

Visual Design and Layout

Workshop in USP
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21to24, Mar 2005

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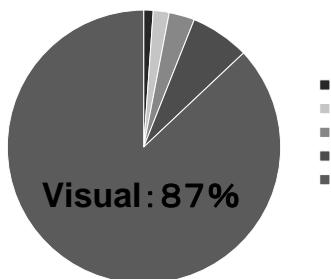
- Importance of Visuals
- Visual Principles and Layout Design

Importance of Visuals

How do we get information?

- Taste.....1%
- Smell.....2%
- Touch.....3%
- Hearing.....7%
- **Visual.....87%**

How do we get information?



Information transfer per minute

- Listen...300 characters
- Read...1,000 characters
- **See...2,000 characters**

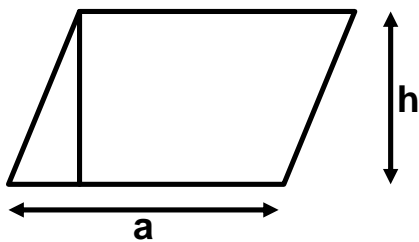
Information transfer per minute



Advantages of Visuals

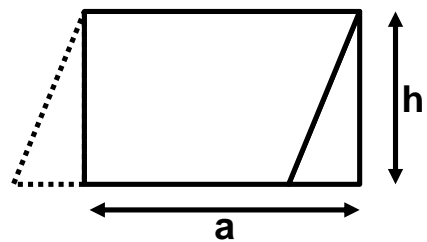
- Easy to Understand
- More Attractive, Attention Getters
- Wider Audience
- Longer Memory Retention

Visualization



Area of a Parallelogram

Visualization

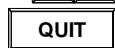


Area of a Parallelogram

GUI



- Label, Icon
- Next, Back, Quit Buttons
 - Navigation: No dead end

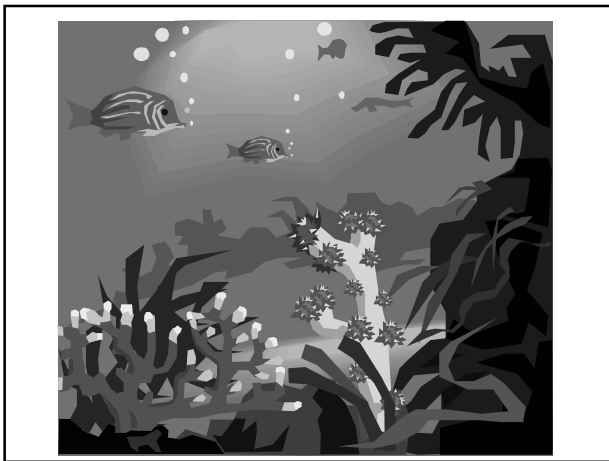
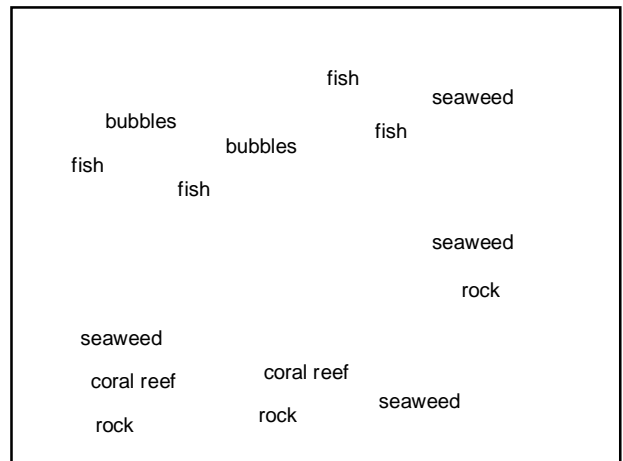
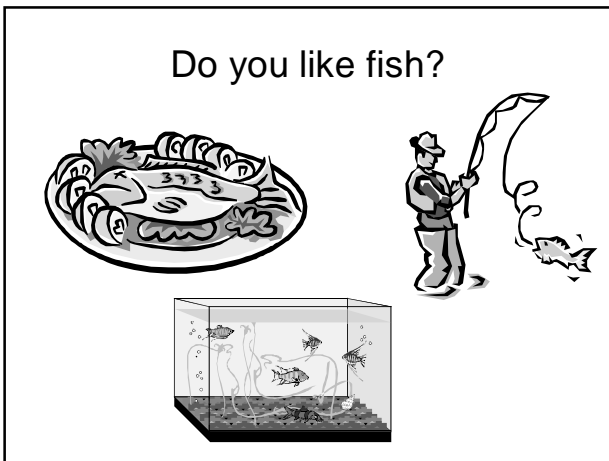


Piros Alma?



- Manzana roja!
- Pomme rouge!
- Red apple!

Visuals break language barriers!



Disadvantages of Visuals

- Too Expensive / Time Consuming
- Too much Space / Volume
- Need Permission for Copyright
- Not Suitable for Precise Explanation
- Multiple Ways of Understanding

How do you interpret?

- Non-Smoking
- Radiation

The 'No Smoking' sign is a circle with a diagonal slash over a lit cigarette. The 'Radiation' sign is a circle with three black blades pointing towards a central black dot.

How do you interpret?

- Medical
- AIDS



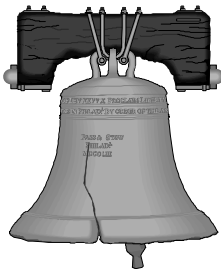
How do you interpret?

- Balance
- Justice



How do you interpret?

- Liberty Bell
- 4th of July
- Pennsylvania



Visual Principles and Layout Design

Elements Alignment

- Element and Reference



National Flags in Central America



Some of these flags are alike because of historical reasons. They use Spanish as an official language except Belize.

National Flags in Central America



Honduras



Costa Rica



Guatemala



Nicaragua



El Salvador

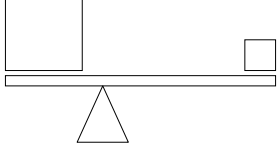


Belize

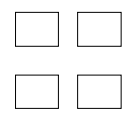
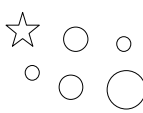
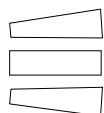
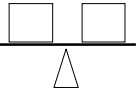
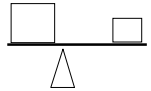
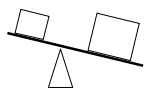
Some of these flags are alike because of historical reasons. They use Spanish as an official language except Belize.

Visual Balance

- Formal
- Informal
- Imbalance

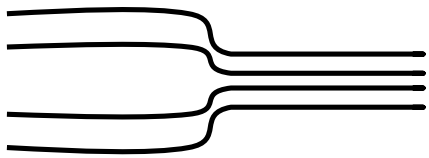


Visual Balance

formal	informal	imbalance
		
		

Convergence or Divergence

- Left to Right
- Top to Down

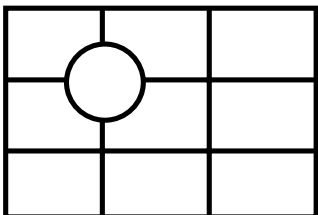


Eye scanning begins on Left

	41%	20%
	25%	14%

Rule of Thirds

- Important elements on the upper left intersection



Color

- Discriminate among Elements
- Focus Attention
- Link to Related Elements

Color

- Accepted color meaning
 - Red and Yellow: Warm
 - Green and Blue: Cool
 - Red: Stop
 - Green: Go

Color

- Culture
- Country
- Gender
- Age

Color Combination

BACKGROUND	FOREGROUND IMAGES & TEXTS	HIGHLIGHTS
white	dark blue	red, orange
light gray	blue, green, black	red
blue	light yellow, white	yellow, red
light blue	dark blue, dark green	red, orange
light yellow	violet, brown	red

Font

- Style: *italic*, **bold**, underline, shadow
 - A sans-serif typeface is recommended
 - ***Italic and serif typeface is NOT recommended***

Font

- Size
 - 20 pt: 0123abcABC
 - 28 pt: 0123abcABC
 - **48 pt: 0123abcABC**

Font

- Don'ts:
 - **Use** many typefaces
 - Use many colors

Consistency

- Changing Backgrounds
 - Reasonable?