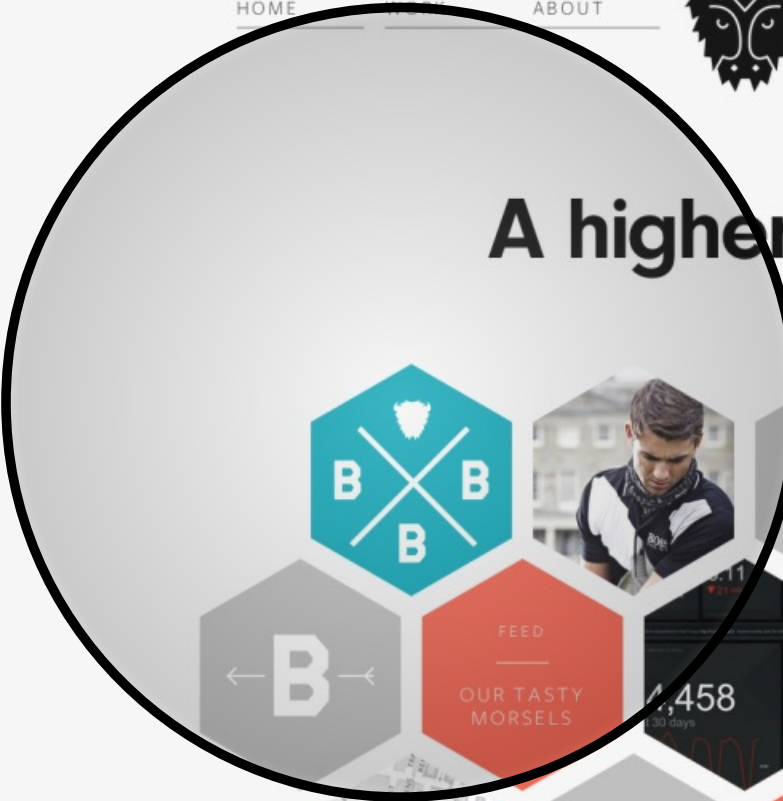
FEED

JOBS

CONTACT

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

PROUDLY PRESENTS the 4TH ANNUAL **Dish** SUNDAY OCTOBER 2ND 1:00PM to 4:00PM

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

The Top 25 Burgers in San Francisco

Obama Talks Jobs at LinkedIn

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*

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 95 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!

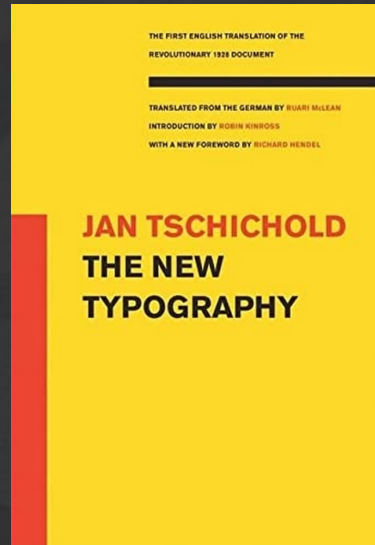
SFoodie
Tina's smartwater
A BENEFIT FOR **LA COCINA**
Supporting Food Entrepreneurs

Autumn 2011

26

Jan Tschichold's Revolution

Champion of Modernist Typography



Die Neue Typographie
Berlin, 1928



Bauhaus school
Dessau, 1925-26

Type Classifications

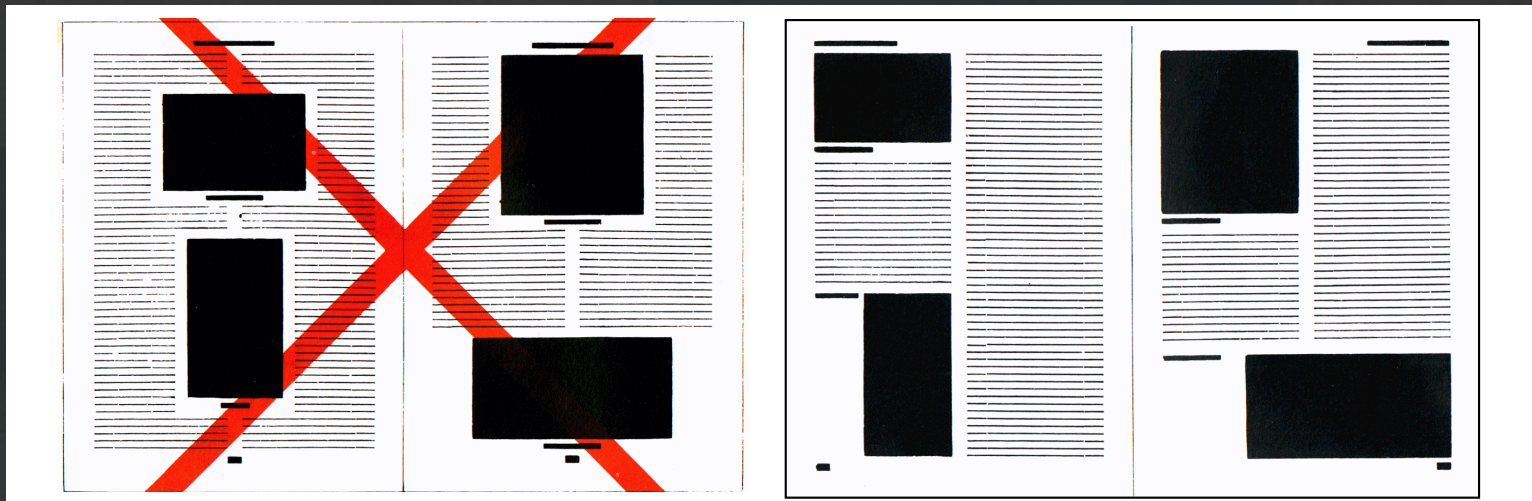
Typeface (Arial) vs Font (Arial Bold 12pt)
Design of letterform vs Instantiation of that design with weight, style, & size

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

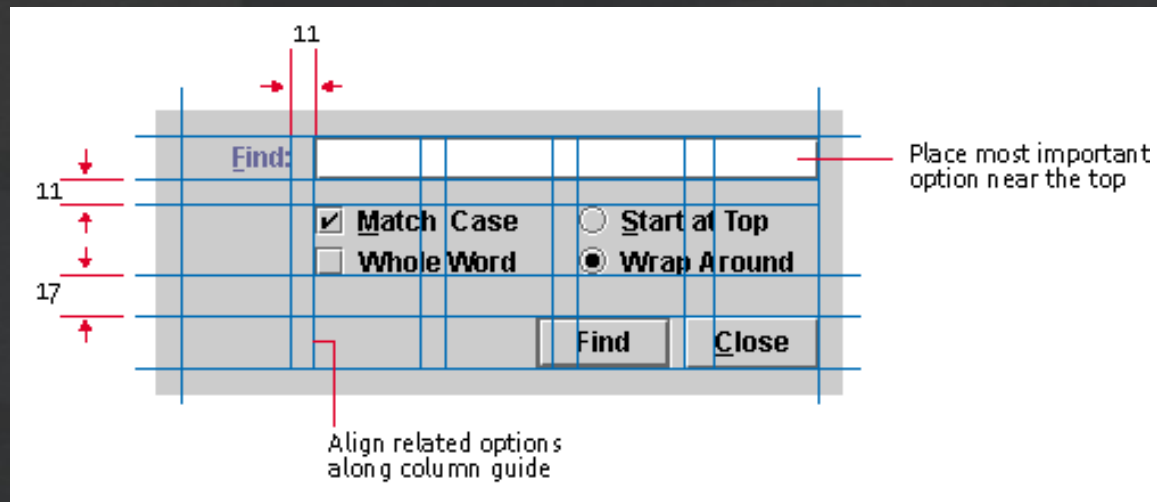


How blocks used to be arranged in magazines. Schematic, thoughtless centering of blocks (= ugly).

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

icon — a **visual shorthand** to the **meaning** of an **object** so users do **not have to read** words (“recognition over recall”)



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

Administrivia

- Website
 - 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
- Design Systems Workshop, Monday Oct. 27th
 - answer poll on time in #announce slack channel
 - It will help you for A6
- CS 194H
 - follow-on to CS147
 - ~~offered this Winter~~

Not offered this academic year

Administrivia

Campus dev workshop resources

- Building voice AI agents with Vapi (<https://luma.com/po2se9vo>)- Nov 3, 6:15pm
- Building with Gemini & Google AI Studio (<https://luma.com/6g7mhtbm>)- Nov 4, 6:15pm
- Building with Replit (<https://luma.com/t372k0rb>)- Nov 6, 6:15pm
- Building with Vercel & v0 (<https://luma.com/br3320yj>)- Nov 18, 6:15pm
- Building voice agents with ElevenLabs (<https://luma.com/cwrgi9e2>)- Nov 19, 6:15pm

Administrivia: Assignment 4 Grades/Feedback

A4 Concept Video: -: 0% ✓ - -: 0% ✓ -: 0% ✓ : 35% ✓ +: 65% ✓ ++: 0%

We liked

- “*Cross-comparisons* of market competitors”
- “Use of *annotations and color* in storyboards to show emotion/transitions”
- “**Tasks** were *identifiable* in concept videos”
- “Extensive discussion on *ethical implications* and mitigation strategies”
- “Great *use of music* to capture emotional change in actors”

We wished

- “Competitor analysis included *implications for design*”
- “Labelling of tasks were grounded in *frequency not difficulty*”
- “Tasks were *less feature-driven* and more focused on *user goals*”
- “*Stronger link* between tasks and the problem identified in needfinding”
- “*Concise* value prop that is unique to solution”
- “*Clearer depiction* of how the solution solves the user pain”

Good A4 Examples

— Props
— Transitions

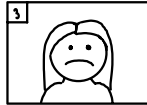
Scene 1: Point of Conflict ↳ Person 1 experiences creative block in their room



Person 1 is at a desk in their room, staring dejectedly at a blank paper. They try to start a drawing, but every time they begin to draw, they become disoriented, discard it, and restart on a new paper.



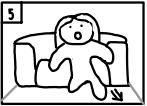
A time lapse overhead shot, wads of paper begin to accumulate on their desk over time.



A close up reaction shot of Person 1 they're burnt out and numb. Their expression feels almost lifeless.



Dejected, they flop into bed. An overhead ceiling shot looking down on them.



A side shot. They hear an ethereal noise, alert and curious, they stand up and walk in the direction of the camera. Their body covers the camera...

WALKS IN AND THEN OUT OF CAMERA

Scene 2: Simple TASK ↳ Person 1 goes on an art-traveler journey in new locations for each piece



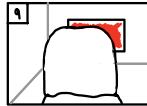
...and they emerge in a new location. They're standing facing a singular painting in the room. It's strange, beautiful, and full of color and life and nuance.



A reaction shot of Person 1. Their expression softens, they're awestruck, and there's wonder in their eyes.



A shot of the artwork.



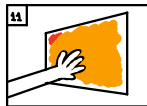
A back shot of Person 1. Something catches their eye off-screen. The camera swivels, moving behind Person 1 to look...

CAMERA SWIVELS MOVING BEHIND THEIR HEAD

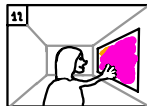


...and we transition to a new sculpture. Their inner child curiosity begins to blossom and when the sculpture, they reach for it, wanting to touch...

CAMERA SWIVELS OUT OF THEIR HEAD



...a closeup of their arm, outstretched...



...and a wide shot: they've traversed and are touching a different painting. A glimmer of a smile on their face: there's something freeing about being able to so intimately emotionally "see" these art pieces.



Person 1 notices something offscreen again: they walk towards it. The camera moves with Person 1, and a wall covers the frame...

CAMERA DISAPPEARS BEHIND DOOR



CAMERA COMES OUT

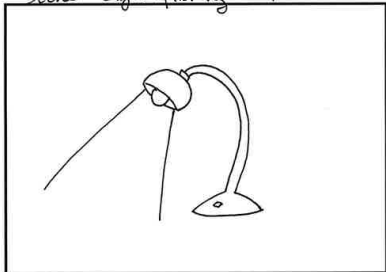


x3

Traverse

Good A4 Examples

Scene: Light flicking ON/OFF



Eerie music with "ticking" of light switch.
Zoom out from light to show two people switching ON/OFF

Scene: Sleeping vs. Studying (1)



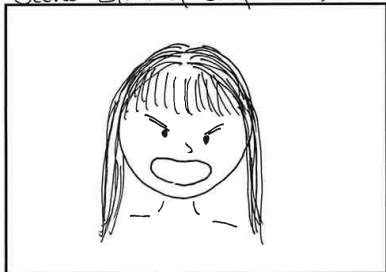
Montage of lamp/ studying student / sleeping student. Close-up of laptop/hands

Scene: Sleeping vs. Studying (2)



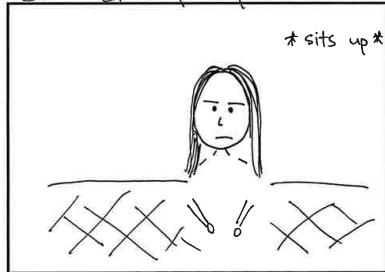
Birds eye view of sleeping student. Cross-cut into montage

Scene: Start of Conflict (1)



Thunder sound. Close-up of expression (anger/annoyed)
Point of view shot: from Zimin

Scene: Start of Conflict (2)



Camera follows sleeping student sitting up

Scene: Conflict



Zoom out of two with lamp between. Close up of glaring expression

Tether

Good A4 Examples

SIMPLE TASK

Start a simple work session with a companion

Timestamp: 00:21

This is a task we expect all users to want to do (have some form of body-doubling) and is the basis of our solution.

MODERATE TASK

Break down a larger goal into smaller milestones

Timestamp: 00:30

From our interviews, we found that simply getting started on achieving an overwhelming goal can be difficult. So, we expect this feature to be important, but not as common as starting a session.

COMPLEX TASK

Actively reflect on progress and goal at hand while working

Timestamp: 0:48

This requires more steps on the user's end beyond simply starting a session. We do not expect all users to do this, but hyperfocusing without reflection was a pain point from our interviews.

Theo

Good A4 Examples

MODERATE

Cooking with friends as an activity

Description:

Nicole wants to host her friends at home and make cooking together more fun. She hopes to turn an ordinary recipe into an interactive cooking experience for her friends to enjoy.

Justification:

This is a moderate task because it builds on the core use case but involves multiple participants and a more social context. While still common among users who want to make cooking engaging, this task requires slightly more coordination and interaction than solo cooking. Most users will complete this task occasionally, using the app to create fun, story-driven cooking sessions when hosting friends. It demonstrates how Simmr extends beyond solo use to support shared, experiential cooking.

Timestamp:

0:53 - 1:10





17

Simmr

Good A4 Examples

Ethical Implications

Values in Design — Tarot Cards of Tech

Tarot Card	Ethical Implications	Reflection / Mitigation
 THE BACKSTABBER	Care Circles could become surveillance tools if family members use them to monitor rather than support, leaving users to feel watched and judged	<ul style="list-style-type: none">• Default to mutual support, not monitoring• User-controlled visibility settings• “Pause Sharing” mode for privacy
 THE BIG BAD WOLF	Medication data could be exploited by insurers to deny coverage, employers for discrimination, or family members for control	<ul style="list-style-type: none">• No external data sharing to third parties• End-to-end encryption • Regular security audits
 THE SIREN	Streak gamification creates anxiety when users miss doses, turning health management into a high-pressure performance metric	<ul style="list-style-type: none">• Grace windows for late doses• “Pause days” without breaking streaks• Celebrate returns, not punish absences
 THE BFFs	Power dynamics in families where dominant members might overcontrol elderly users’ medication routines	<ul style="list-style-type: none">• Focus on patterns, not perfection

Pill Pal

Good A4 Examples

Meet Up



DIFFERENCES

Feature	Meetup	Nomi
Core Model	Group and event-based	1-to-1 matching
Goal	Join communities and attend social events	Build friendships through mutual learning
Interaction Depth	Often one-time or casual events	Long-term, recurring mentorship/friendship
Structure	Organizer-led (events require setup)	Algorithmic matching (auto-pairs people)
Learning Element	Implicit (“learn new things” through events)	Explicit (structured around teaching/learning skills)
Retention Driver	Event attendance & notifications	Relationship growth & skill progress
Monetization	Paid organizer subscriptions	None yet (free community focus)
User Motivation	Expand network & join communities	Form deeper friendships via shared learning goals

Nomi

Administrivia

- Midway team check-in survey (*required*)
 - due Sunday 10/26 at 11:59 PM
- hci.st/cs147-25au-midway-team-checkin



TEAM BREAK
(FINISH LOW-FI PROTOTYPE OR SLIDES)



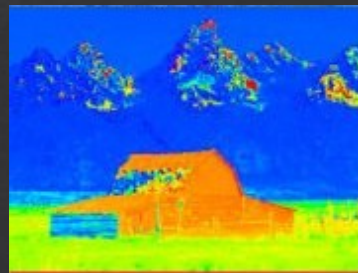
Color

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 DUE TO EDWARD TUFTE'S UNCLEAR UNDERSTANDING OF FAIR USE

Color sets that vary primarily by luminance are much easier for us to order. This image uses two color sets: browns for height above the land, blues for depth below the ocean. The questions I mentioned before are now much easier to answer. The much more muted colors also much easier to read the information.

[Eastern Sea, not Japan Sea]

Cartographers have been doing this for 2000 years.

The key is to know: under water or not under water? Then, how far for each case? Our perception system can't use hue for how much! But, we can use intensity. As I go deeper, the color gets darker. Intensity is a great axis for presenting quantitative info.

Color: Edward Tufte – by luminance

IMAGE REMOVED DUE TO EDWARD TUFTE'S UNCLEAR UNDERSTANDING OF FAIR USE

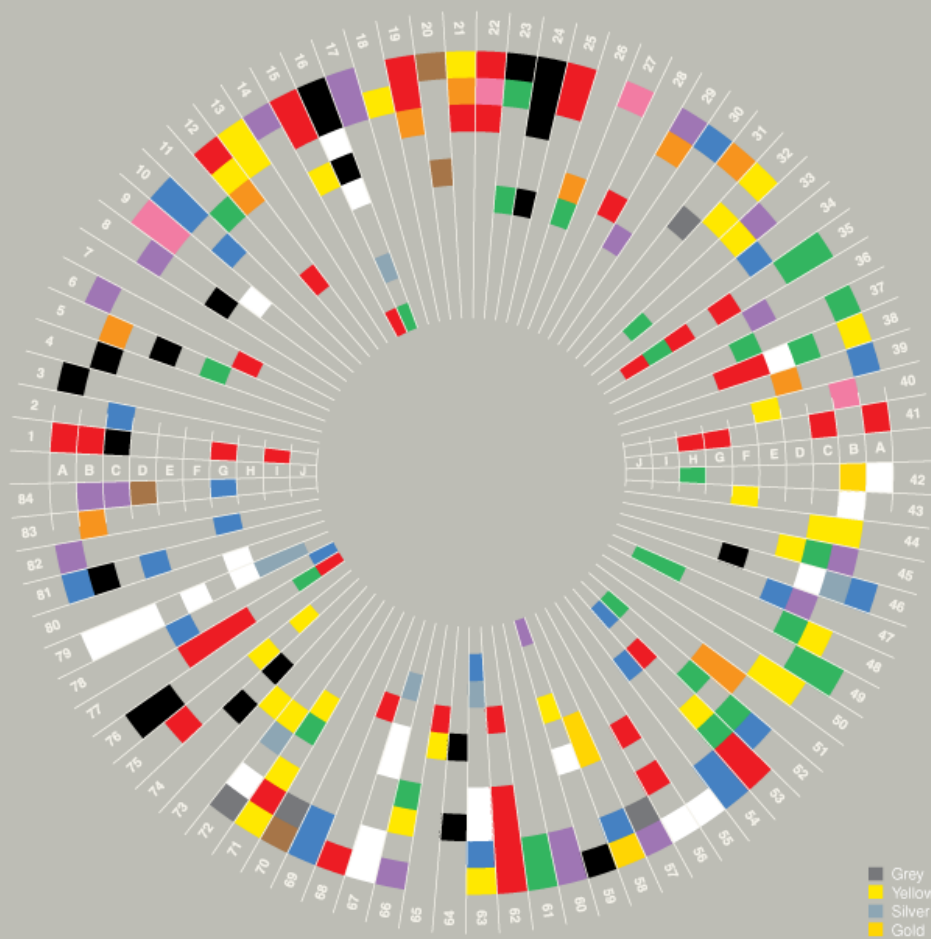
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Colours In Culture



- | | |
|----------------------|--------------------|
| 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 |



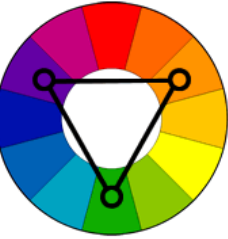

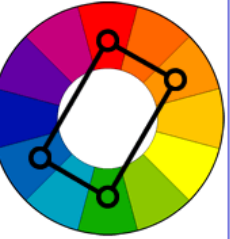

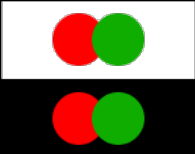

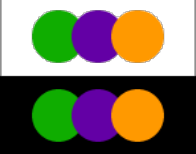


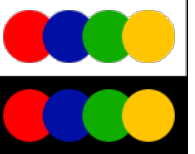
The Basics of the Color Wheel



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



Analogous

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



Analogous (e.g., Beyond Oil)

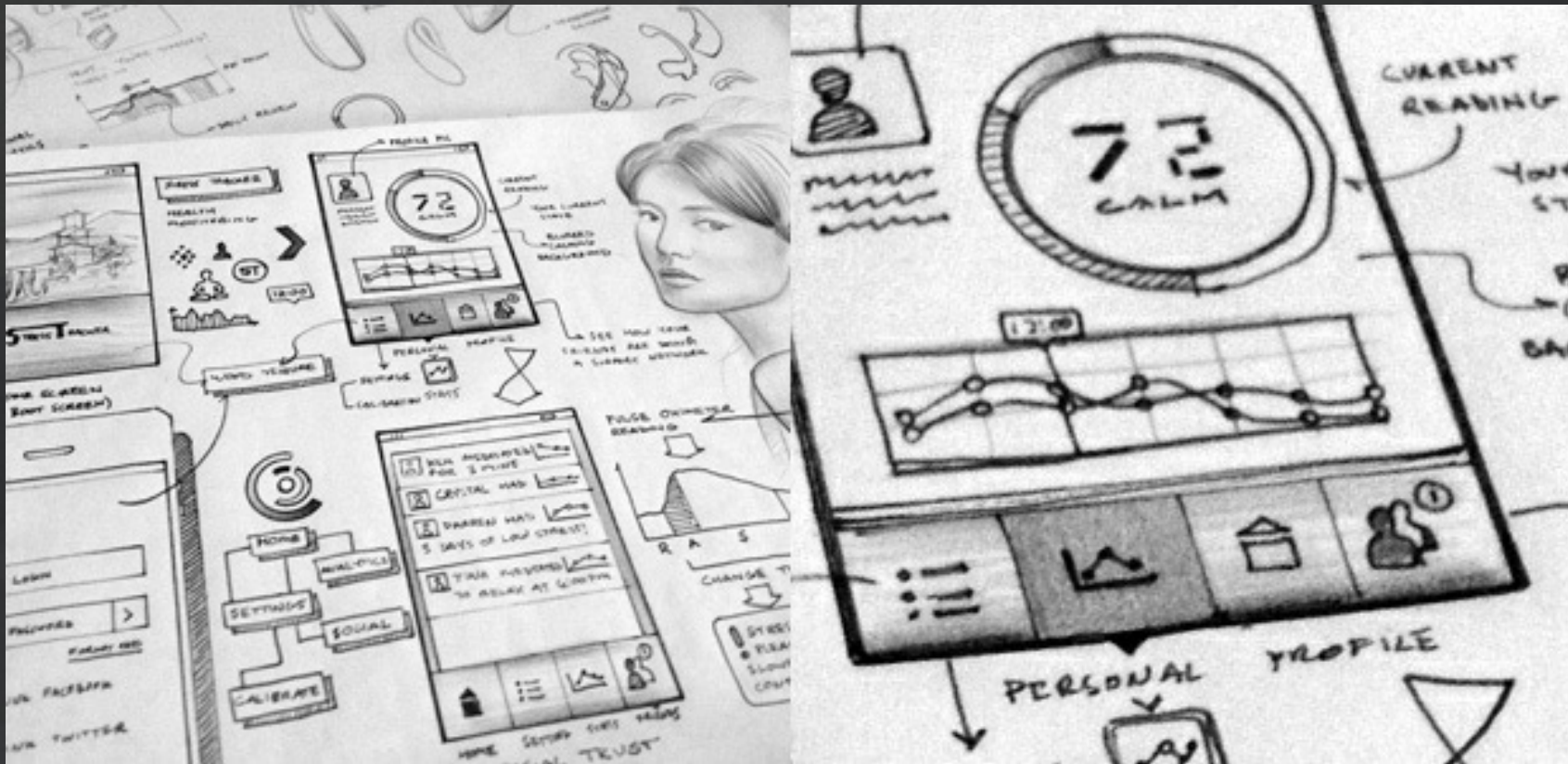


Split Complimentary

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



Start with Greyscale



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

Search

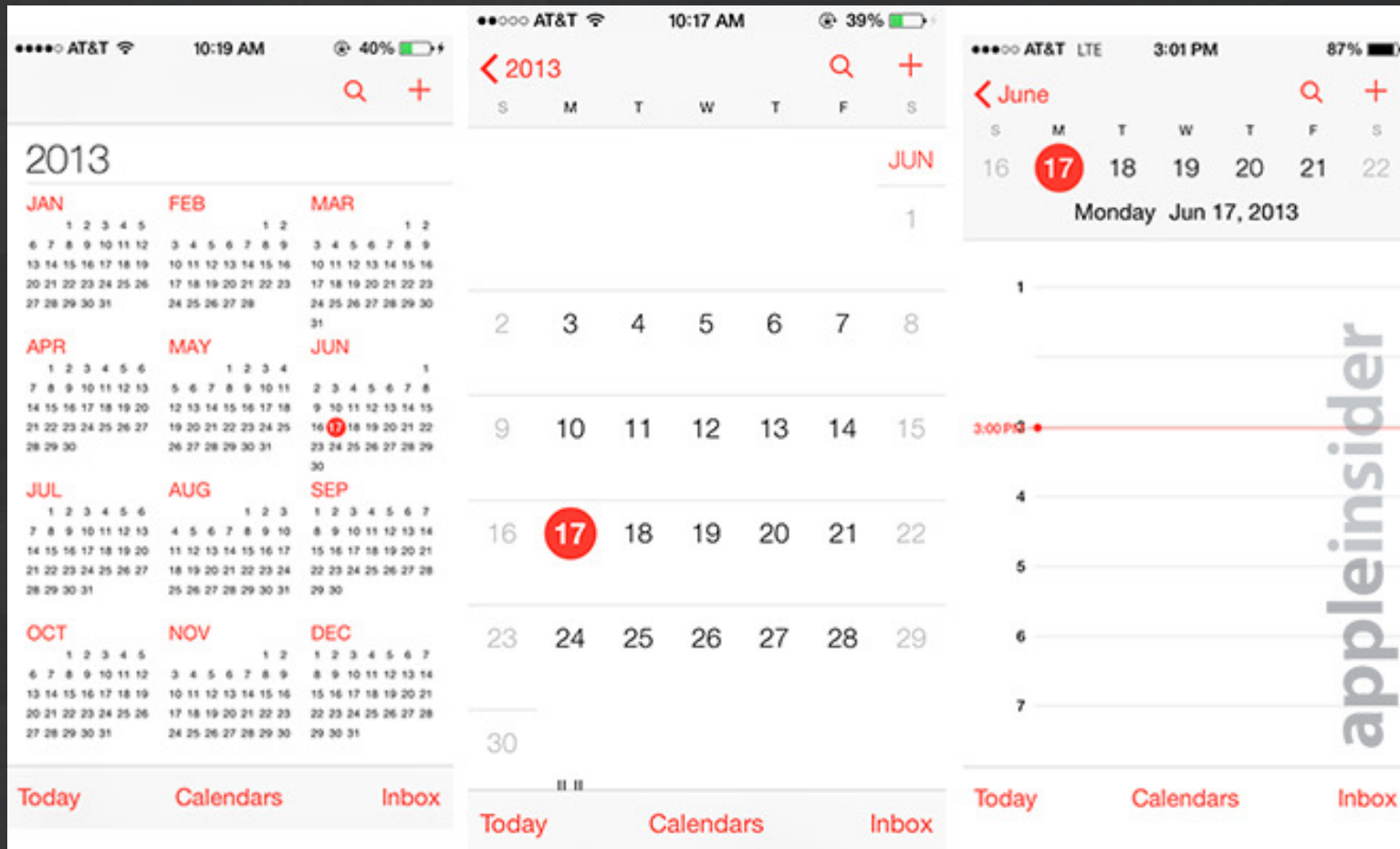


Cards Against
Humanity

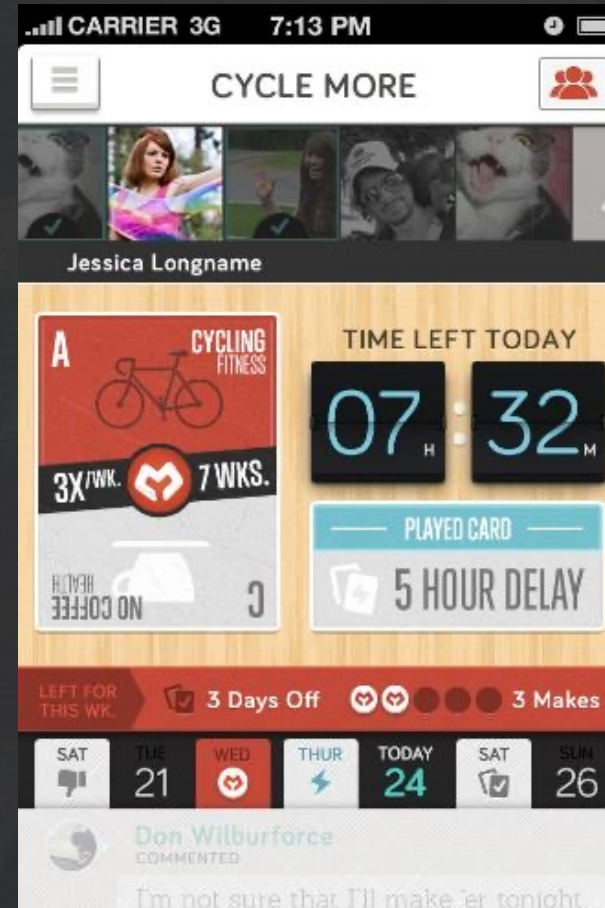
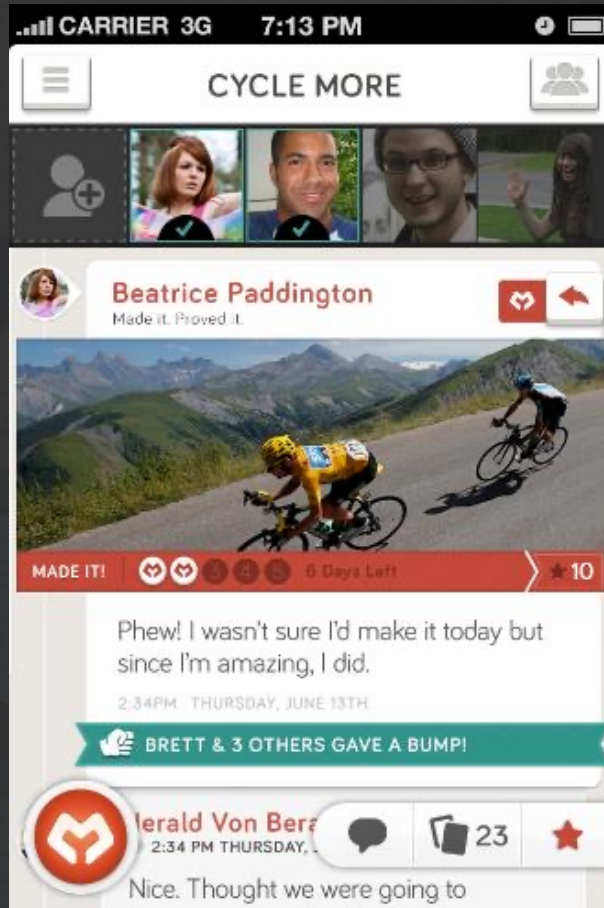


Advertisements via the Deck

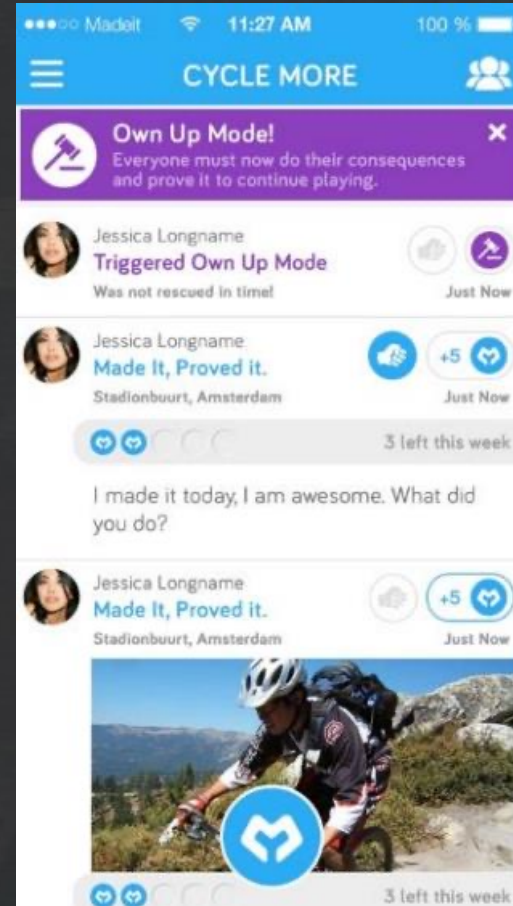
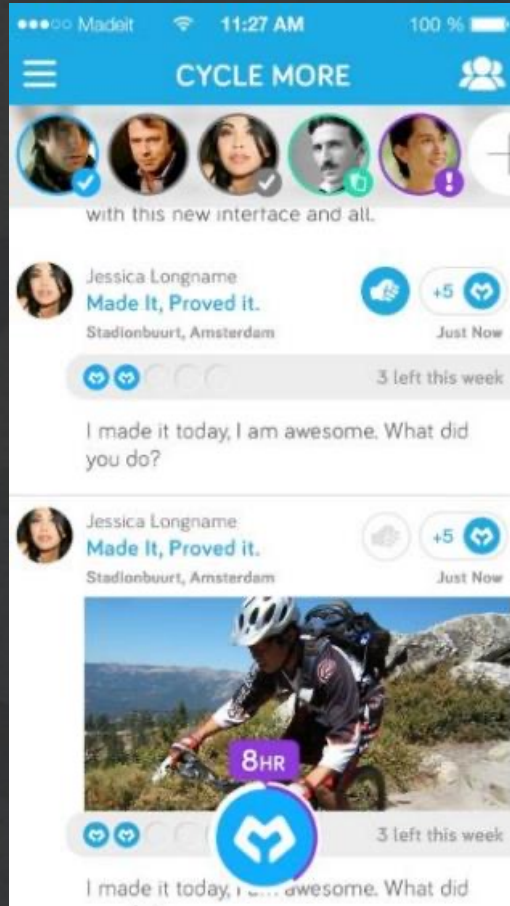
Action + Passive Colors



Poor Use of Color



Redesigned to Use 3 Actionable Colors





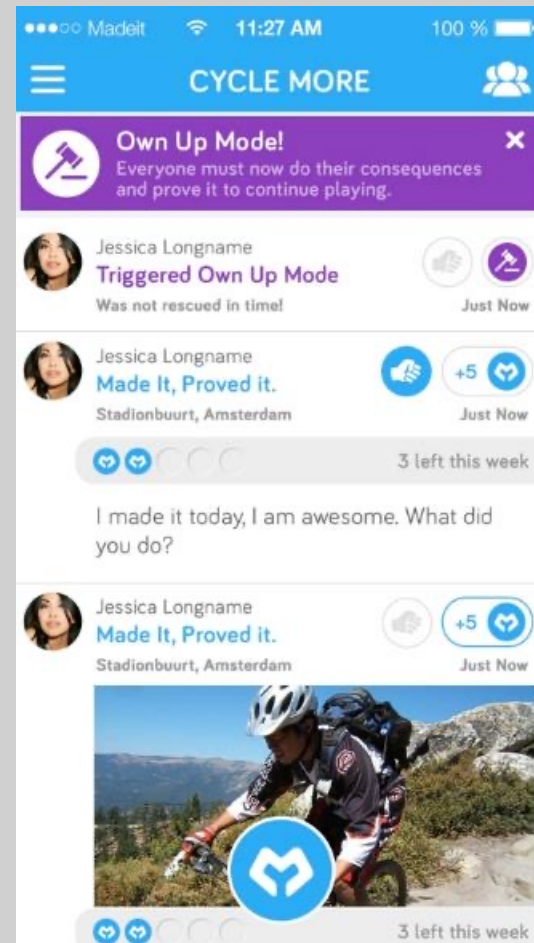
Action



Immediate



Analogous



Tools that help with color selection

<https://colors.co/>

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

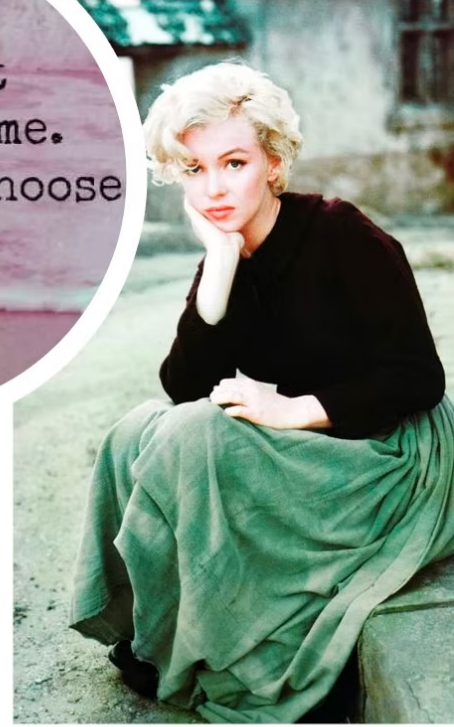
<http://www.colourlovers.com>

<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)

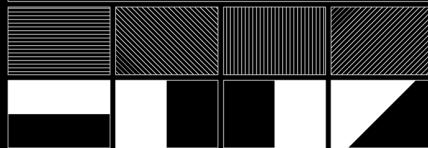
- **Define the Vibe:** Brainstorm **3-5 adjectives** that describe your design's feel (e.g., playful, modern) and write them down
- **Search for Visuals:** Each team member finds images that reflect these adjectives using:
 - **Unsplash in Figma**
 - Optionally, try **Cosmos** for AI moodboards
 - Use **WhatFont** to identify fonts on websites
- **Build the Moodboard:** Combine images onto a single team slide
- **Pick Colors:** Choose **primary** and **secondary colors** for your prototype from the moodboard images
 - Use **Randoma11y** for high-contrast color combos
- **Save & Share:** Copy your completed slide to the team folder: <http://hci.st/cs147-25au-mood-boards>

A sample example title

A subtitle for the card

15 July 2024

Color contrast is the difference in brightness between foreground and background colors. For accessibility purposes, aim for a 4.5:1 ratio between the foreground color (e.g. text, links, etc.) and the background color. This ratio ensures people with moderately low vision can tell the colors apart and see your content.

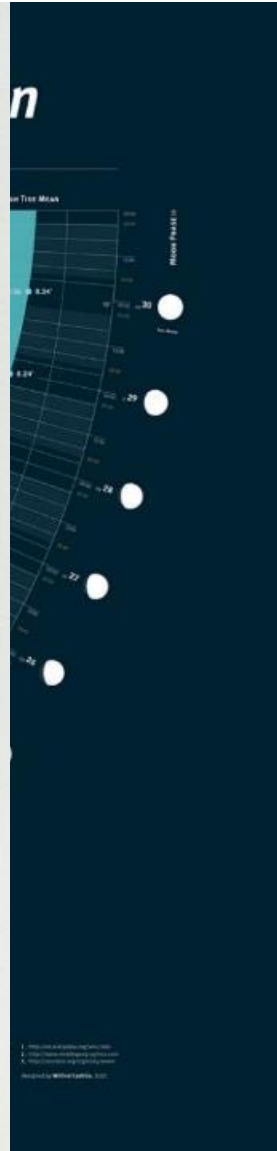
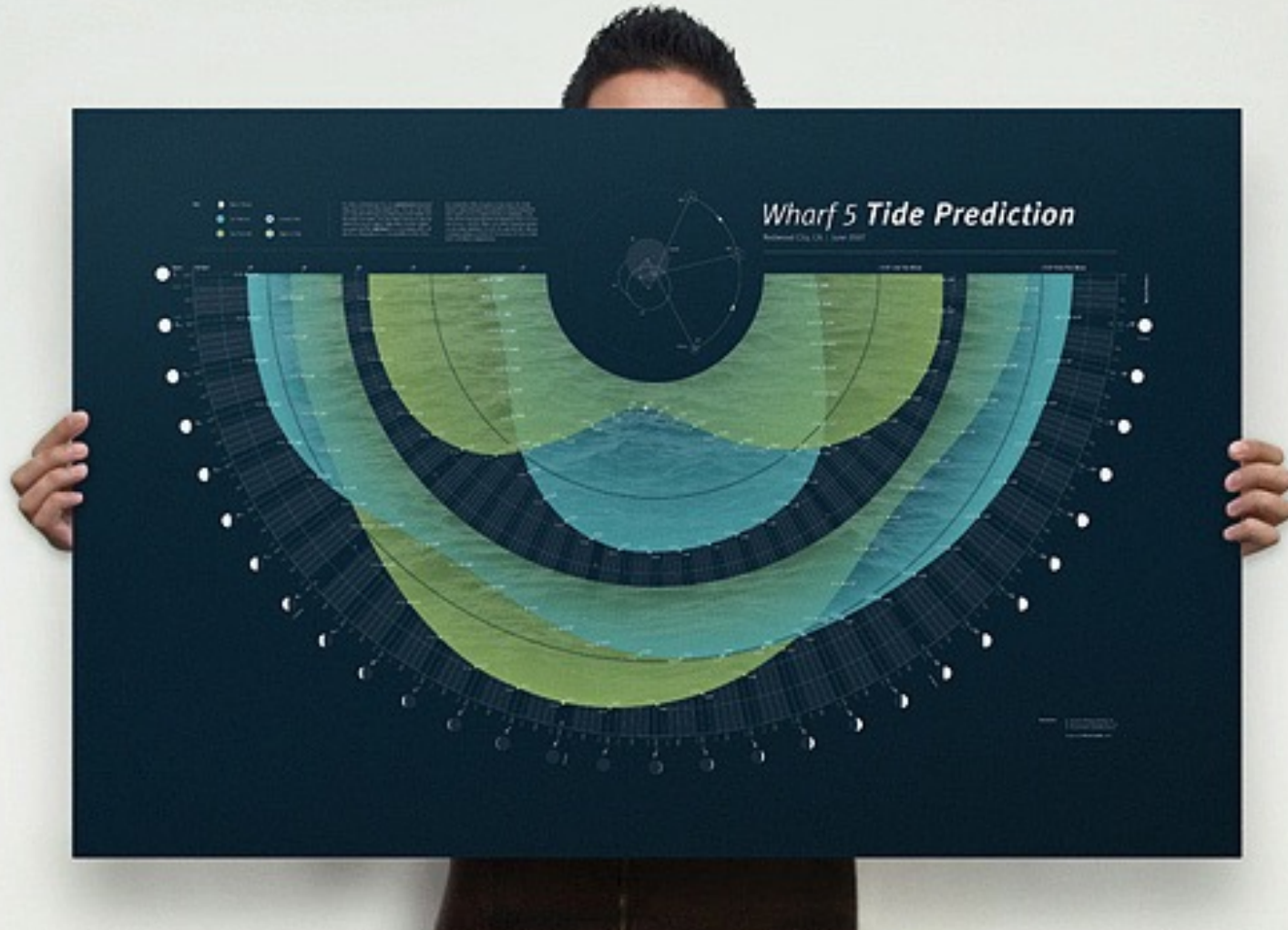


Visual Design that is
Interesting
[the wow factor]

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)

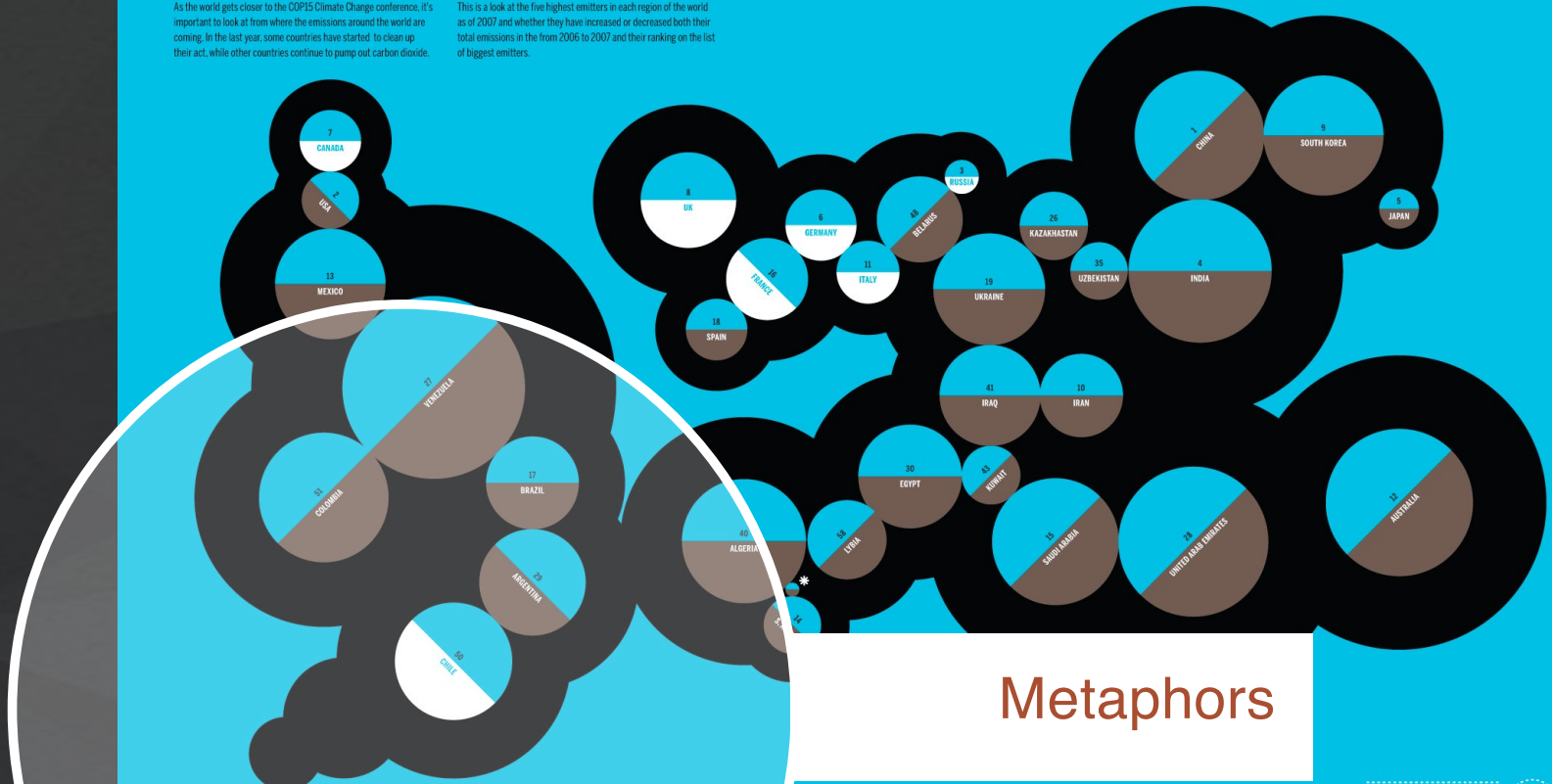
- Hard to get right & easy to overdo!
- Very useful to provide meaning and connect information to logic
- The more direct or specific a metaphor, the more contextually relevant it is to a generation or time



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

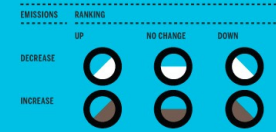


PERCENTAGE OF EMISSIONS INCREASE FROM 2006 TO 2007

NORTH AMERICA		CENTRAL & SOUTH AMERICA		EUROPE		EURASIA		AFRICA		MIDDLE EAST		ASIA & OCEANIA	
UNITED STATES	1.4	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	KAZAKHASTAN	1.9	NIIGERIA (37) *	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	9.1
		COLOMBIA	4.9	SPAIN	1.7	BELARUS	3.2	LIBYA	2.7	KUWAIT	1.5	AUSTRALIA	9.2

PIE CHARTS SHOW PERCENT INCREASE OR DECREASE OF EMISSIONS IN THE LAST YEAR

BUBBLE SIZE RANKING OF COUNTRY



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

and

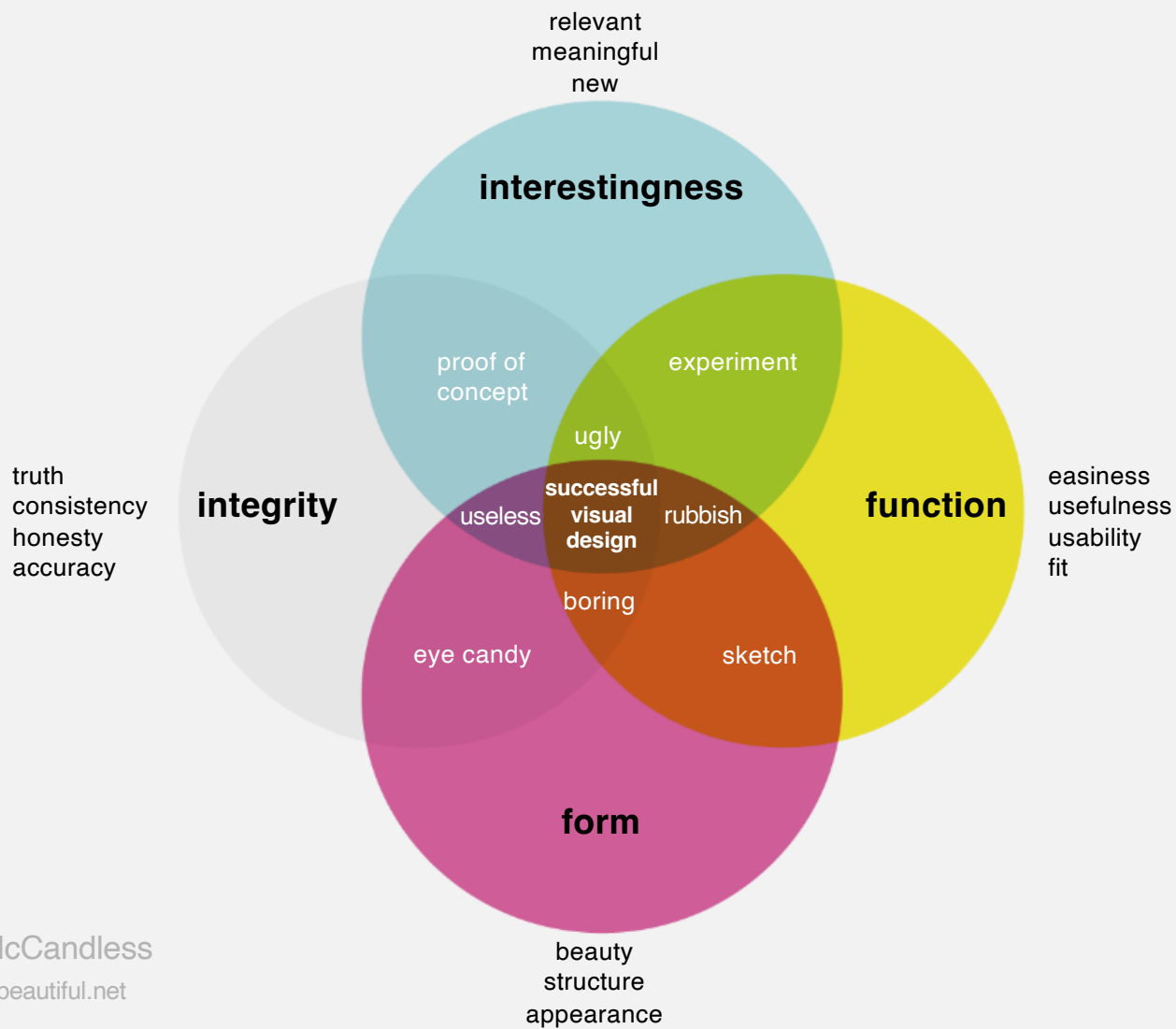
The **less** techniques used,
the easier it is to balance them

Overwhelming Use of Different Techniques

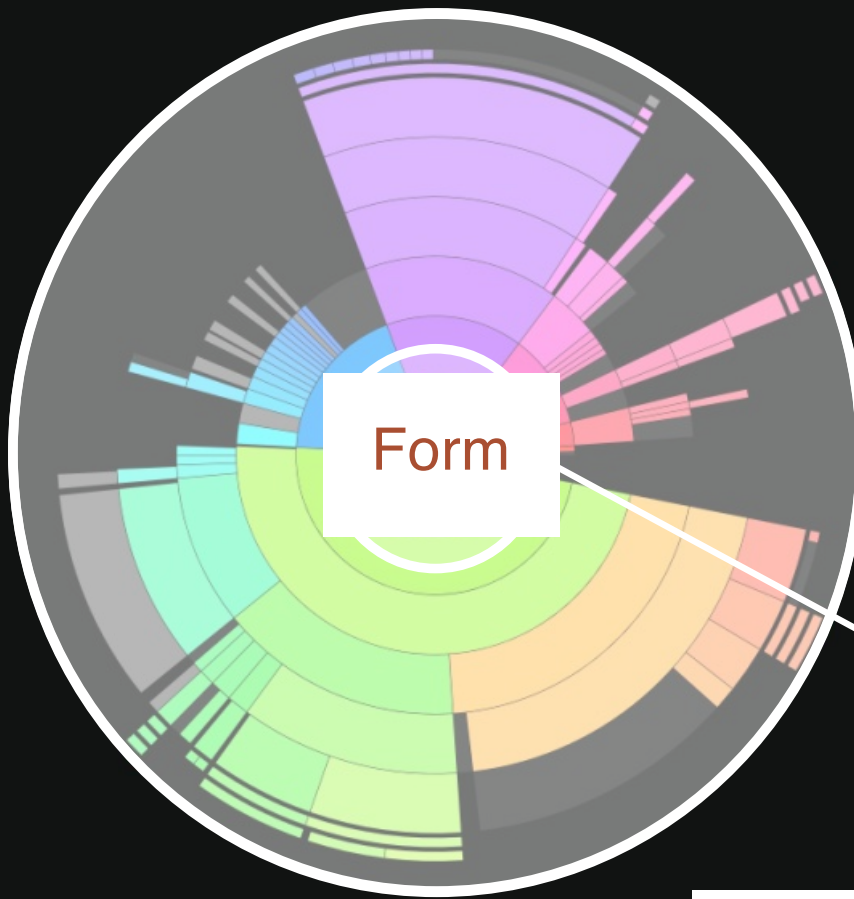
The screenshot displays the SF Weekly website homepage, characterized by a highly cluttered and multi-layered design. At the top, there are navigation links for 'Browse Voice Nation', 'Most Popular', and 'Most Recent', along with 'Sign up' and 'Log in' options. A prominent banner for the 'SF WEEKLY' iPhone app is featured, accompanied by a 'DOWNLOAD FOR FREE! CLICK HERE' button. Below this, a search bar and a menu of categories (News, Music, Calendar, Restaurants, Arts, Movies, The Ads, Classifieds) are visible. The main content area is divided into several sections: 'Headlines' with a featured article 'The Top 25 Burgers in San Francisco' (including a 'Dish' logo and event information for Sunday, October 2nd, 1:00PM to 4:00PM); 'Top News Stories' with articles like 'Ready to Leave', 'RANGER NOIR', 'FOLSOM STREET FAIR', and 'COULD THE CLITORIS GO EXTINCT?'; 'Daily Blogs' featuring 'THE SNITCH' and 'Obama Talks Jobs At LinkedIn'; and 'Slideshows' including 'Prude Community Panicked by SF Nude Protest', 'DA's Office to Appeal Judge's Order Unsealing DNA...', 'Erotic Art Exhibition at Artist's Alley (NSFW)', and 'Two Gallants Make a Poignant Homecoming at'. A 'TODAY'S DEAL IN SF' section offers '\$25 for 4 Salsa Lessons (Reg \$60)'. The right sidebar contains promotional content for 'THE GALLERIA SAN FRANCISCO DESIGN CENTER', 'OVER 35 CULINARY DELIGHTS RESTAURANTS IN SAN FRANCISCO', and 'EAT DRINK enjoy'. The bottom of the page features a 'Design Thinking for User Experience Design, Prototyping & Evaluation' banner. The overall layout is dense with text, images, and various interactive elements, illustrating an overwhelming use of different techniques.

In other words,

Keep it Focused



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



Form

Interestingness



Integrity



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	419.6 MB
Hdpressurewashing_PC_back2_qxpfrp.35	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

Drag and drop files here to collect them

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/Resources

- 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/>
- Elizabeth Lin's Art of Visual Design (online) course
 - <https://www.artofvisualdesign.com/>

Next Time

- 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

Exit Ticket

<http://hci.st/cs147-25au-exit-5-782>

