In your groups, discuss the screenshots you brought in. What makes them visually appealing? What makes them visually appalling?

Think about Contrast, Repetition, Alignment, and Proximity (from the reading).

Visual Hierarchy

YOUR EYES HERE (then here)



Trying to make every single thing attention-grabbing is a classic design mistake.

What you consider most important should—certainly, clearly, undeniably—be the single most important aspect of your design.

Andrei Herasimchuk, designaxioms.com

Principles from The Non-Designer's Design Book Repetition

Contrast

Alignment

Proximity

How do we achieve Balance and Visual Hierarchy?

Repetition vs
Contrast

Repetition and Contrast Fonts Margins Colors Icons

. . .

Size	GM posts largest loss ever Today General Motors posted the largest loss for any corporation in American history.	GM posts largest loss ever Today General Motors posted the largest loss for any corporation in American history.							
Weight	GM posts largest loss ever Today General Motors posted the largest loss for any corporation in American history.	GM posts largest loss ever Today General Motors posted the largest loss for any corporation in American history.							
Style	GM posts largest loss ever Today General Motors posted the largest loss for any corporation in American history.	GM posts largest loss ever Today General Motors posted the largest loss for any corporation in American history.							
Color	GM posts largest loss ever Today General Motors posted the largest loss for any corporation in American history.	GM posts largest loss ever Today General Motors posted the largest loss for any corporation in American history.							
Spacing	GM posts largest loss ever Today General Motors posted the largest loss for any corporation in American history.	GM posts largest loss ever Today General Motors posted the largest loss for any corporation in American history.							

What principles are being exercised here?

Try to Limit Yourself to:

1 Font

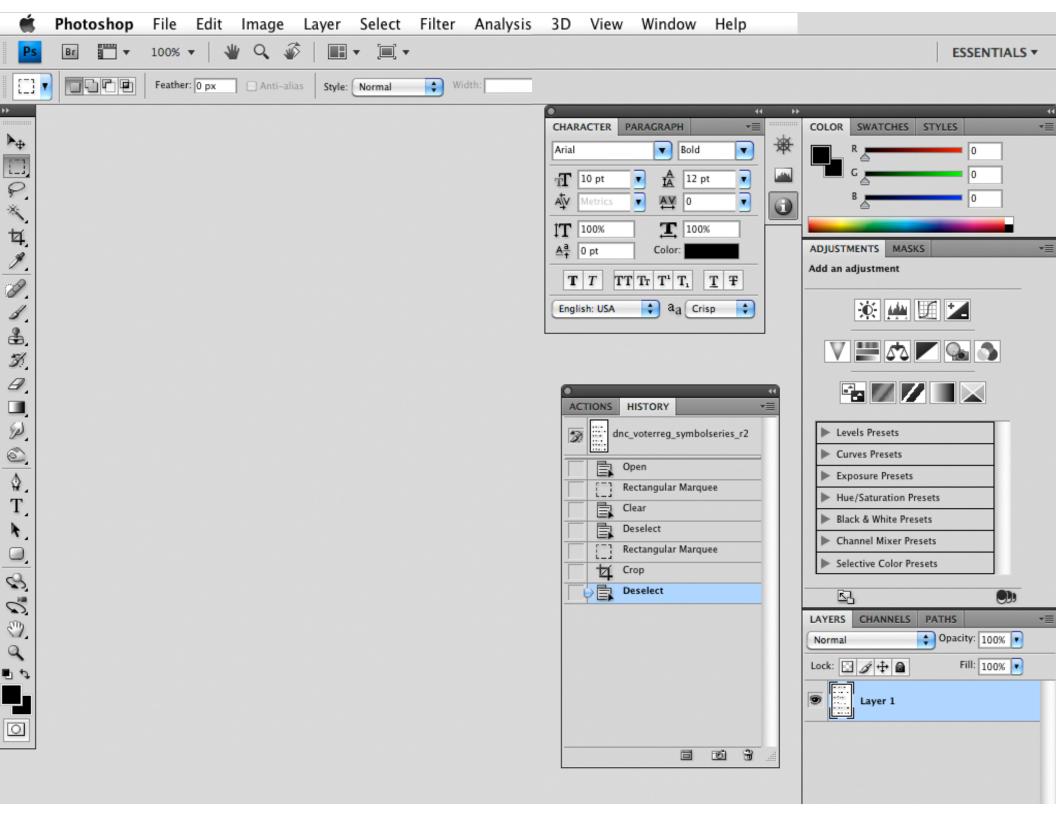
6 Treatments

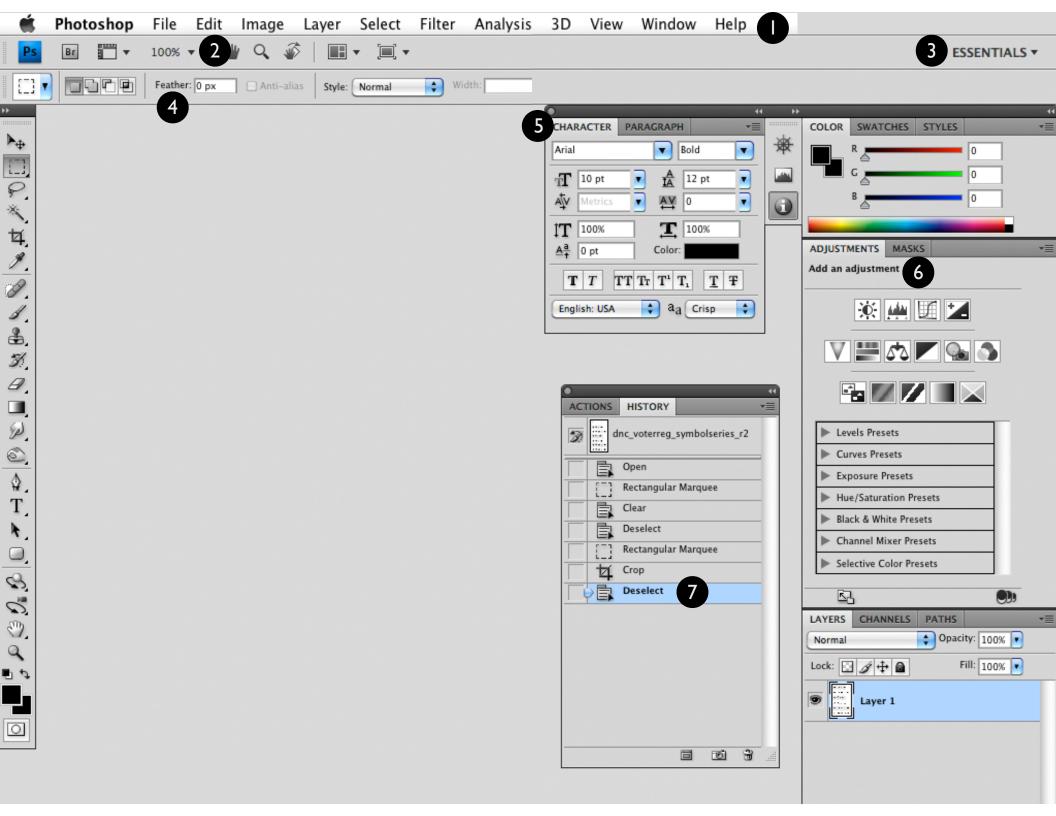
Arial 10 black Arial 10 grey

Arial 12 black Arial 12 grey Arial 12 bold black

Arial 16 bold black

Define your font treatments up front.
When you need to add text, choose one.
If none of them work, consider other techniques
If that doesn't work, add a new one.





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Design Axioms

Let data scream

The data is THE story; it should be front and center. Stories are often muddied by informationstarved graphics. Aesthetically beautiful diagrams can suffer from low data-to-ink ratios (lots of paint, little useful data). Don't pollute the data with eye candy: aim for clear, clean displays. One bite, big flavor.

Other concepts: information density, 85% of screen real estate should be dedicated to data; 15% to interface, and let data sing (listening to data can be more story-rich than using your eyeballs).

Let data scream draft on Flickr

Reality Bites

Use real data. It's the truth.

Design with fake data = fake design. Using fake data in your comps and early prototypes will lead to dead wrong ideas and influence bad decision making.

Ban lorem ipsum. It's a crutch and hazardous to your design health. Using lorem ipsum as data filler is a classic design practice that instantly screws the pooch. Planting fake data into the comps and service produces a fake product.

Reality bites draft on Flickr

Prototype like crazy

Iteration is paramount. Produce many mockups, and the best will shine through.

Get criticism early and often

Good designers are nimble

Axioms

- → Let data scream
- → Reality bites
- → Prototype like crazy
- → Pixel perfect
- → Bitch loud and often
- → Eat your own dog food
- → Stop seeking others approval
- → Date your users
- \rightarrow Grid it
- → Type less + less type
- → Color carefully
- → What interface?
- → Repeat customers ROCK
- → Deja vu all over again
- → Get physical
- → Lust to dust

WTF is this?

- → Missionette Statement
- → Presentations
- → Open to all
- → Next steps
- → Send feedback

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2 Design Axioms

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- More...

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- **Compare Drug Plans**
- **Check Current Enrollment**
- Enroll
- Add/Update Drug & **Pharmacy Information**

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- **Lower Your Costs During the Coverage** Gap
- Medicare & You 2010
- **Provider Information**

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Plans	Policies in Your Area
Compare Hospitals in Your Area	Compare Nursing Homes in Your Are

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Find a Doctor

Compare Home Health Agencies

Find Helpful Phone Numbers and Websites

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Find Out if You Are Eligible for Medicare and When You Can Enroll

Find Out What Medicare Covers

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Password: ••••••

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12

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Formulary Finder - 2010 Plan Data

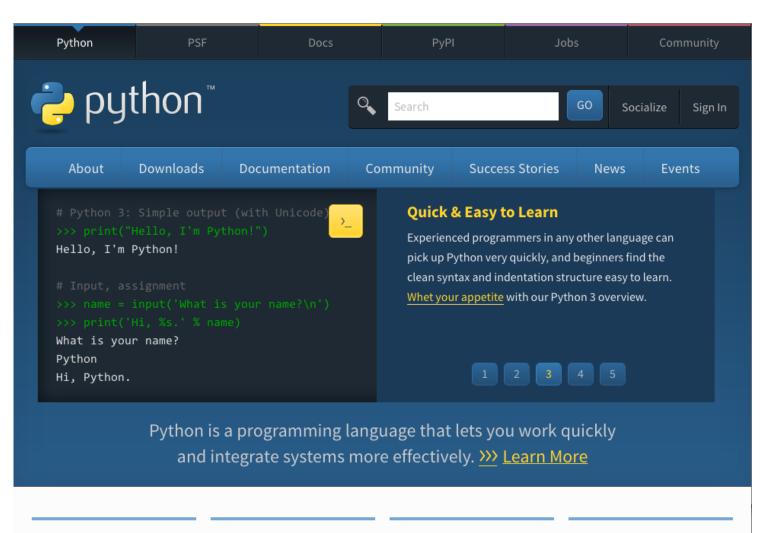


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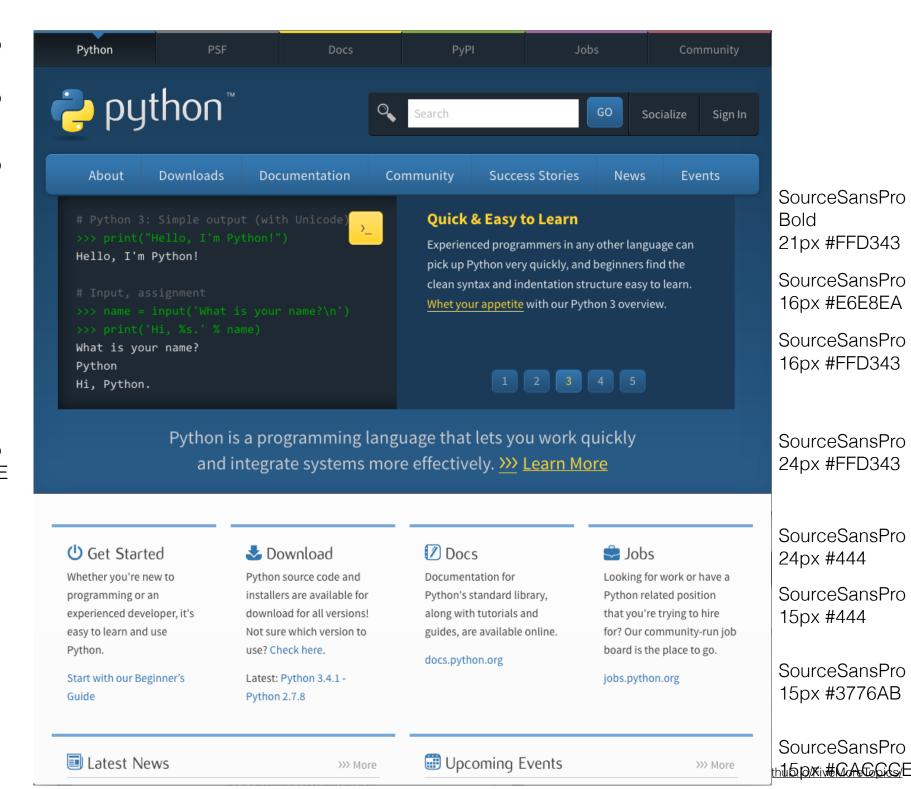


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16px #999

SourceSansPro 18px #FFF

SourceSansPro 24px #CACCCE



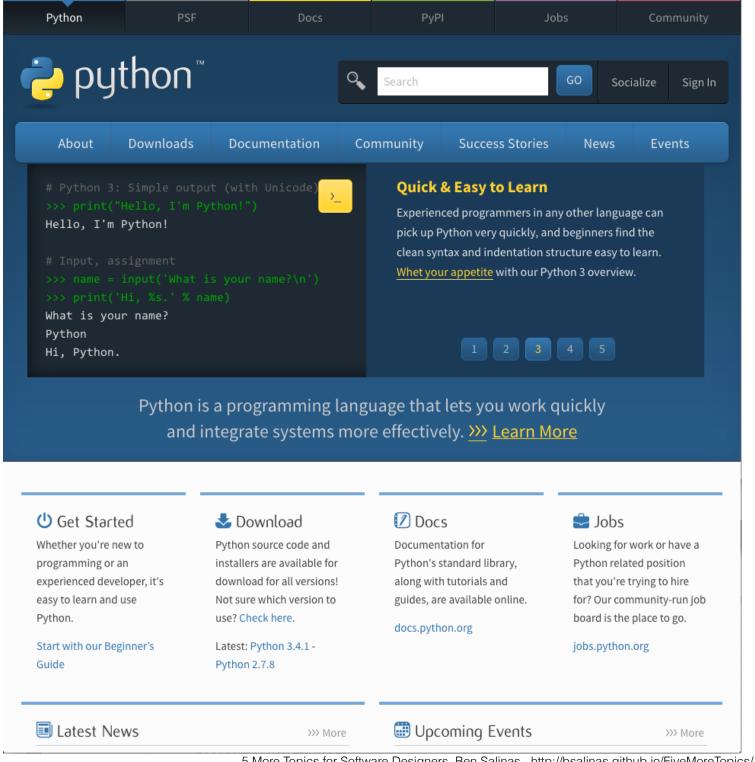
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SourceSansPro 18px #FFF

SourceSansPro Bold 21px #FFD343

SourceSansPro 24px #444, #CACCCE, #FFD343

12+ Font Treatments but it isn't the worst...







Medicare A thru D PART: A Hospital Coverage

PART: **B** Medical Insurance

PART: **C** Medicare Advantage Plans

Prescription Drug Plans

Learn More 🦠

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Contact Medicare

Find someone to counsel or advocate for you?

Need to appeal a claim?

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View Medicare Premiums and Coinsurance Rates for 2009

View an online demonstration on how to use the Prescription Drug Plan Finder

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Health Plans Are You Eligible? Enrollment

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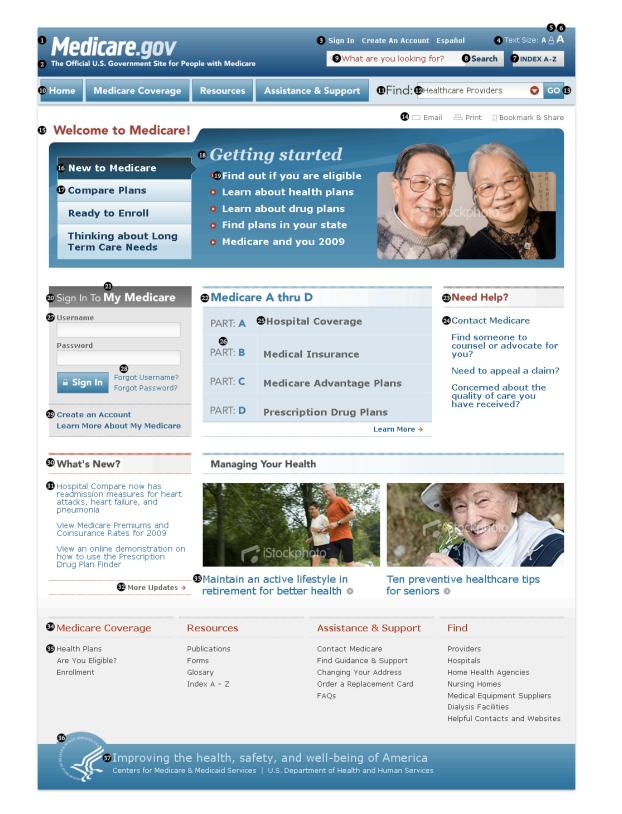
Assistance & Support

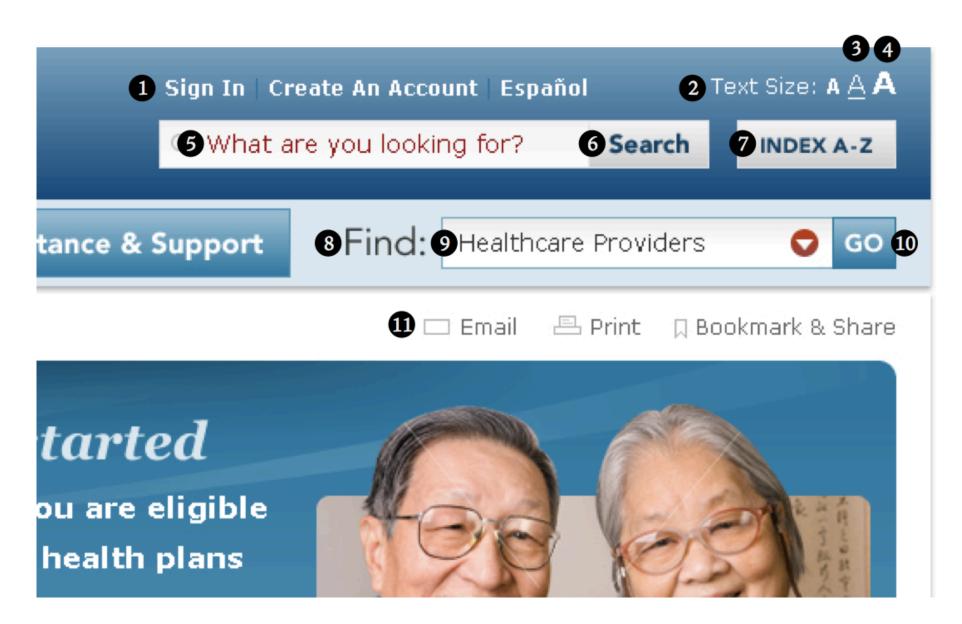
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Find

Providers
Hospitals
Home Health Agencies
Nursing Homes
Medical Equipment Suppliers
Dialysis Facilities
Helpful Contacts and Websites







treatments only the top right corner =





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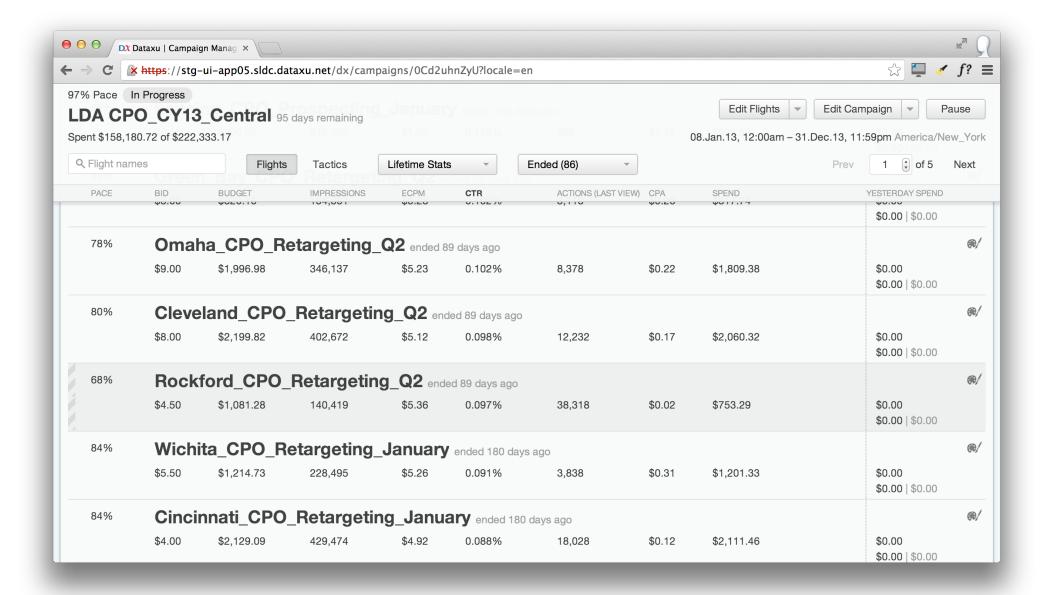
6 Treatments

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Arial 12 black Arial 12 grey Arial 12 bold black

Arial 16 bold black

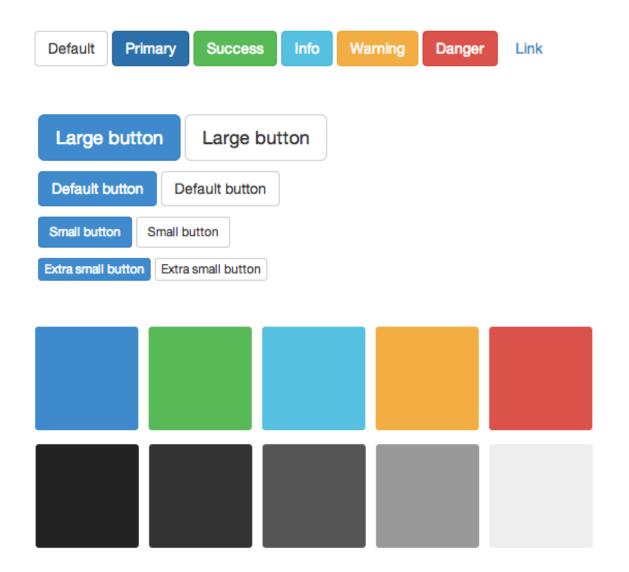
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How do you pick your fonts?

Make them very similar or very different.

Bootstrap Buttons and Colors



Repetition also counts for colors, button styles, radii, etc.

Alignment: (Generally) Don't Center Align Text Especially if it is a paragraph

Benjamin Salinas Roger Zhu

Juhan Sonin

Jonathan Follett

Eric Benoit

Sein Woo

Sarah Kaiser

Jennifer Patel

Adam Pere

Emily Twaddell

Benjamin Salinas

Roger Zhu

Juhan Sonin

Jonathan Follett

Eric Benoit

Sein Woo

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Benjamin Salinas

Roger Zhu

Juhan Sonin

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Eric Benoit

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Emily Twaddell

Alignment: Don't Indent to Show Hierarchy

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Software Designer
Involution Studios
Arlington, MA

Karen Vazquez
Staff Auditor
Deloitte & Touche LLP
Boston, MA

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Alignment: Align text, not bullets

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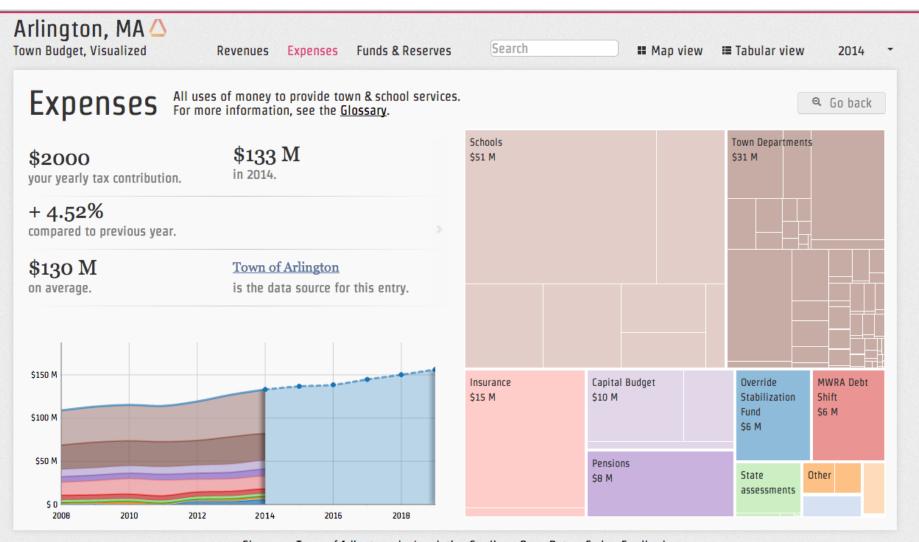
Staff Auditor Deloitte & Touche LLP Boston, MA

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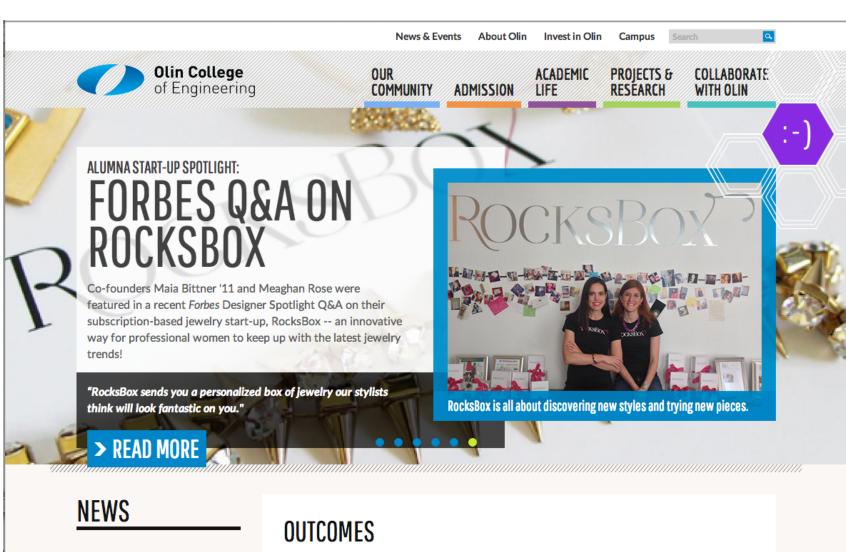
- Software Designer
- Involution Studios
- Arlington, MA

Karen Vazquez

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AUGUST 28, 2014

SAVING WHALES: ONE DRONE AT A TIME

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OLIN NAMES NEW LIBRARY DIRECTOR

Jeff Goldenson has been named library director at Olin College.

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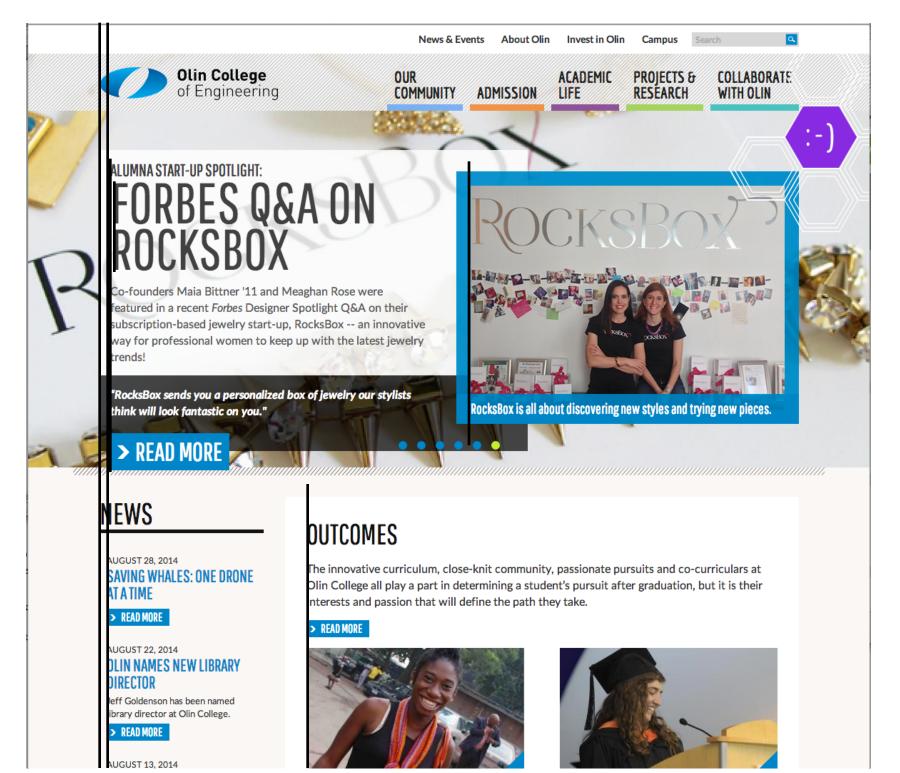
AUGUST 13, 2014

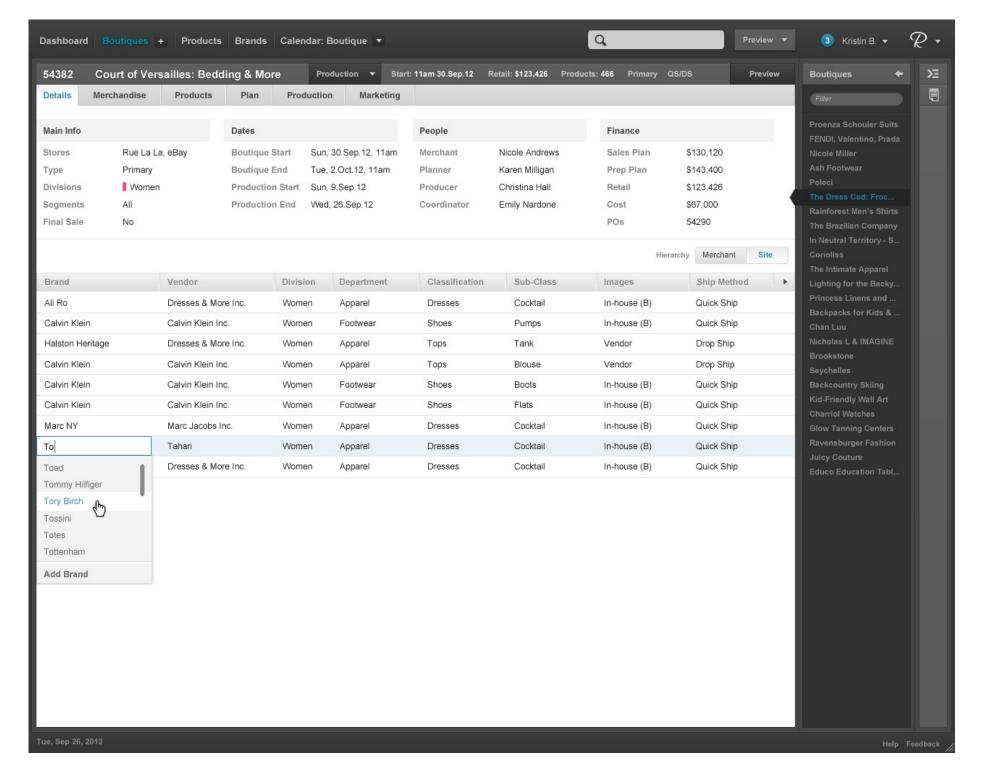
The innovative curriculum, close-knit community, passionate pursuits and co-curriculars at Olin College all play a part in determining a student's pursuit after graduation, but it is their interests and passion that will define the path they take.

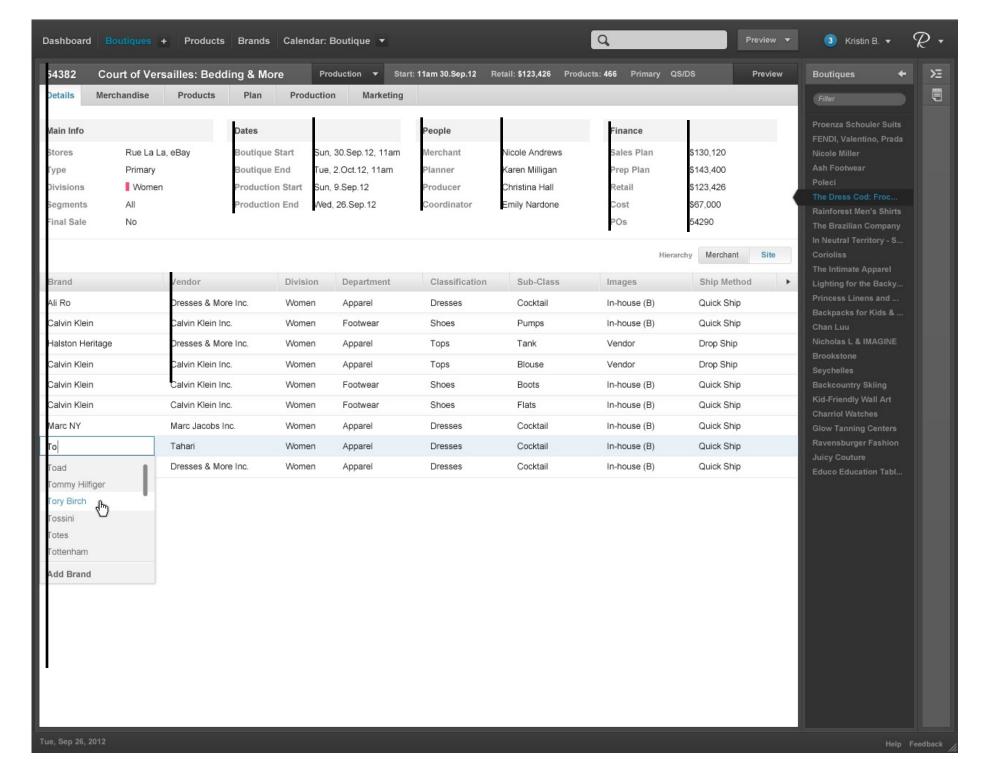
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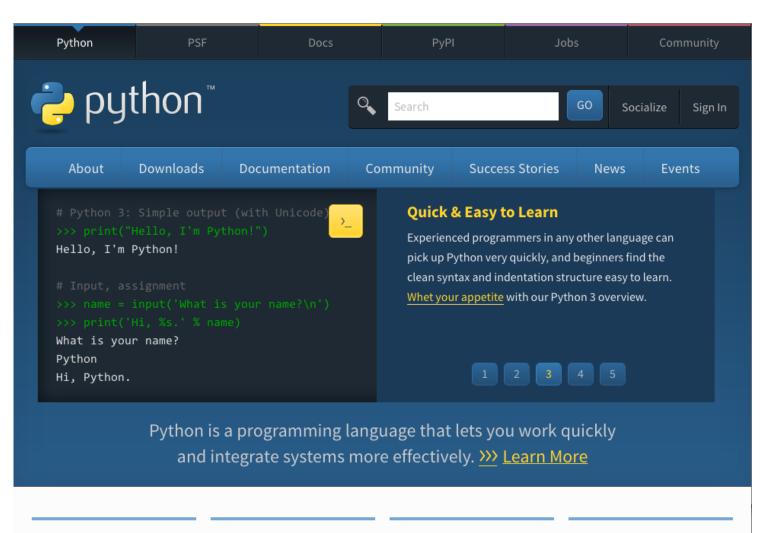














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Docs

Documentation for Python's standard library, along with tutorials and guides, are available online.

docs.python.org

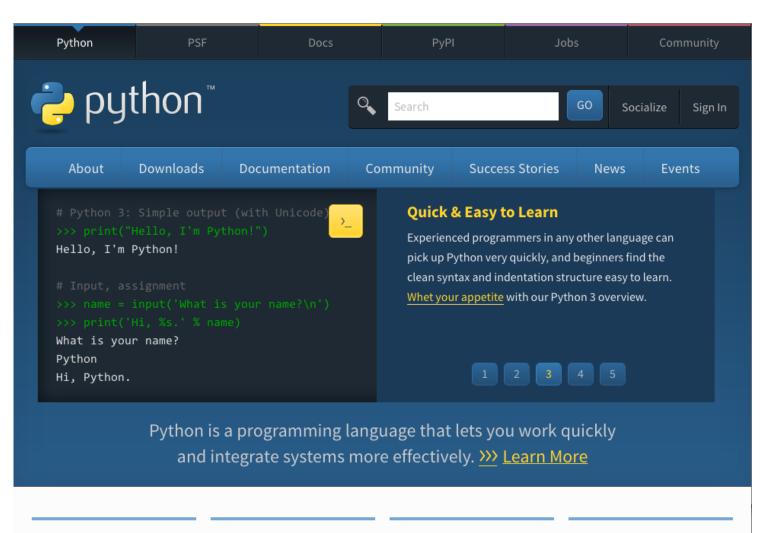


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board is the place to go.









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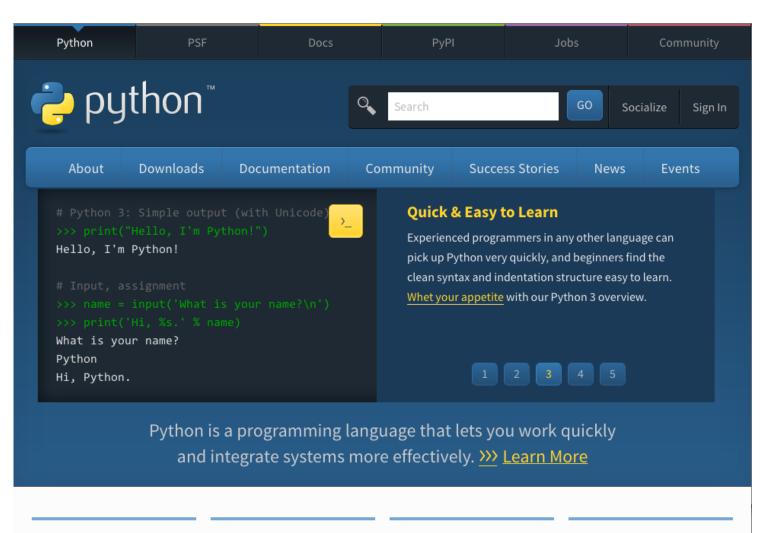


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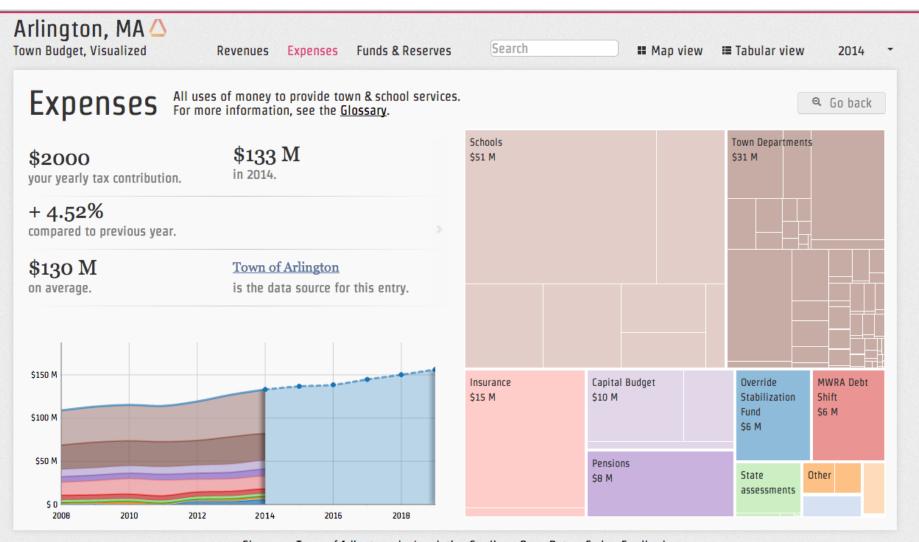


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