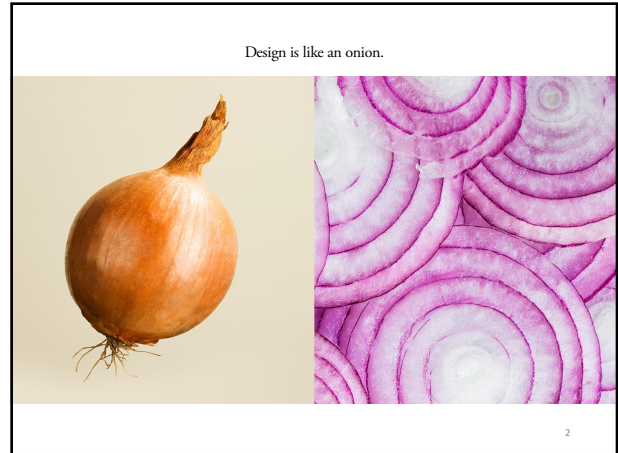




1



2



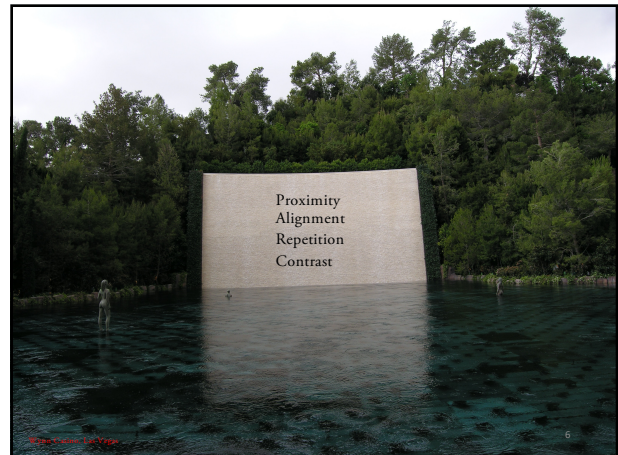
3



4



5



6

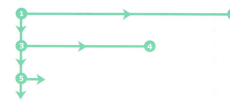
Poor designers distribute information rather than cluster it.

7

7

Proximity

- Related elements should be grouped together
- Create visual units
- Organizes info and reduces clutter
- Tells the user where to start (top left or strongest element)



8

8



9

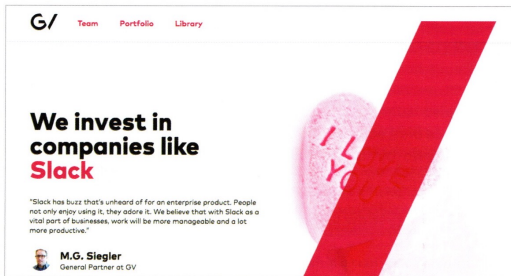
9

Alignment

- Anchor objects to one another: everything should line up with something else
- Small differences really do matter!
- Close but not lined up creates unevenness and a sense of unease and clutter
- Avoid “full” or “all justification”
- Line things up both horizontally and vertically

10

10



11

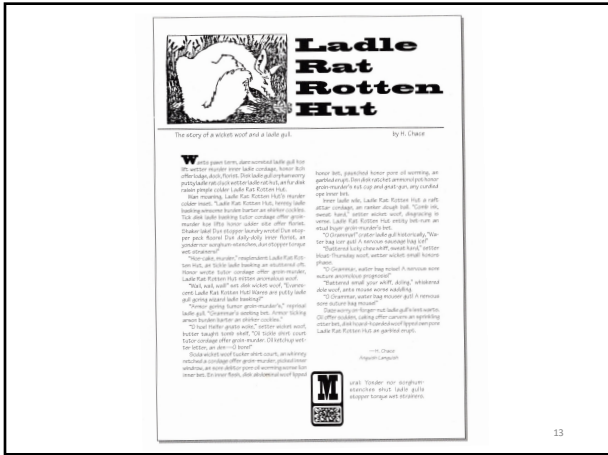
11

Alignment

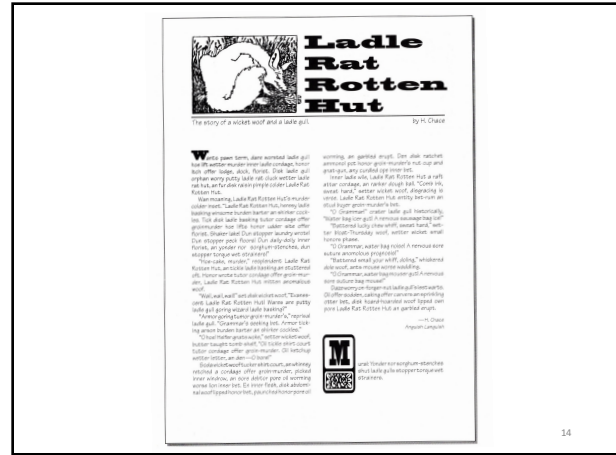
- Centered: wedding invitations or contrast; can work for headlines; difficult to read in blocks because of different start points for each line; common for beginners
- Left (“ragged right”): less formal, more natural
- Right: less conventional, more difficult to read
- Portrait: contemporary, urban
- Landscape: relaxed, wild
- Stick to one alignment

12

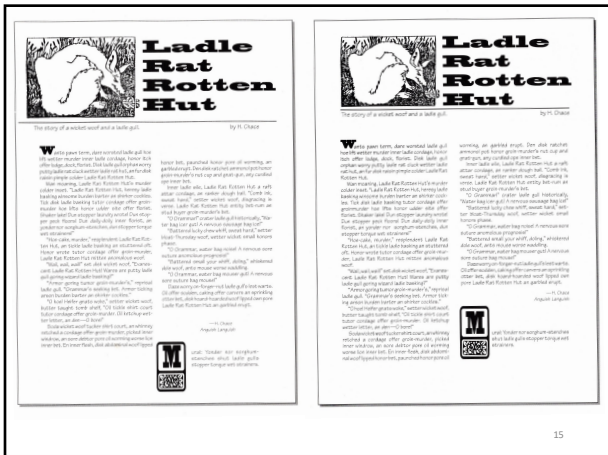
12



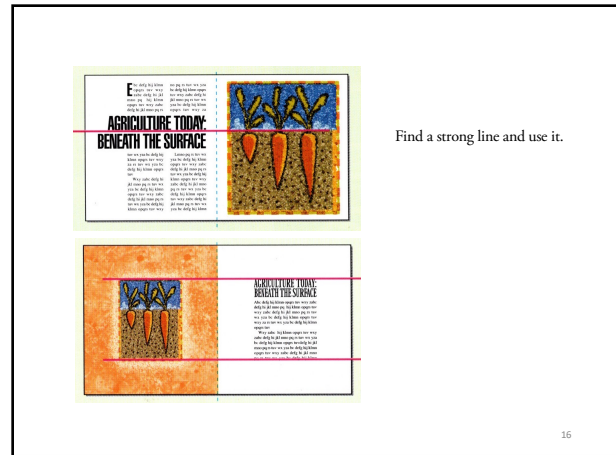
13



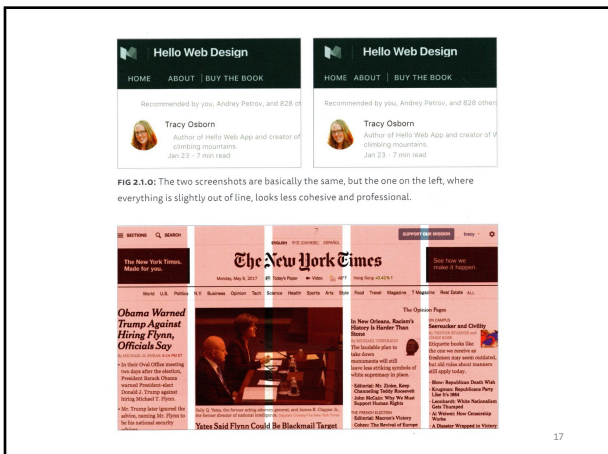
14



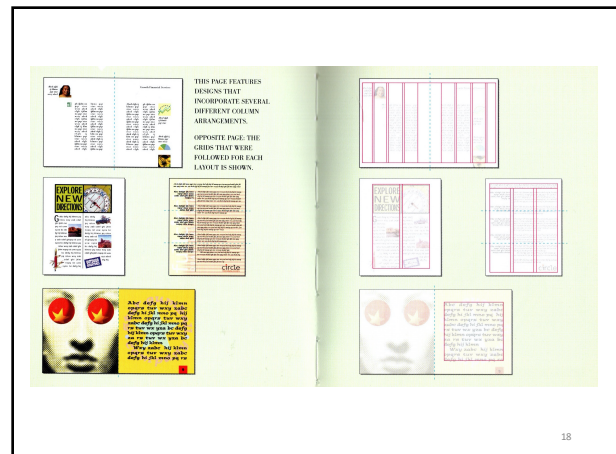
15



16



17



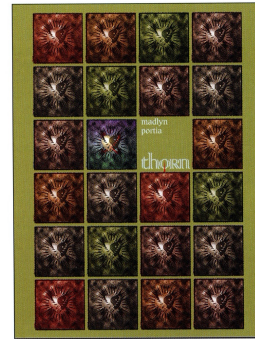
18

Repetition

- Repeat some aspect of the design throughout the entire project
- AKA "Consistency"
- Colors, shapes, line thickness, fonts, etc.
- Makes things more organized and unified

19

19



20

20

Contrast

- Avoid elements that are similar
- If things aren't the SAME, make them VERY DIFFERENT
- Needs to be strong, and used judiciously
- Font, color, image, etc.

21

21



22

22



23

23

Fonts

- Limit number of fonts
- Serif, sans serif, decorative, script
- Pick 2, with one accent MAX
- Use caps, bolding, italics to accent text rather than different fonts

Ab Ab
Ab Ab *Ab* Ab

24

24



25



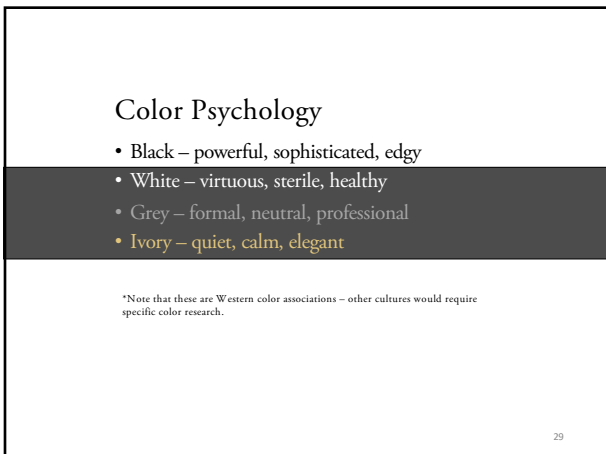
26



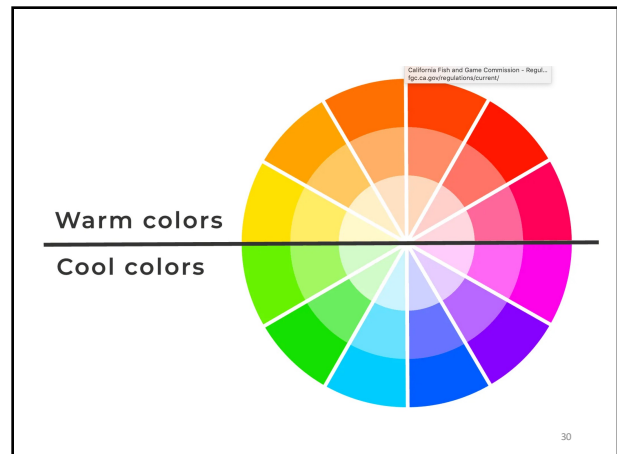
27



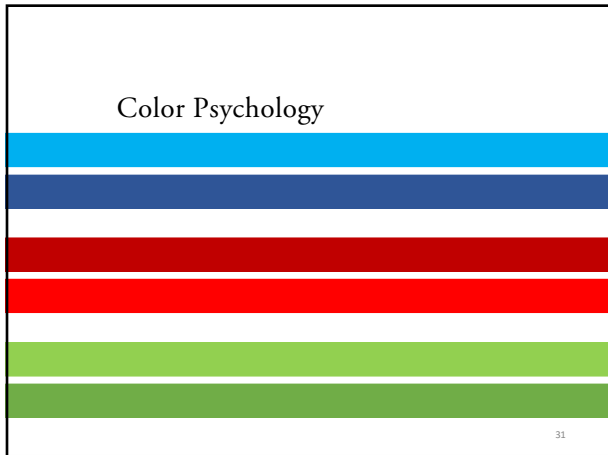
28



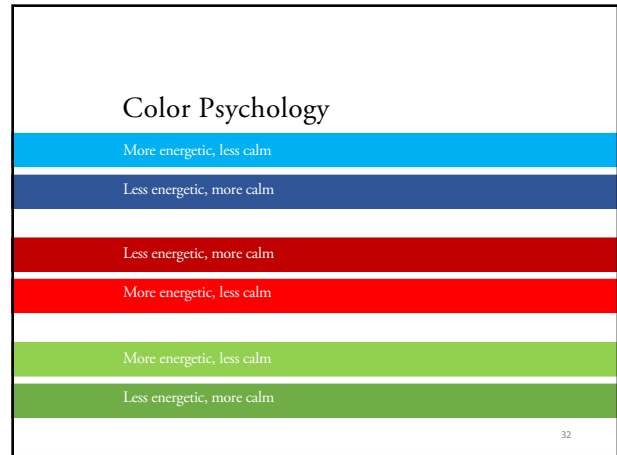
29



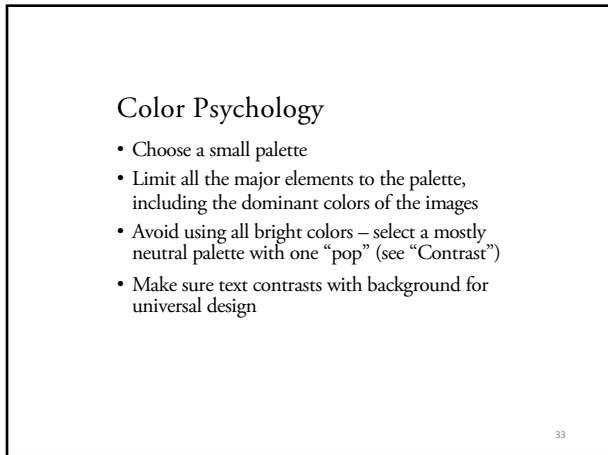
30



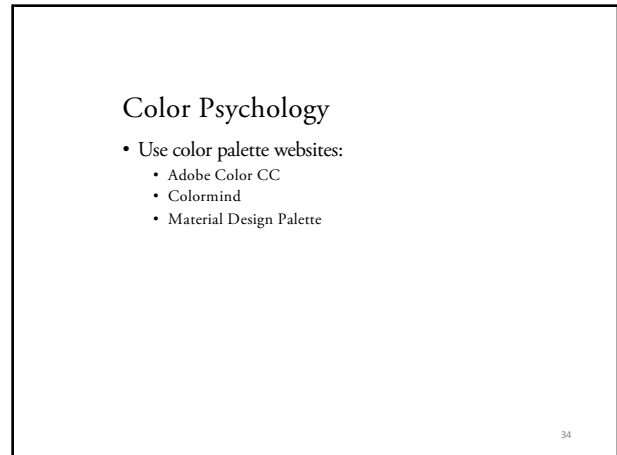
31



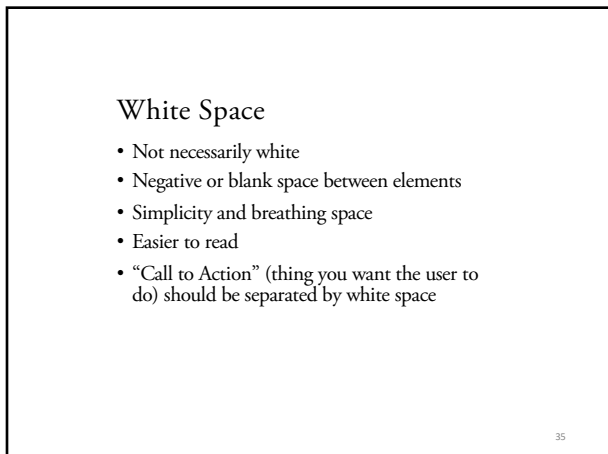
32



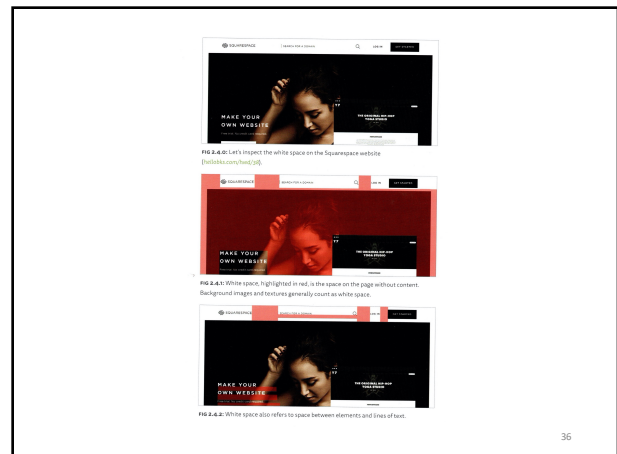
33



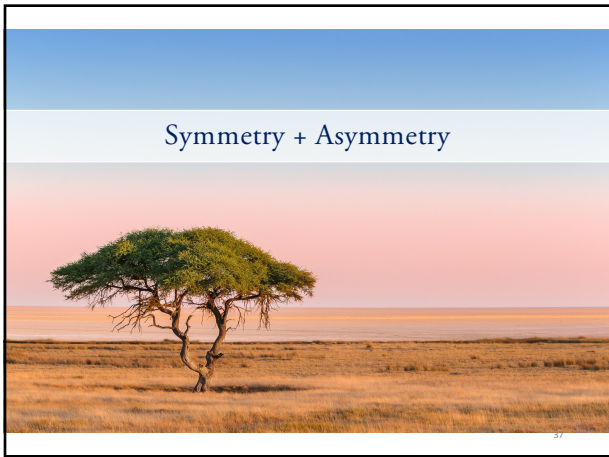
34



35



36

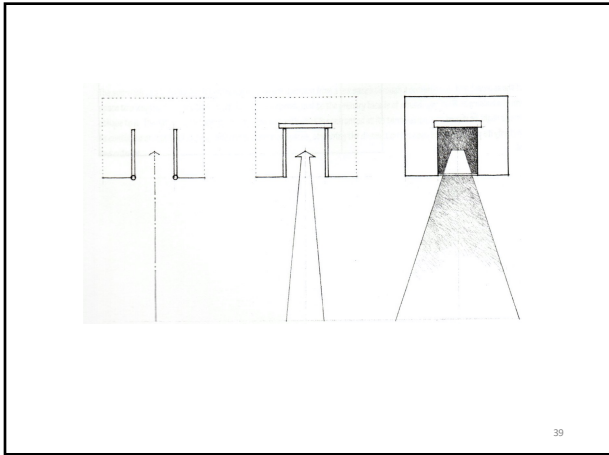


37

Symmetry + Asymmetry

- Asymmetrical design looks intuitive, spontaneous, and relaxing
- Symmetrical design looks orderly, conservative, and "by the book"
- Symmetrical design draws attention to the terminal view or object

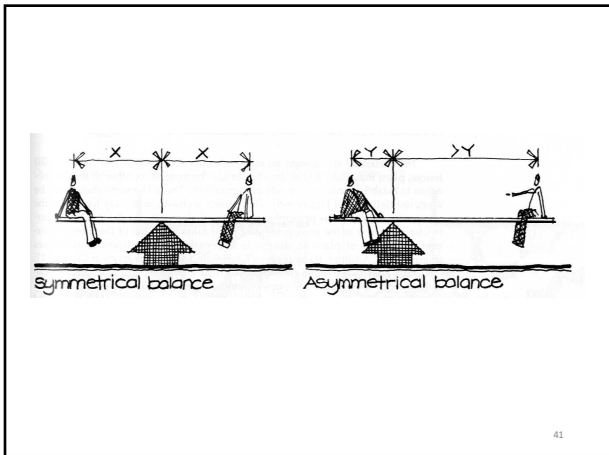
38



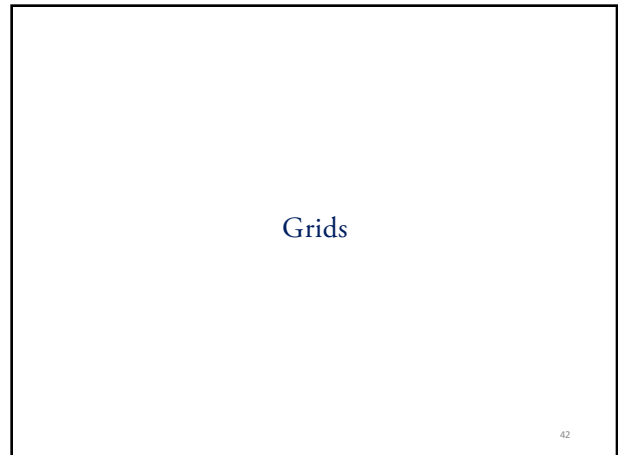
39



40



41



42

Grids

- Cuts down on (visual) clutter
- Text images and other elements are placed relative to the grid
- Promotes appearance of continuity
- Avoid small pixel differences
- Add space between elements

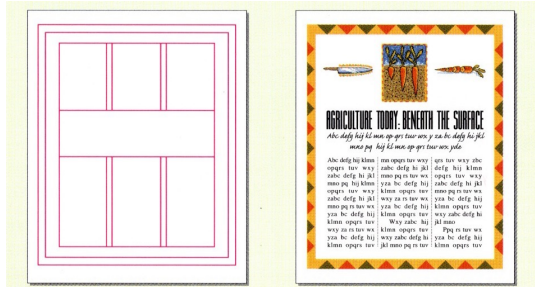
43

43

Common error of inexperience:
pushing things too close together.

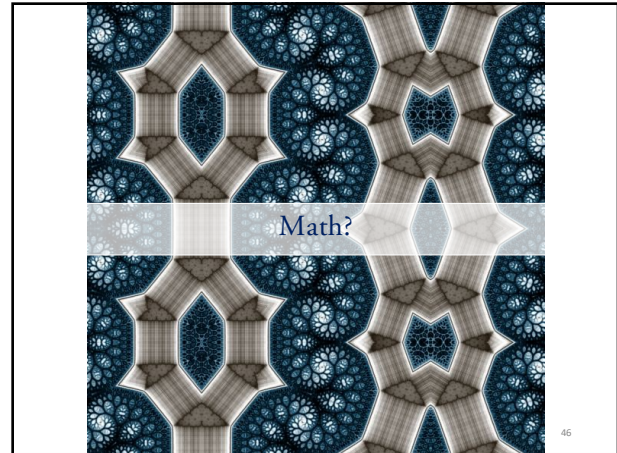
44

44



45

45



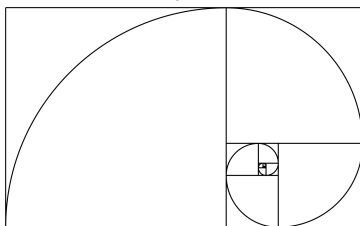
46

46

The Fibonacci Sequence is a series of numbers:

0, 1, 1, 2, 3, 5, 8, 13, 21, 34, ...

The sequence is determined by adding the 2 previous numbers together.



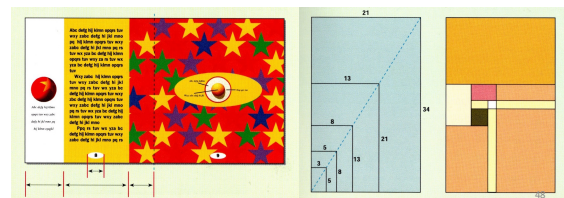
*The Golden Spiral is slightly different, but it's complex math, and that is so...not my department.

47

47

Fibonacci + Golden Mean

- Relationship between sizes that is pleasing to the eye
- Why? Who knows.
- Exist everywhere in nature

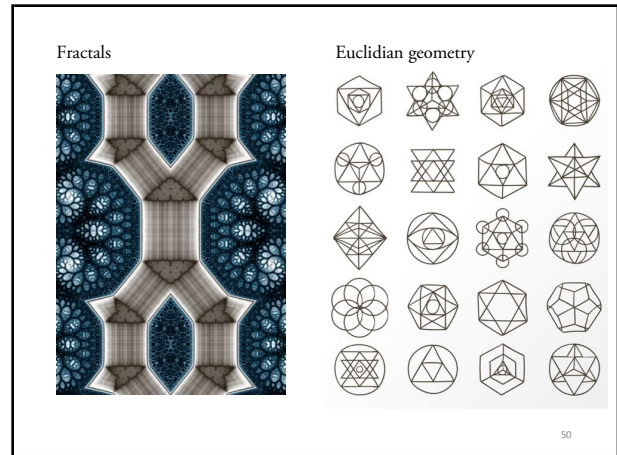


48

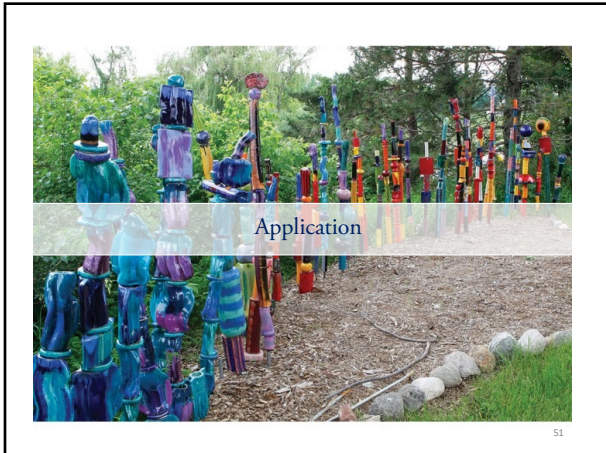
48

"It may be that variations in both preference and the restorative value of scenes depends on their underlying geometry, with high preference and restorativeness being associated with fractal and low preference and restorativeness being associated with, for example, underlying Euclidian geometry typical of built environments." (Purcell, 2001)

49



50



51

Design a Widget

- Take your 3 adjectives
- Select a palette that reflects those words
- Select a font that reflects those words
- Re-design your widget considering PARC

52

Download my book on learning how to program Django

Not just a basic HTML & CSS website design, but rather a complete functional web app with a database and user support.

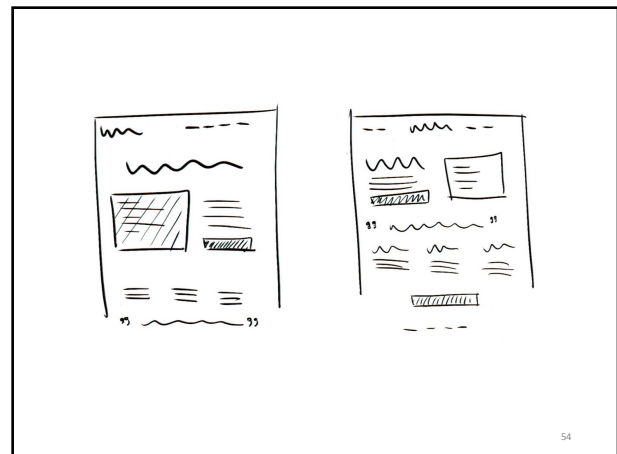
email address

Theme words
 #1: _____
 #2: _____
 #3: _____

Color palette #: _____
 Font #1: _____
 Font #2: [optional] _____
 Font #3: [optional] _____

Student team:

53



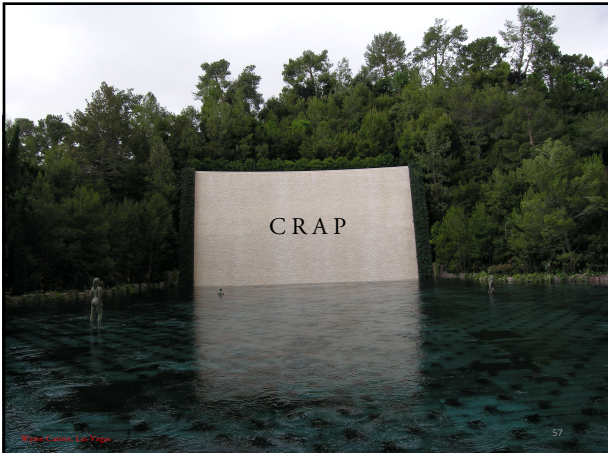
54



55



56



57