

6.1040: Software Design

Visual Design

Arvind Satyanarayan & Daniel Jackson

What is good visual design?

Make things look aesthetically pleasing?

Yes! But also help

guide users by conveying structure, relative importance, relationships

pace users by drawing them into your app, orienting them, and showing where to go.



What is good visual design?

Make things look aesthetically pleasing?

Yes! But also help

guide users by conveying structure, relative importance, relationships

pace users by drawing them into your app, orienting them, and showing where to go.



What is good visual design?

Make things look aesthetically pleasing?

Yes! But also help

guide users by conveying structure, relative importance, relationships

pace users by drawing them into your app, orienting them, and showing where to go.



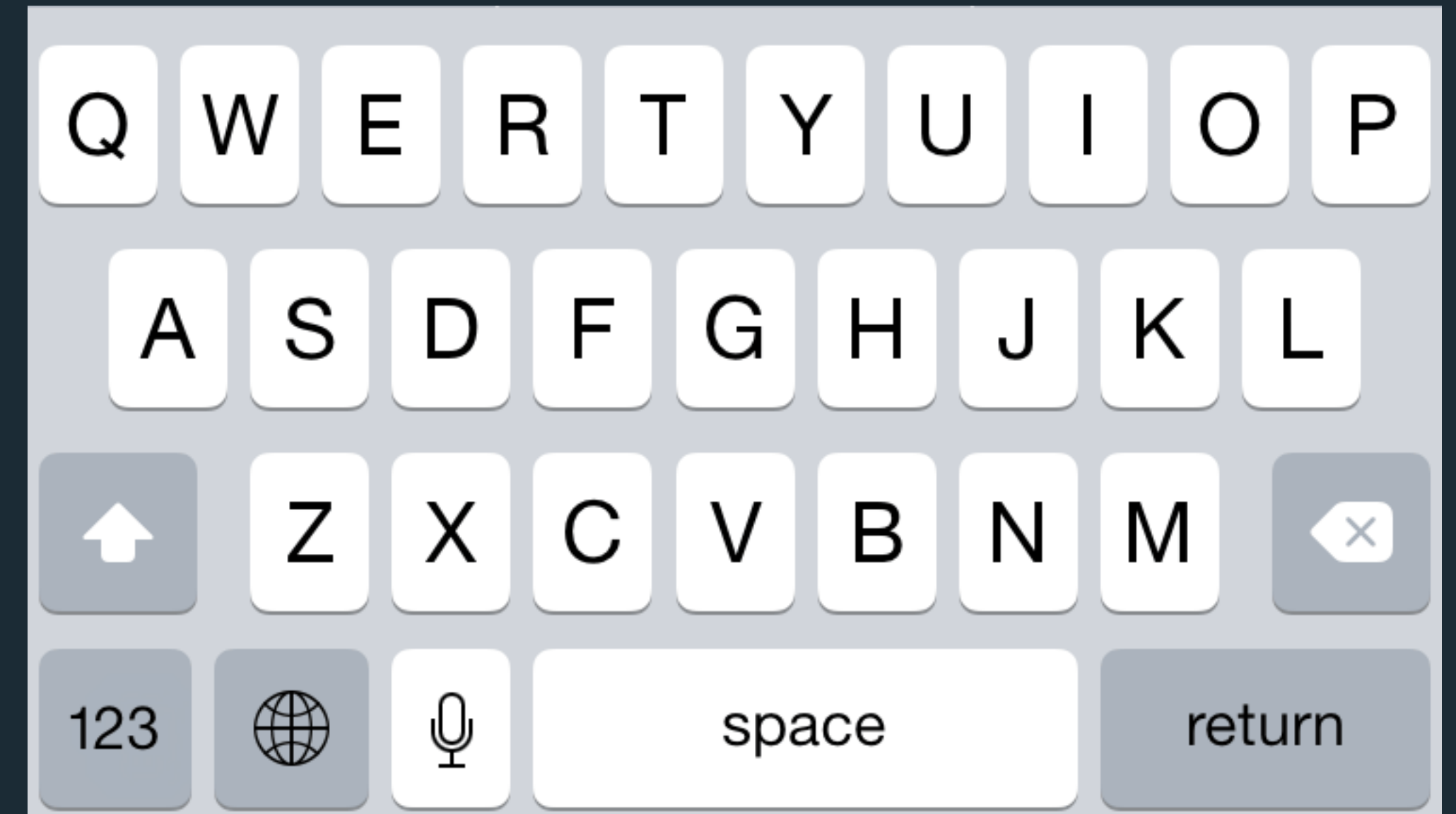
What is good visual design?

Make things look aesthetically pleasing?

Yes! But also help

guide users by conveying structure, relative importance, relationships

pace users by drawing them into your app, orienting them, and showing where to go.



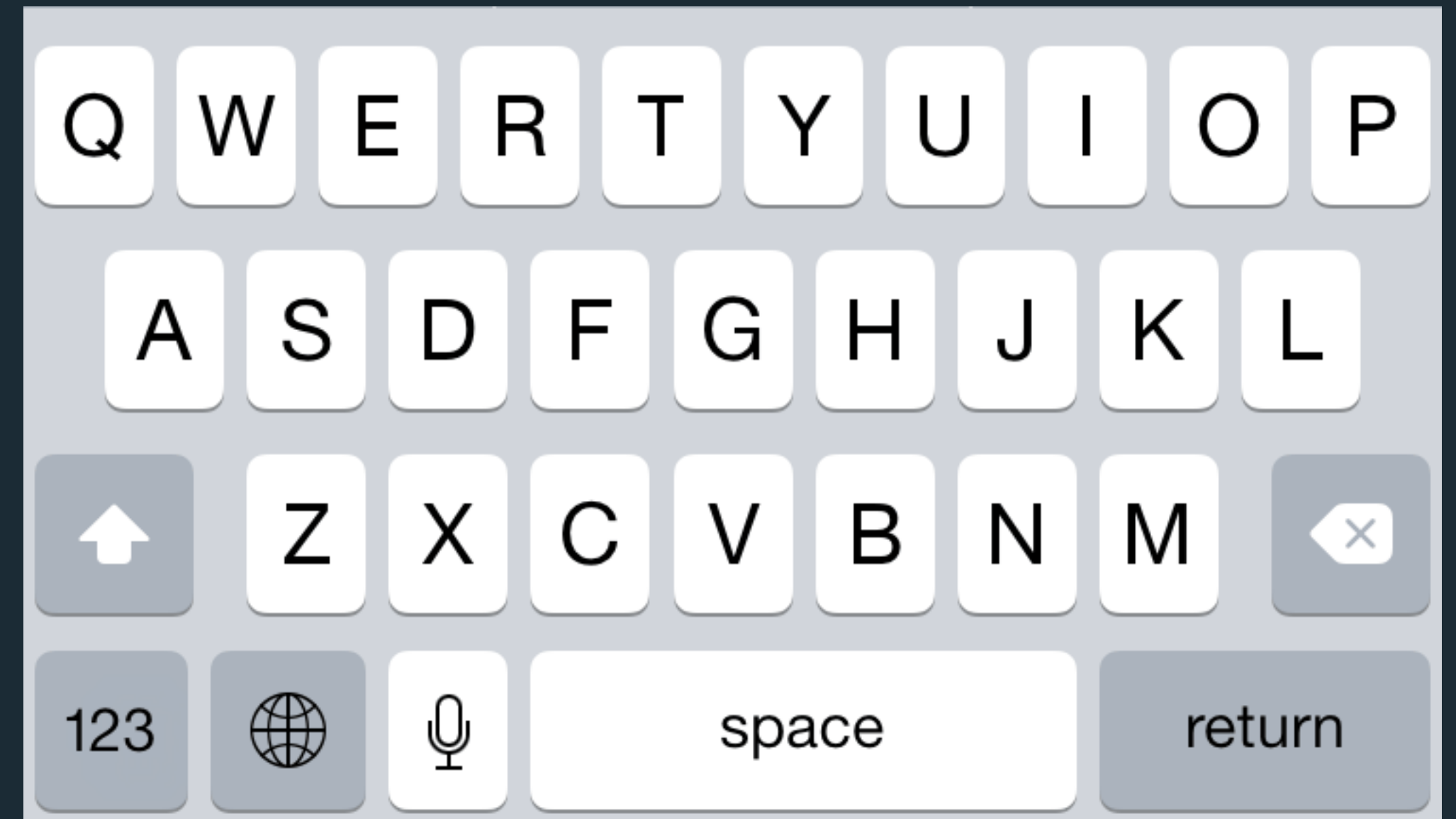
What is good visual design?

Make things look aesthetically pleasing?

Yes! But also help

guide users by conveying structure, relative importance, relationships

pace users by drawing them into your app, orienting them, and showing where to go.



What is good visual design?

Make things look aesthetically pleasing?

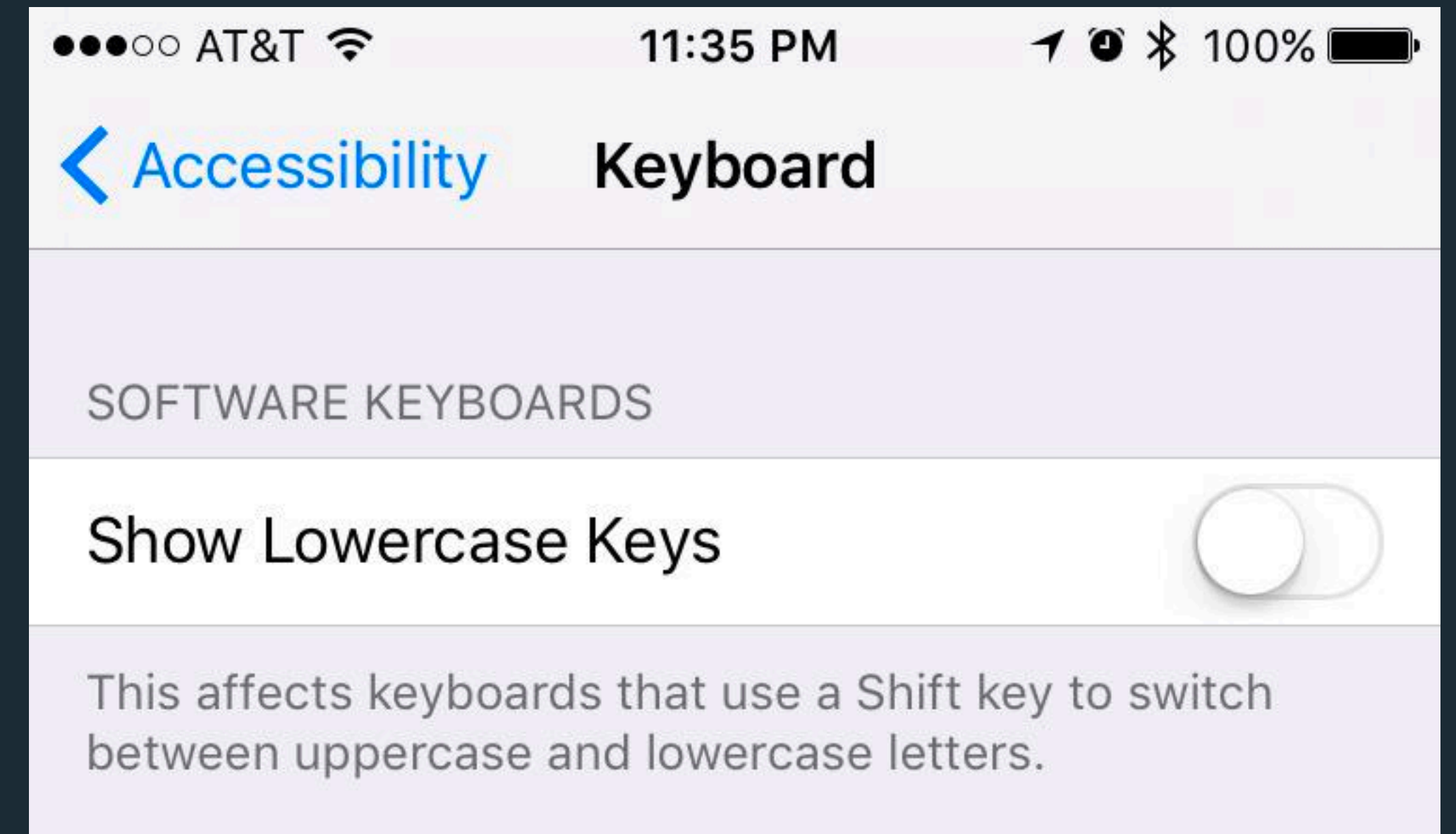
Yes! But also help

guide users by conveying structure, relative importance, relationships

pace users by drawing them into your app, orienting them, and showing where to go.



From [Eli Schiff](#)



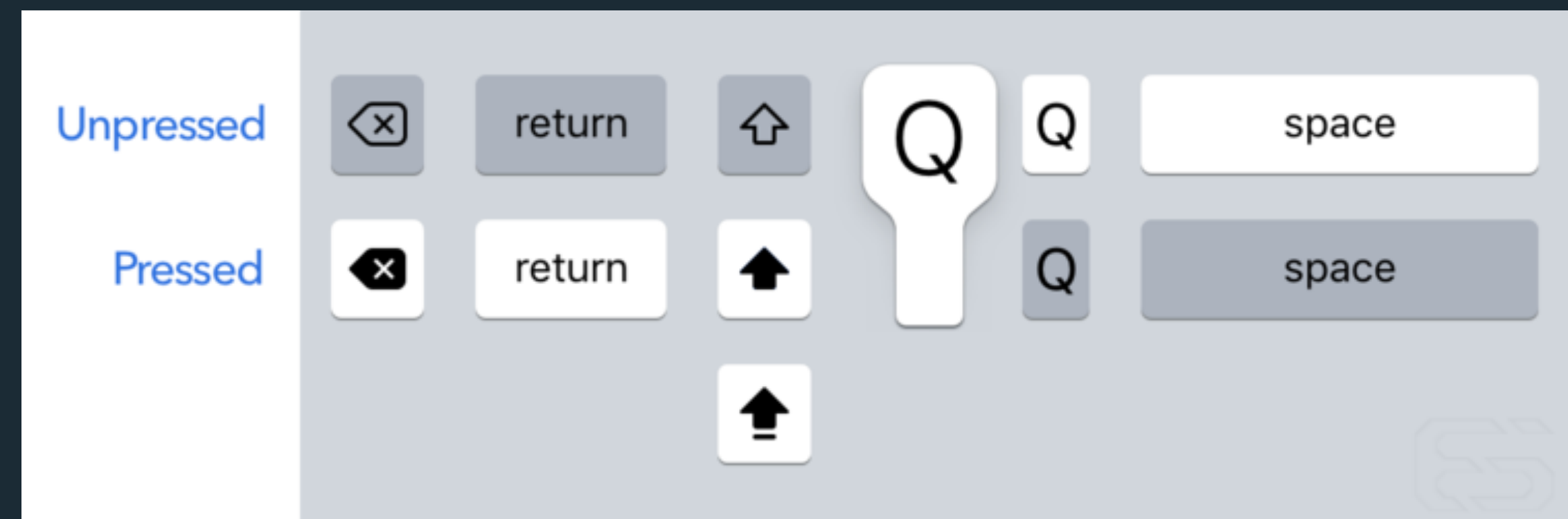
What is good visual design?

Make things look aesthetically pleasing?

Yes! But also help

guide users by conveying structure, relative importance, relationships

pace users by drawing them into your app, orienting them, and showing where to go.



From [Eli Schiff](#)

Gestalt Principles

pragnanz: we favor the simplest and most stable interpretations

Figure / Ground

Proximity

Similarity

Symmetry

Connectedness

Continuity

Closure

Common Fate

Gestalt Principles

pragnanz: we favor the simplest and most stable interpretations

Figure / Ground

Proximity

Similarity

Symmetry

Connectedness

Continuity

Closure

Common Fate

Gestalt Principles

pragnanz: we favor the simplest and most stable interpretations

Figure / Ground

Proximity

Similarity

Symmetry

Connectedness

Continuity

Closure

Common Fate



Ambiguous – vase or faces?



Unambiguous (?)

Gestalt Principles

pragnänz: we favor the simplest and most stable interpretations

Figure / Ground

Proximity

Similarity

Symmetry

Connectedness

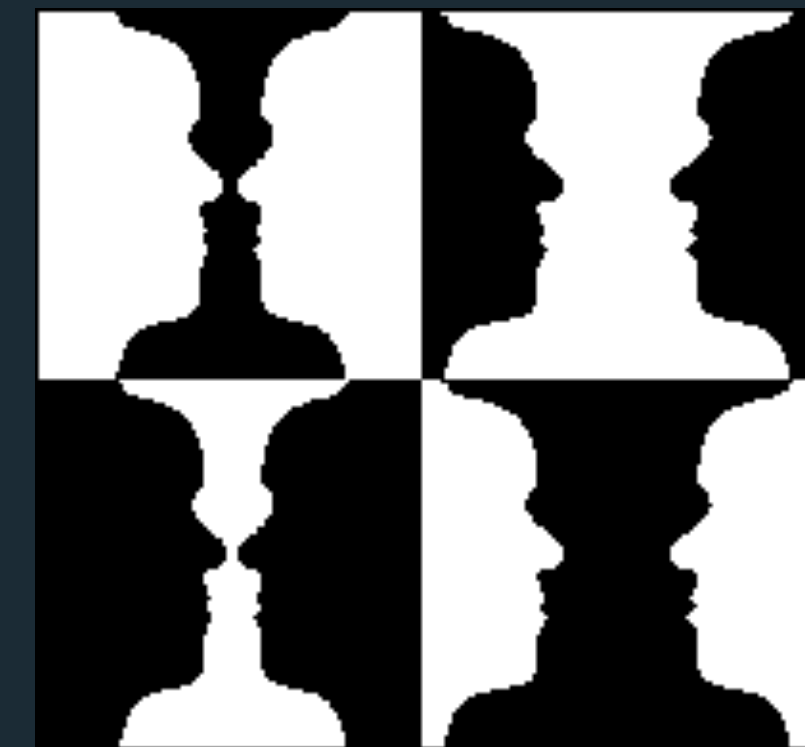
Continuity

Closure

Common Fate



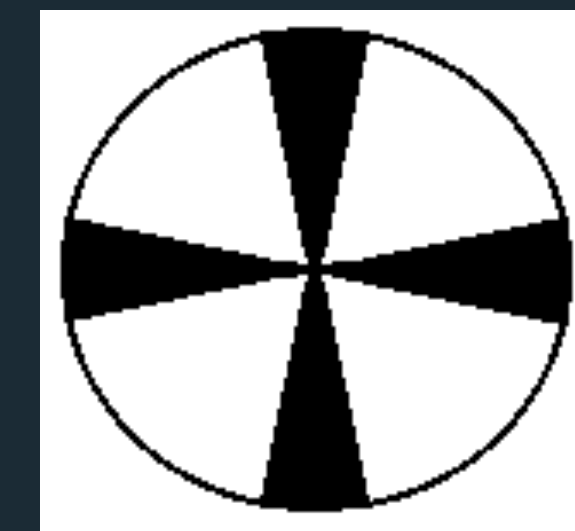
Ambiguous – vase or faces?



Unambiguous (?)



Principle of *surroundedness*.



Principle of *relative size*.

Gestalt Principles

pragnanz: we favor the simplest and most stable interpretations

Figure / Ground

Proximity

Similarity

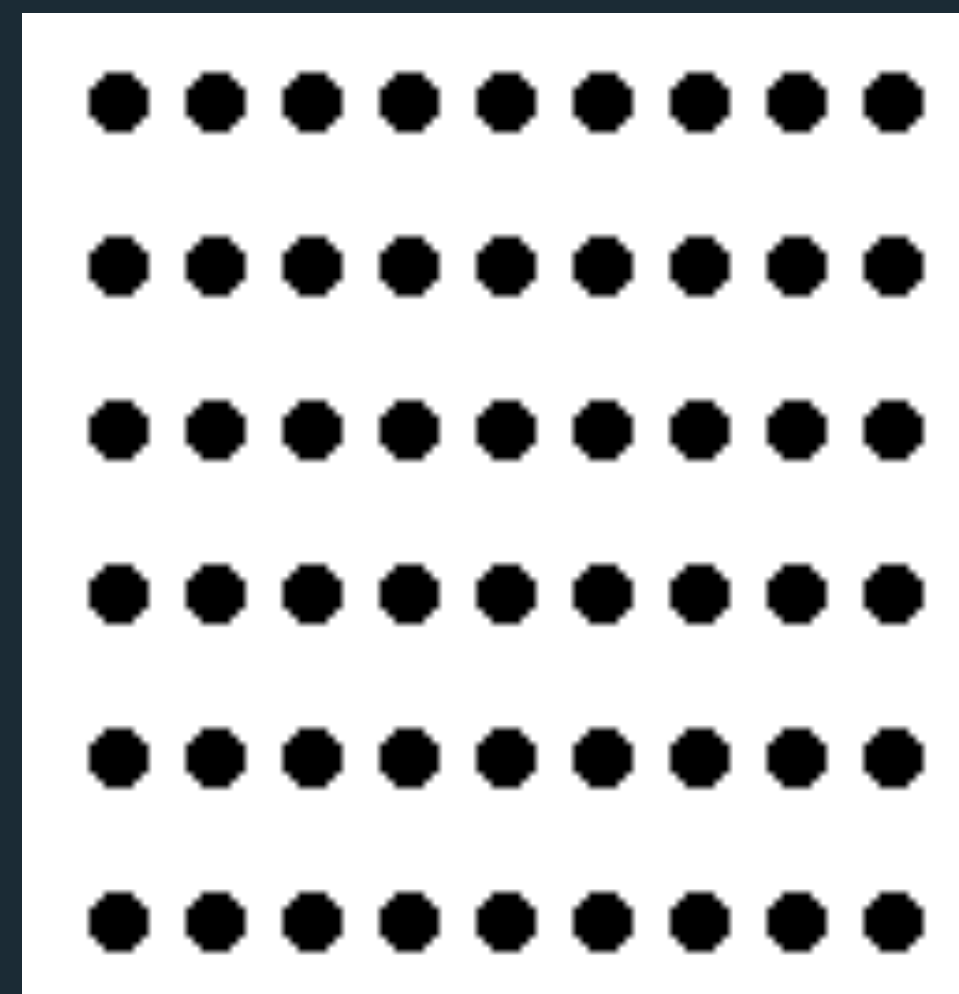
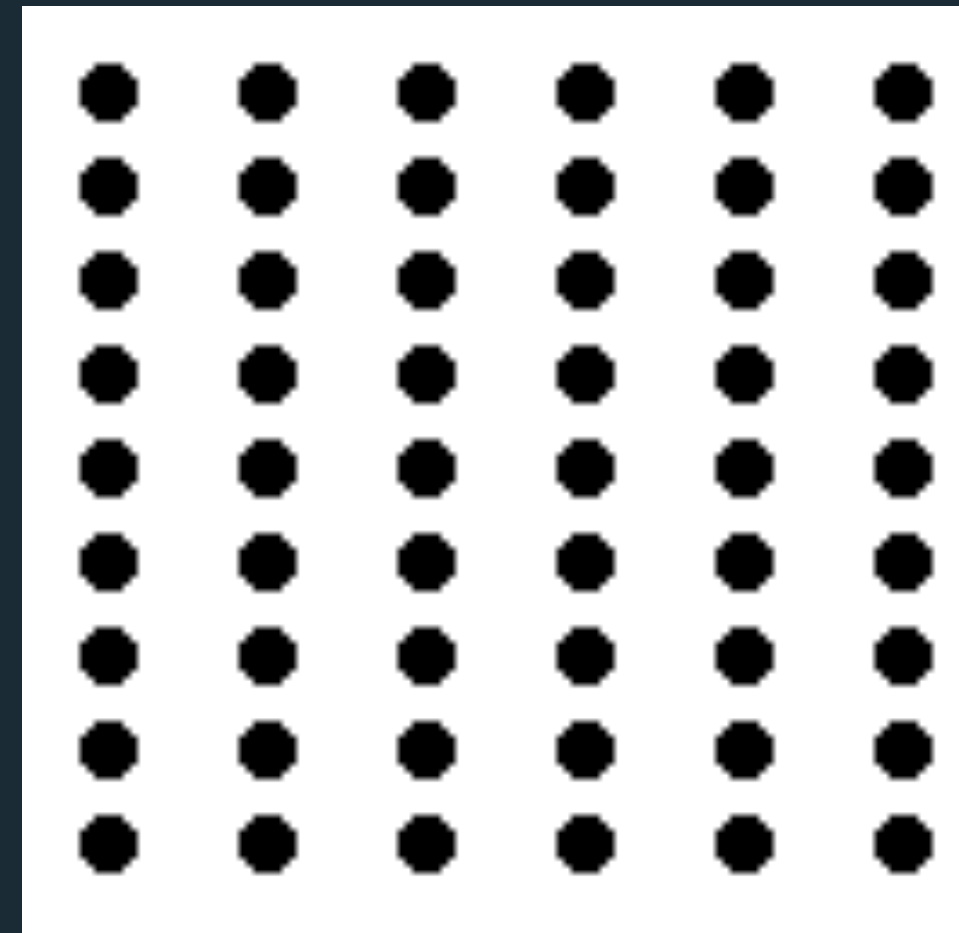
Symmetry

Connectedness

Continuity

Closure

Common Fate



Principle of *concentration*.

Gestalt Principles

pragnanz: we favor the simplest and most stable interpretations

Figure / Ground

Proximity

Similarity

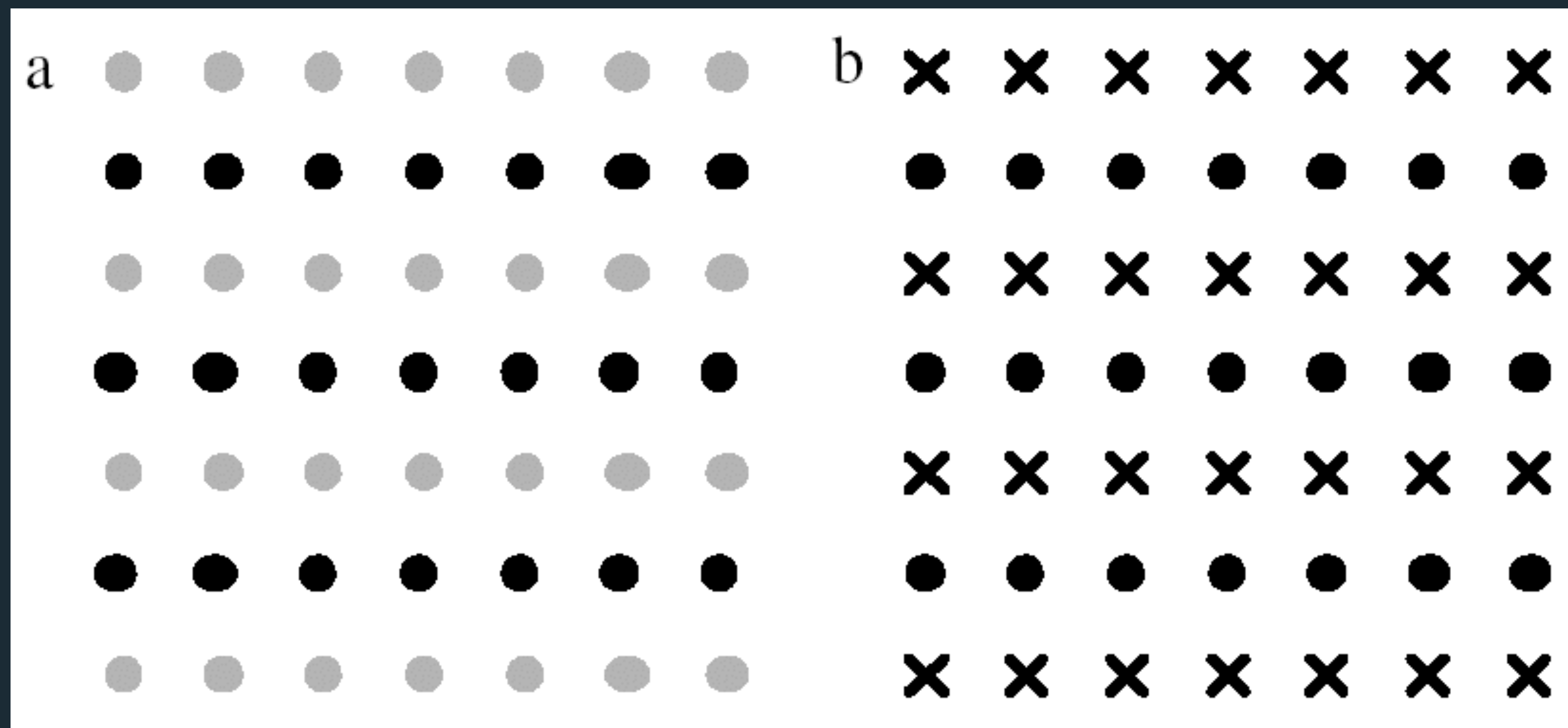
Symmetry

Connectedness

Continuity

Closure

Common Fate



Rows dominate due to similarity.

[Ware 2004]

THE ELEMENTS OF VISUAL DESIGN

Layout

Typography

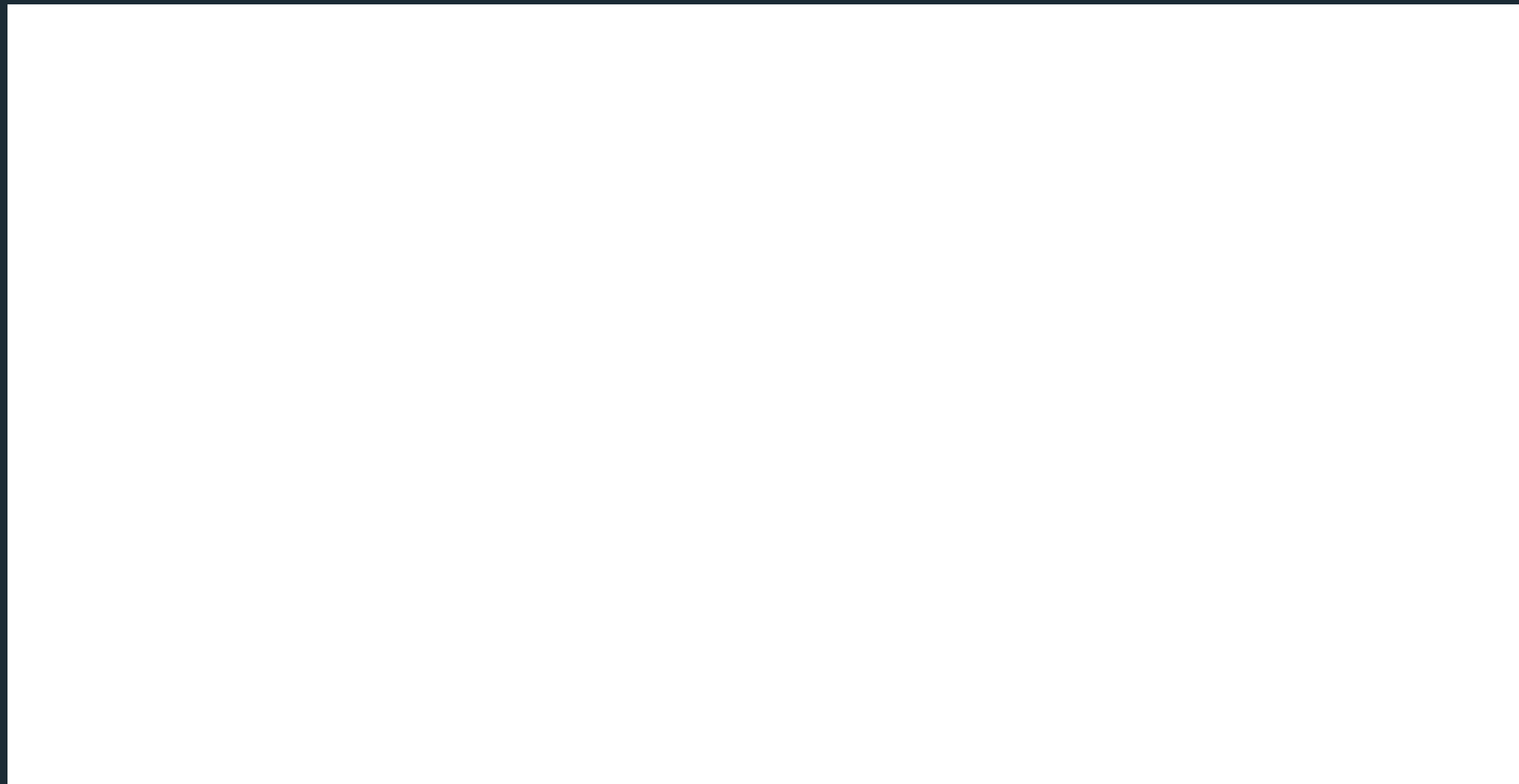
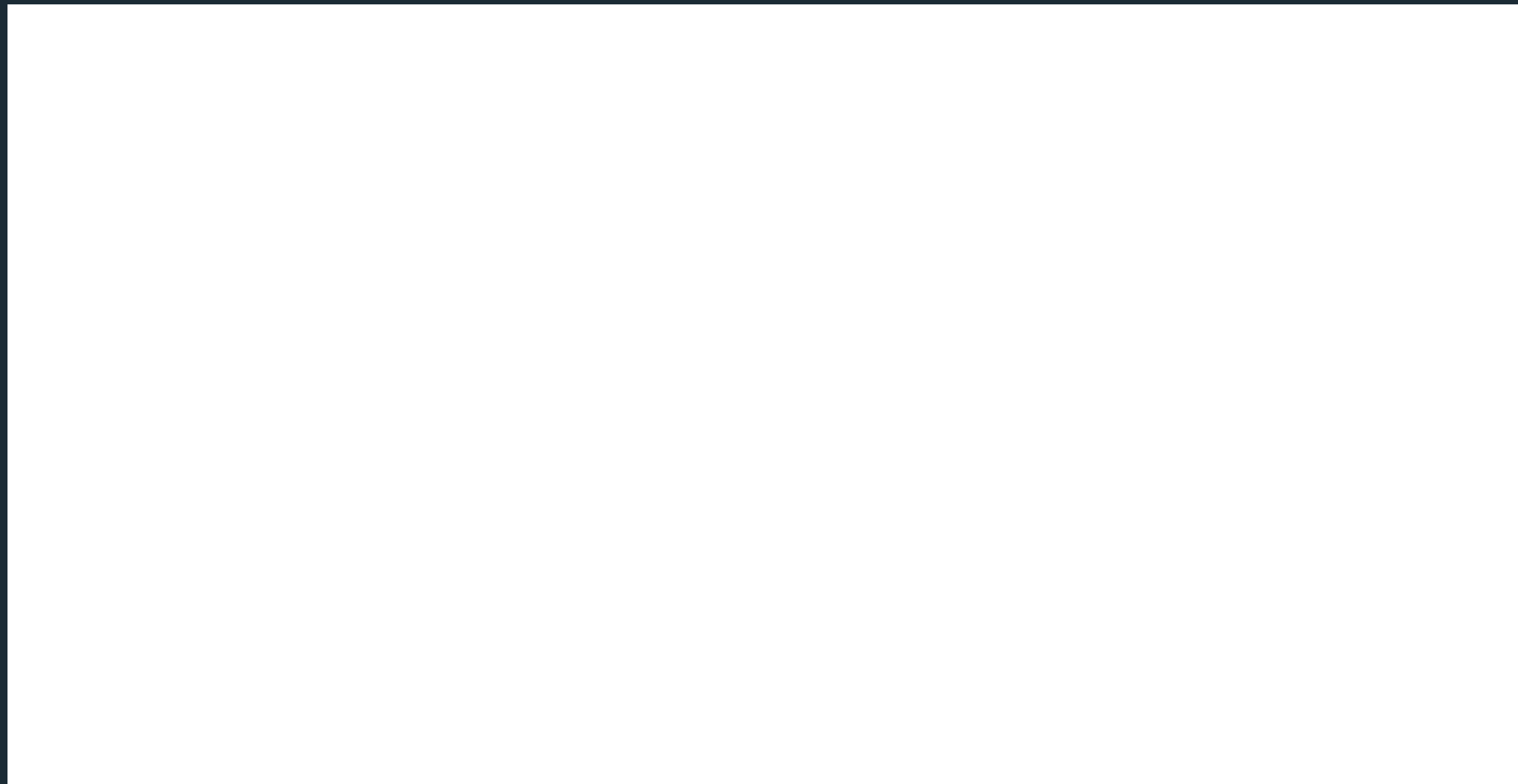
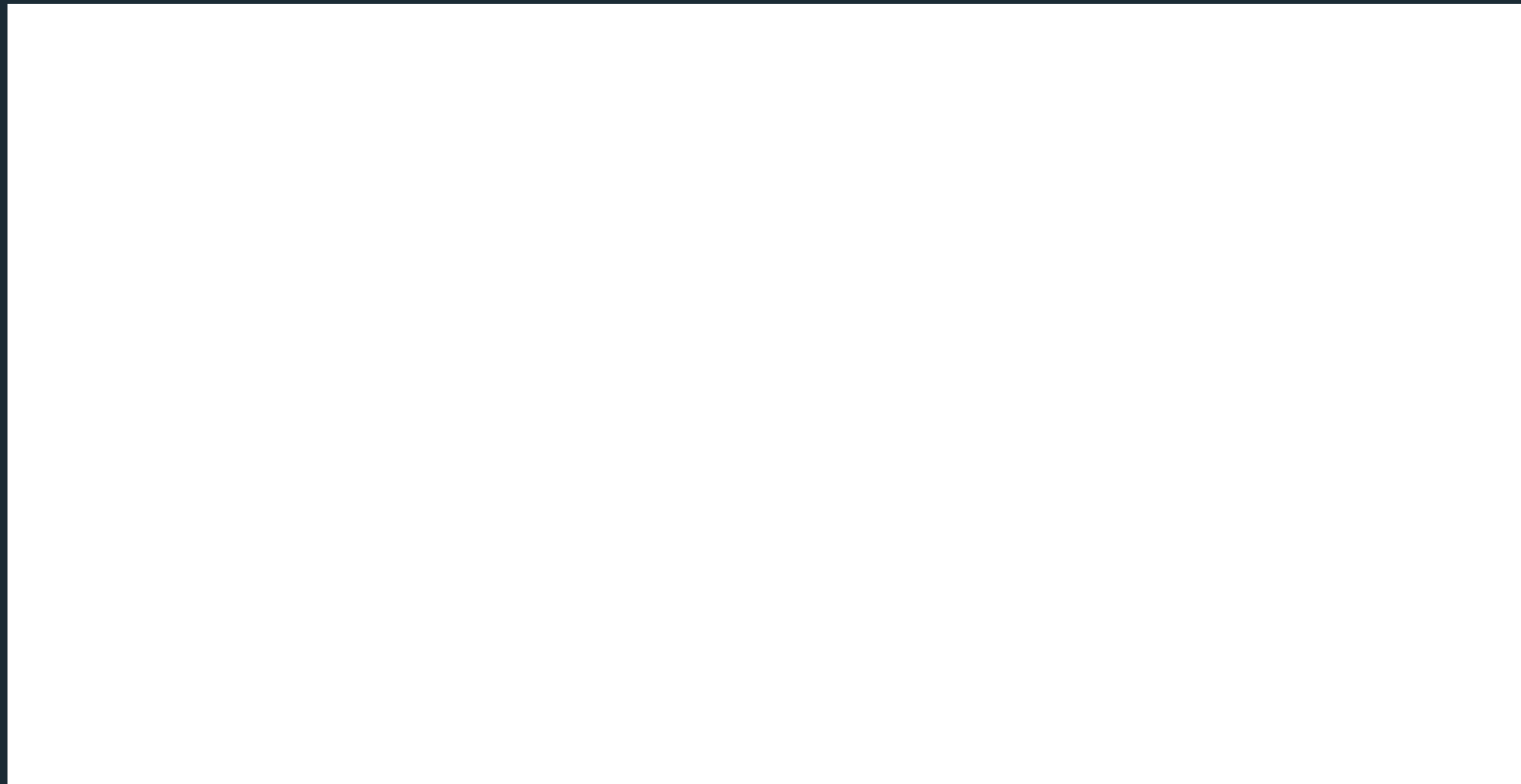
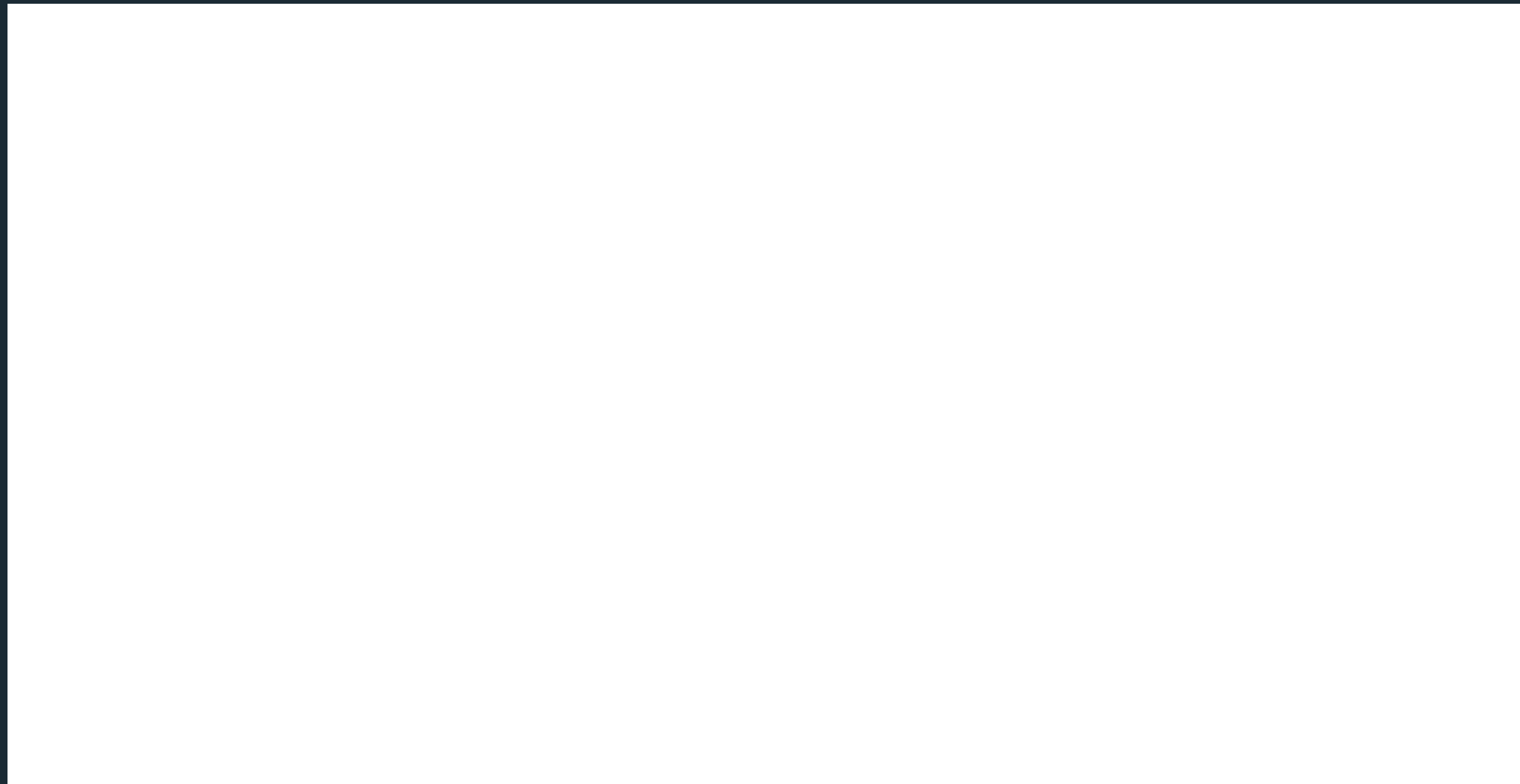
Color

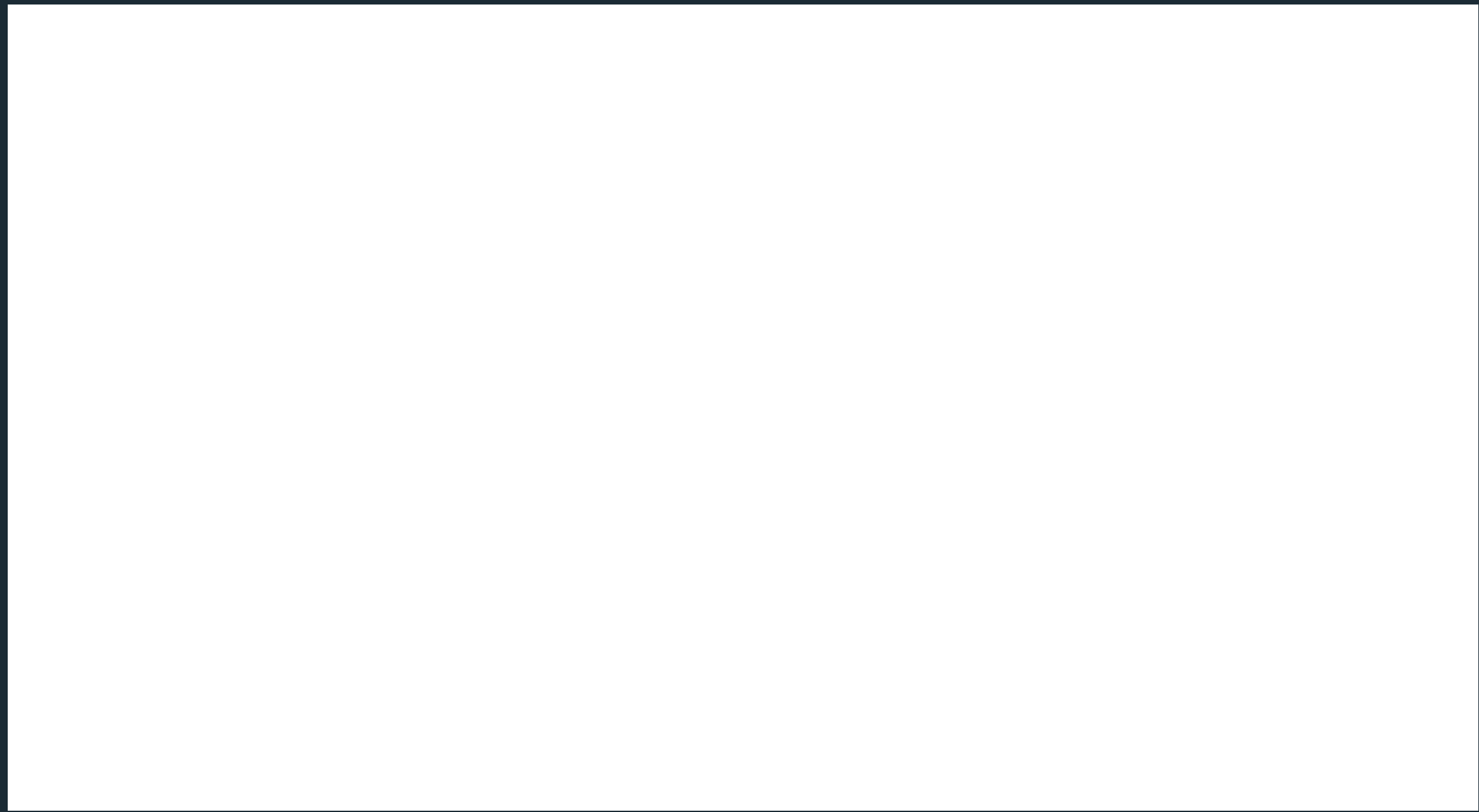
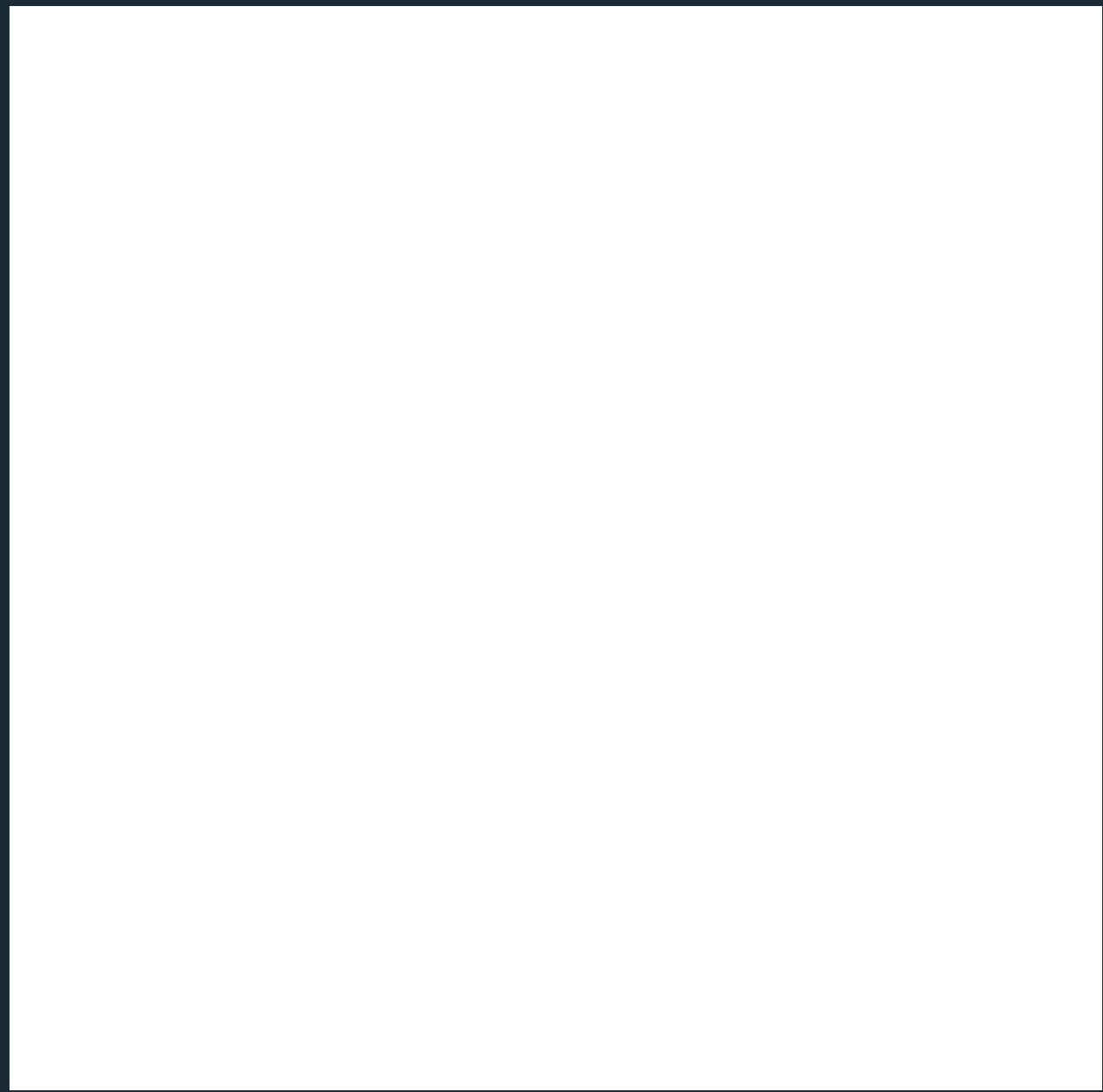
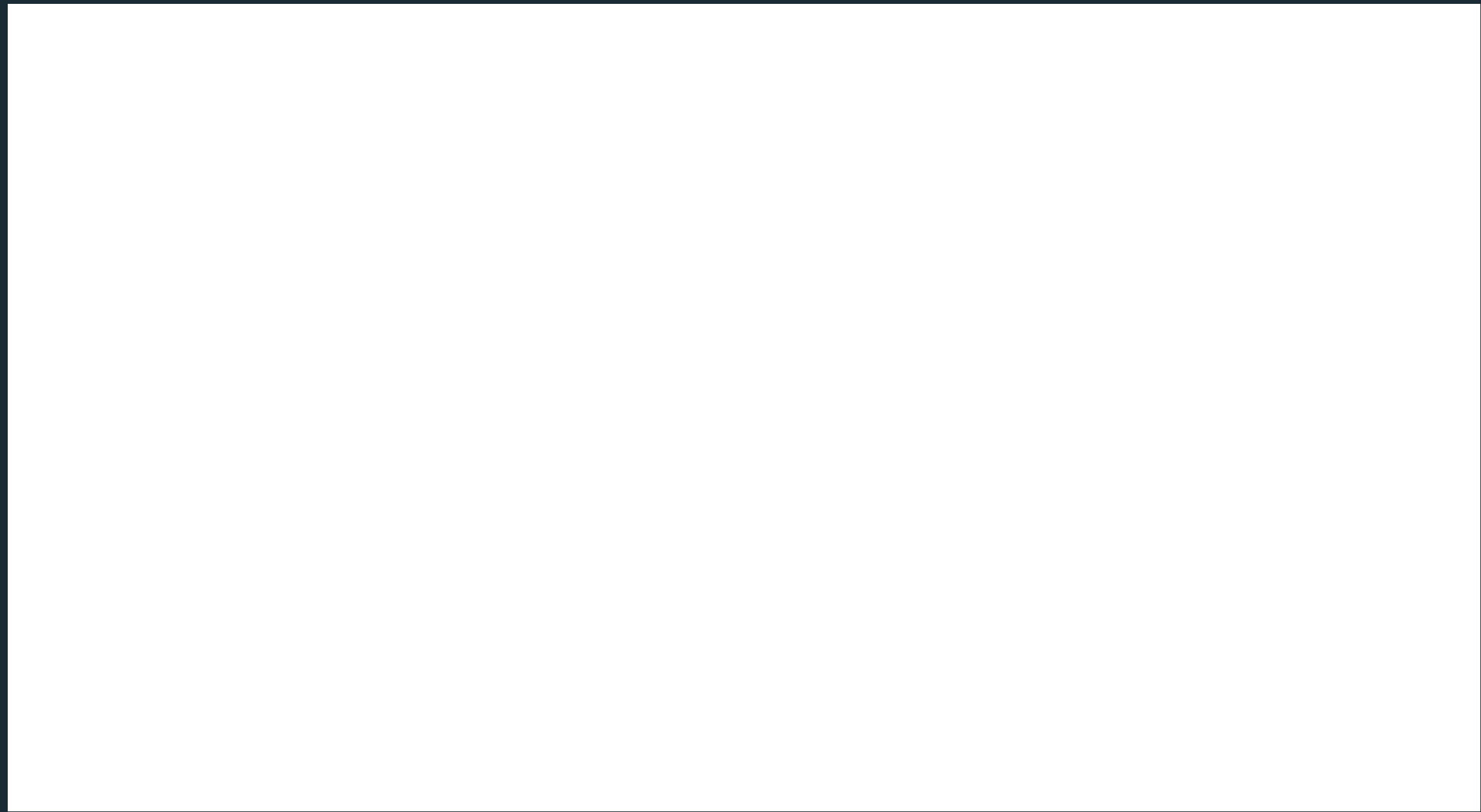
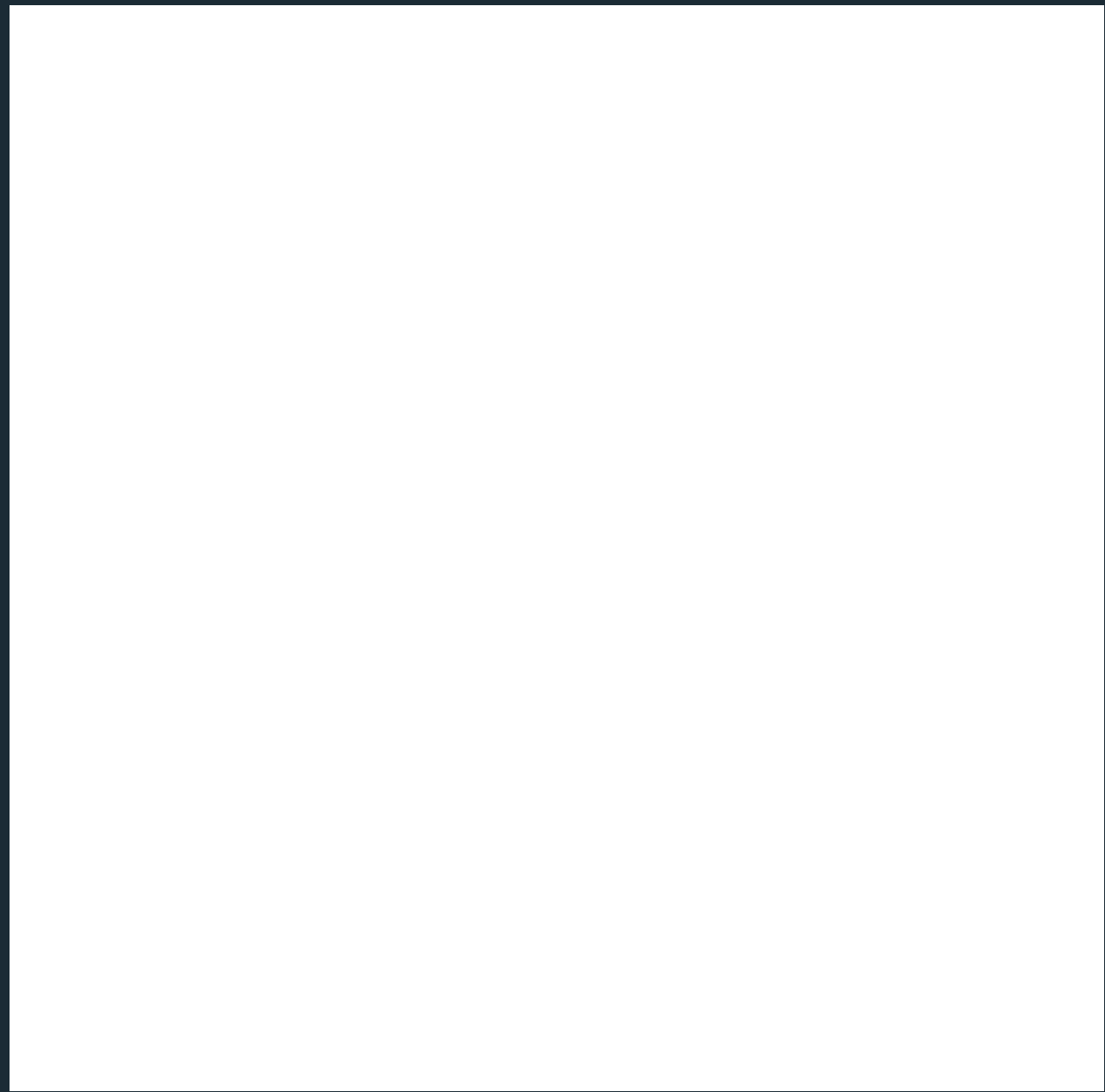
THE ELEMENTS OF VISUAL DESIGN

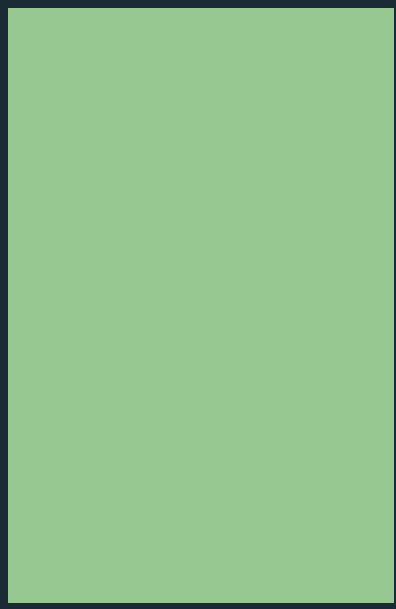
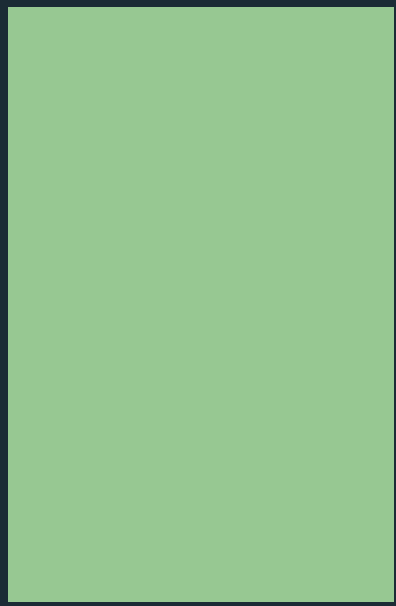
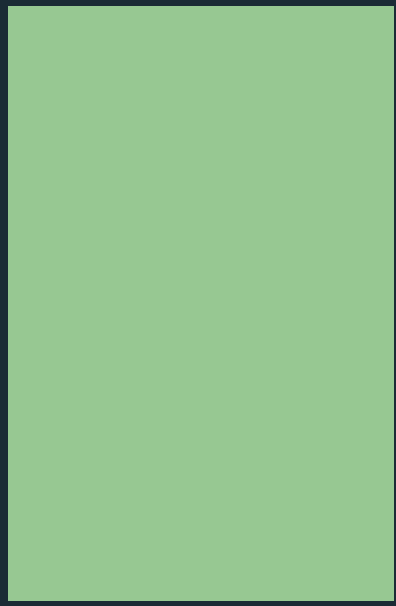
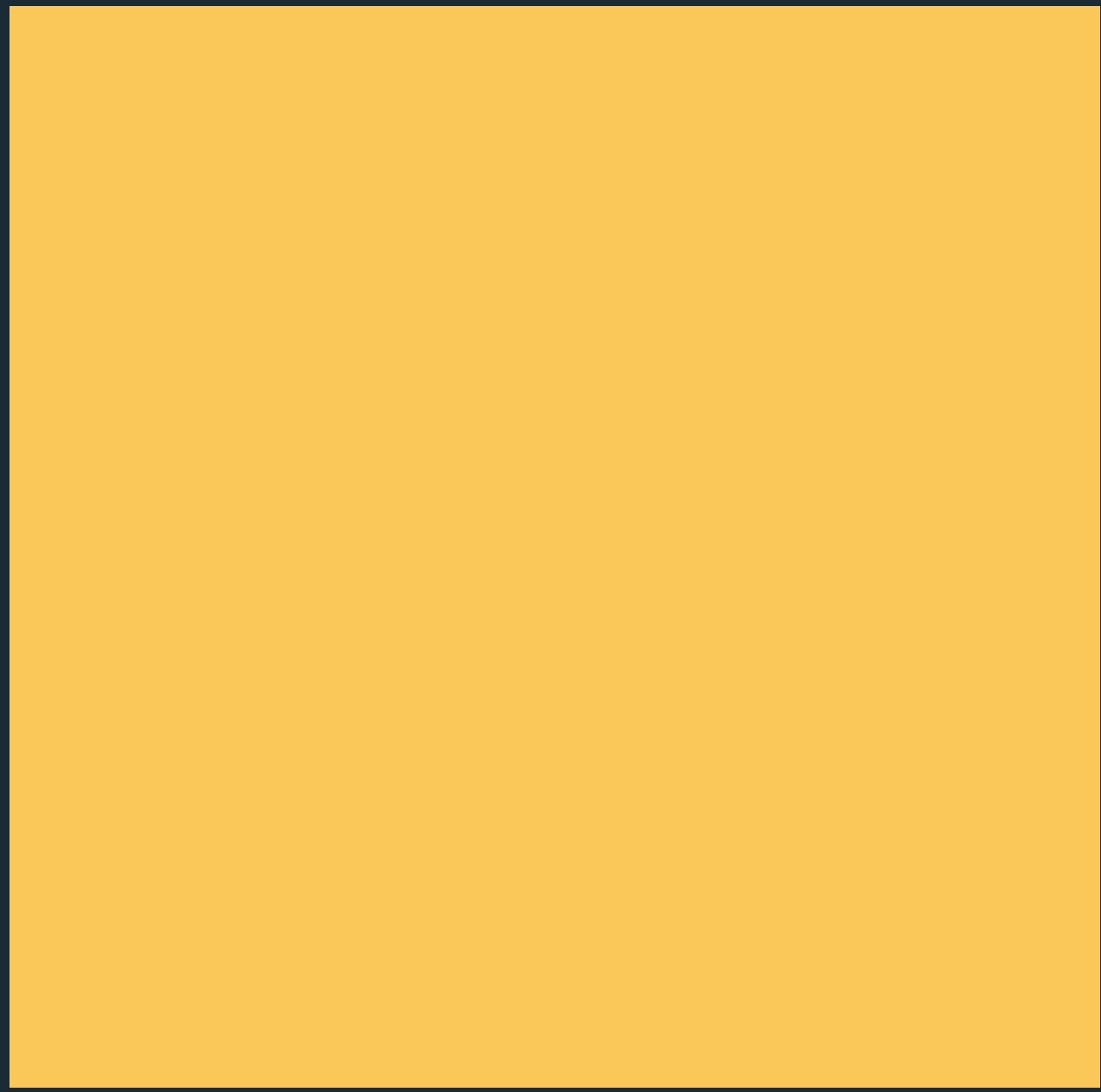
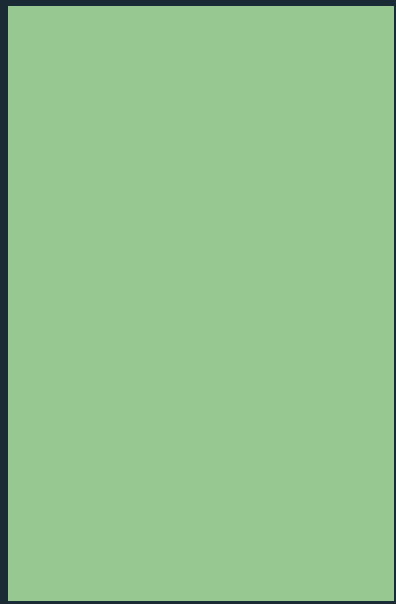
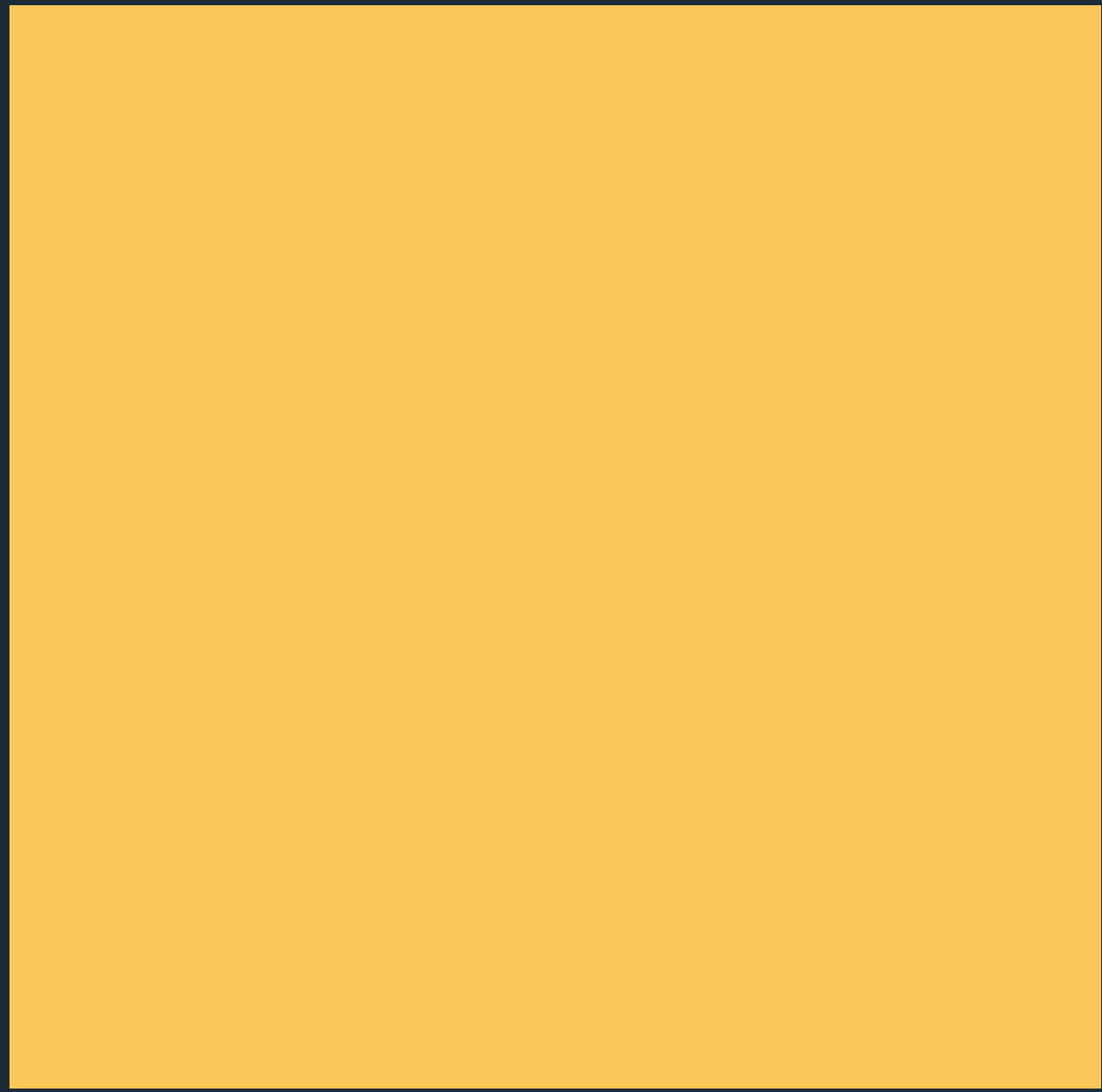
Layout

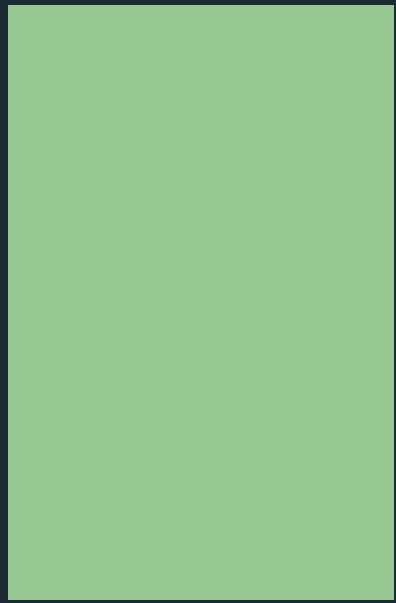
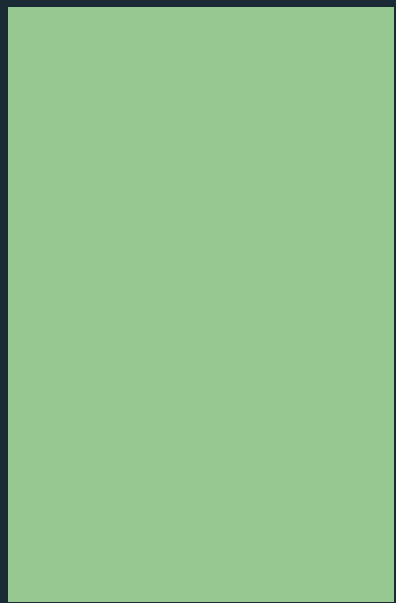
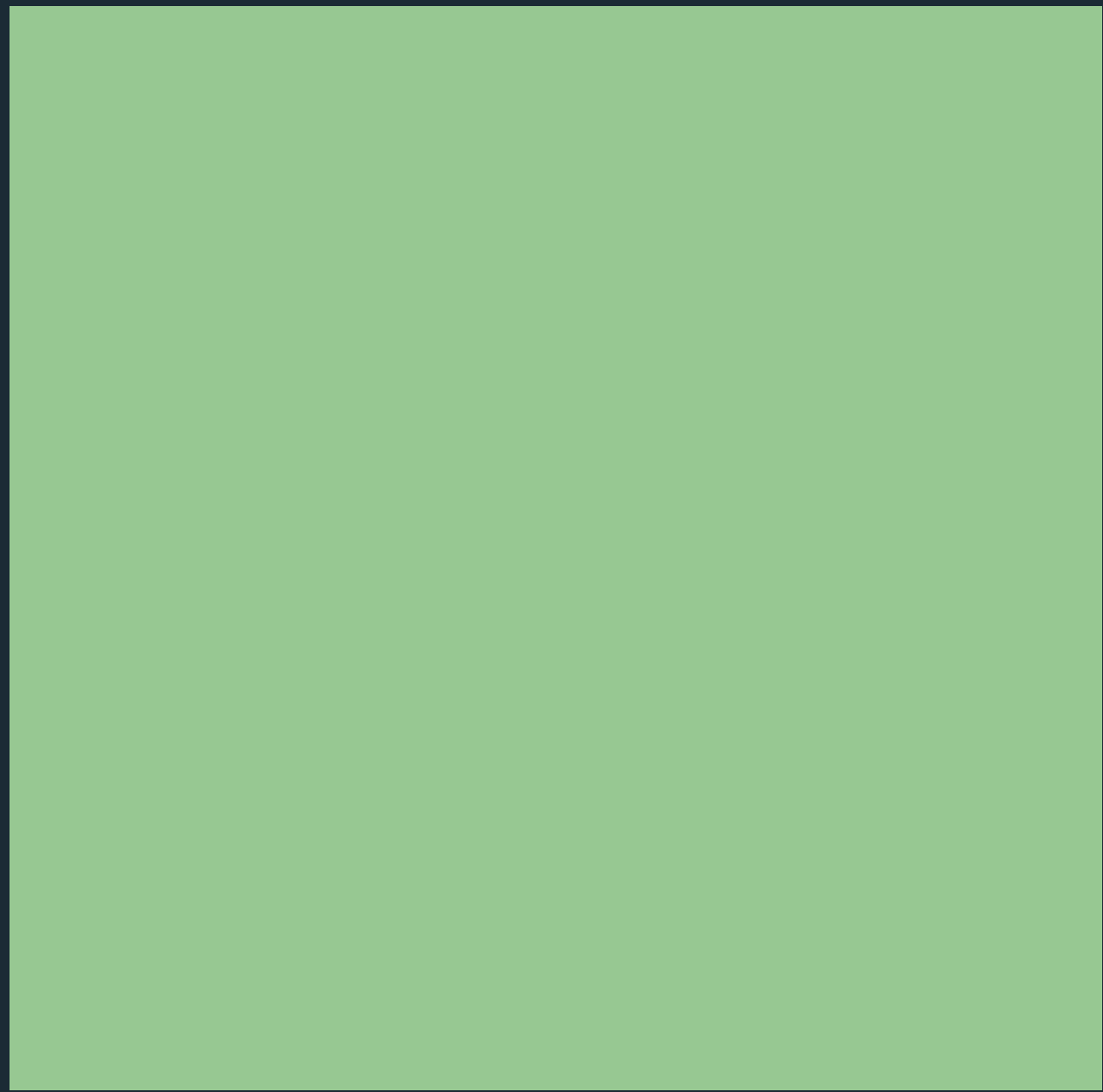
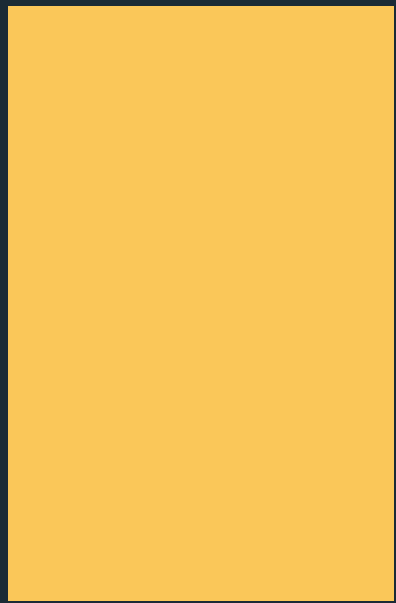
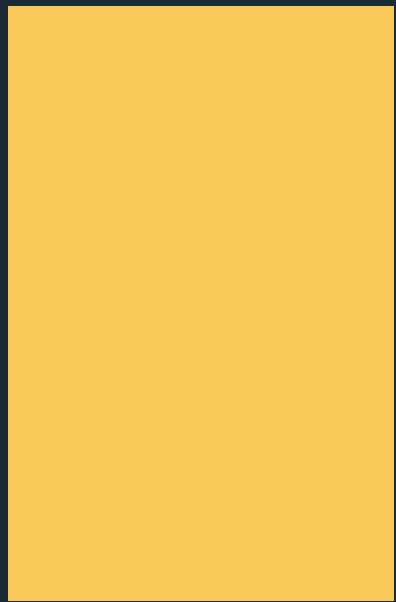
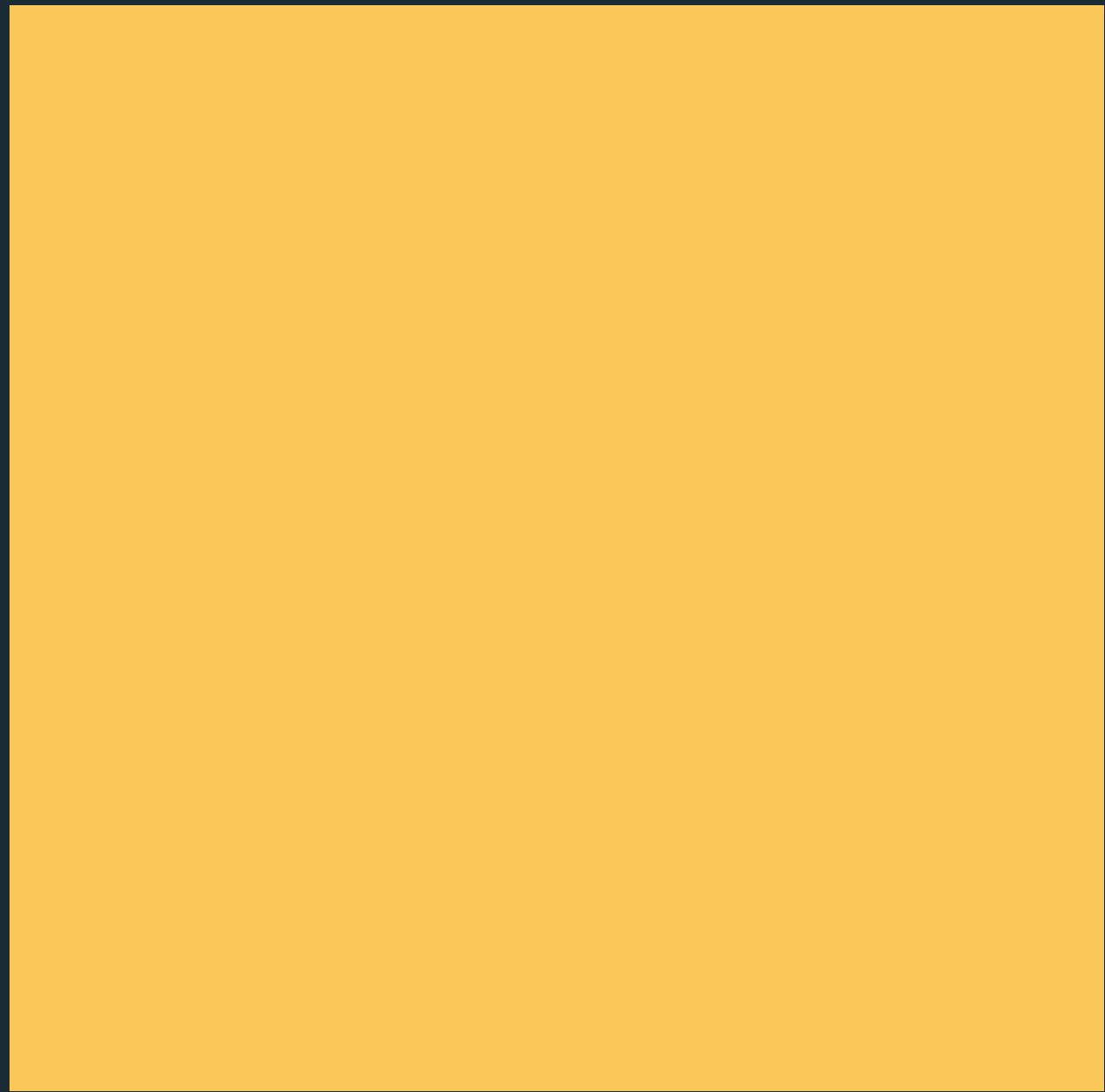
Typography

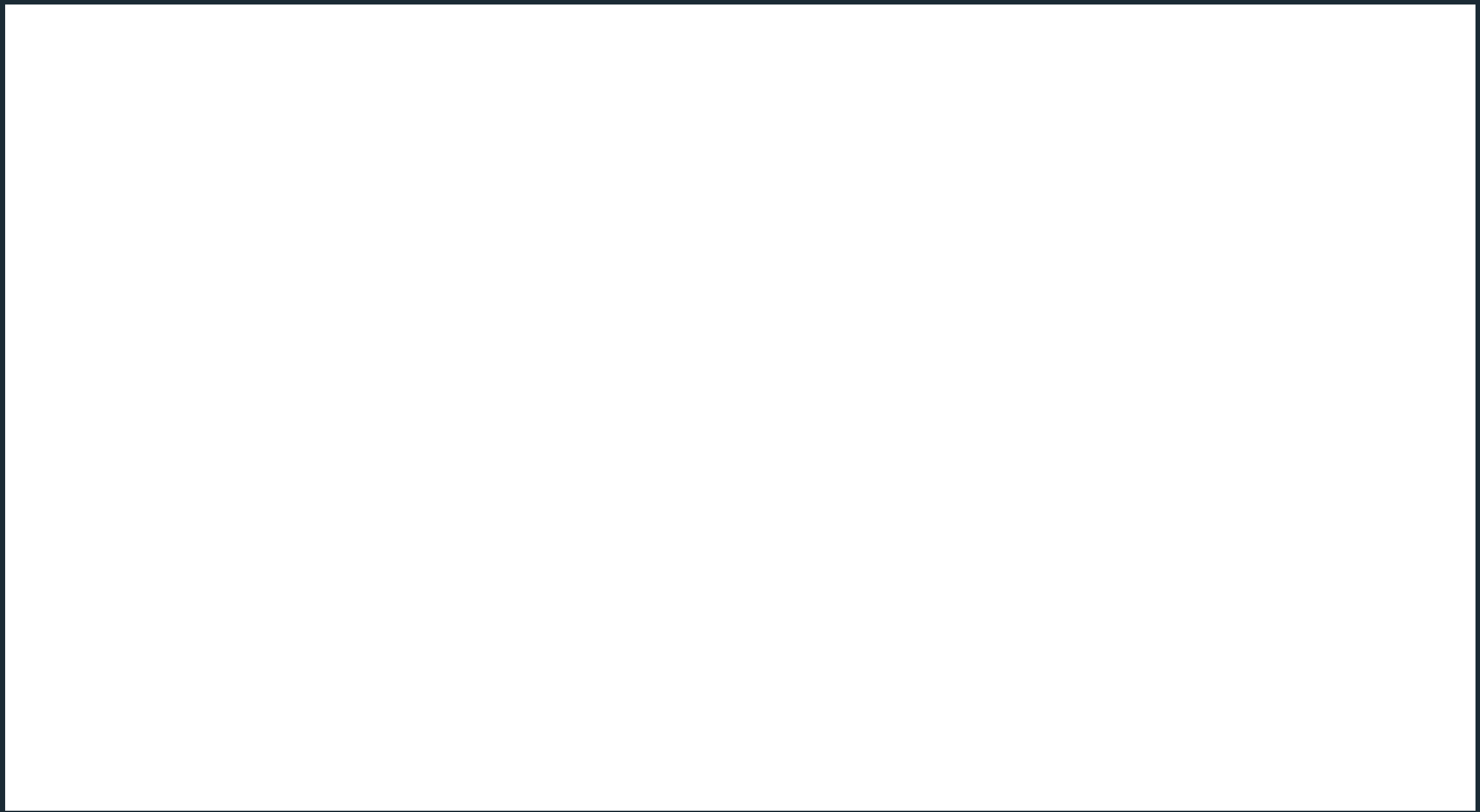
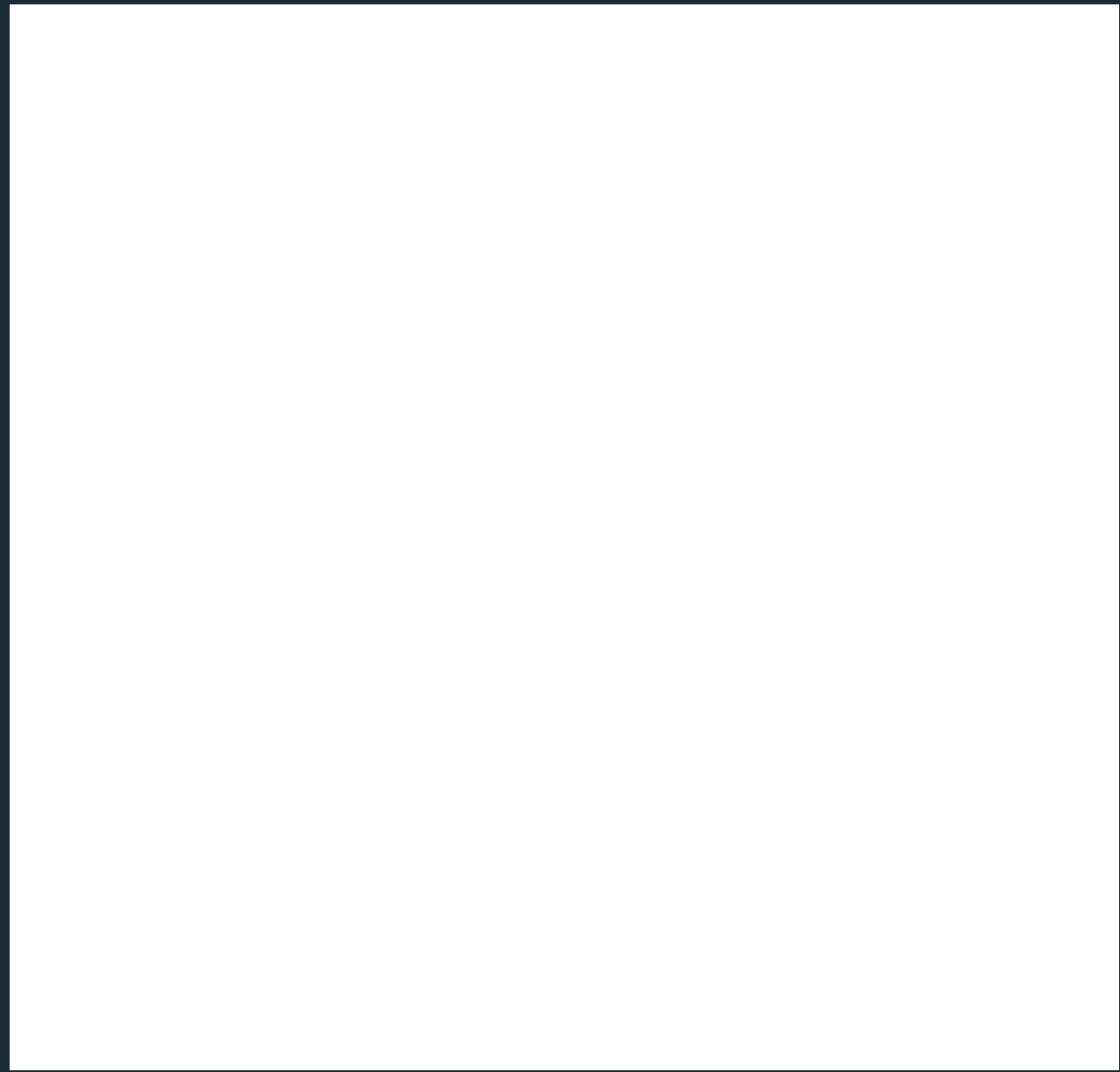
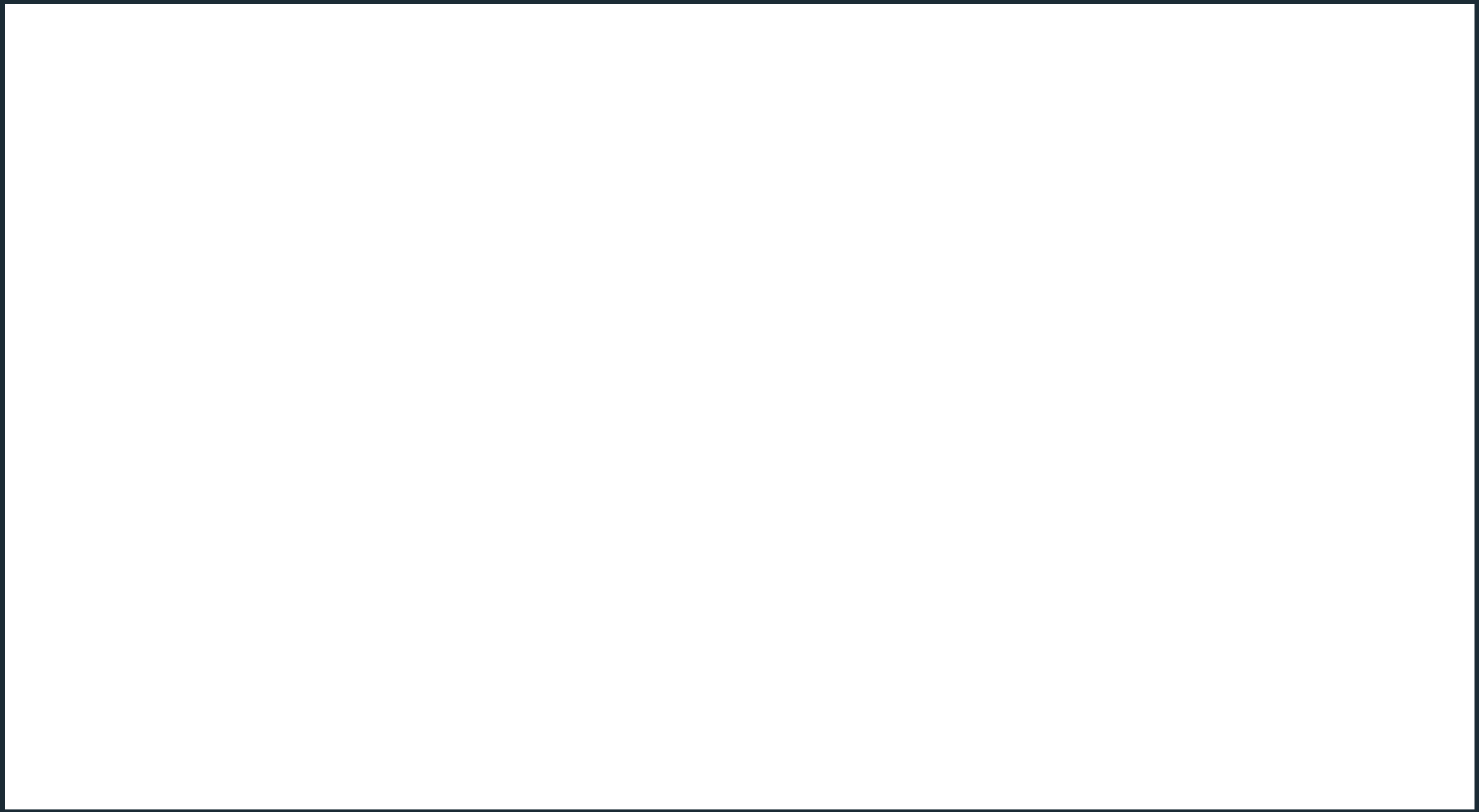
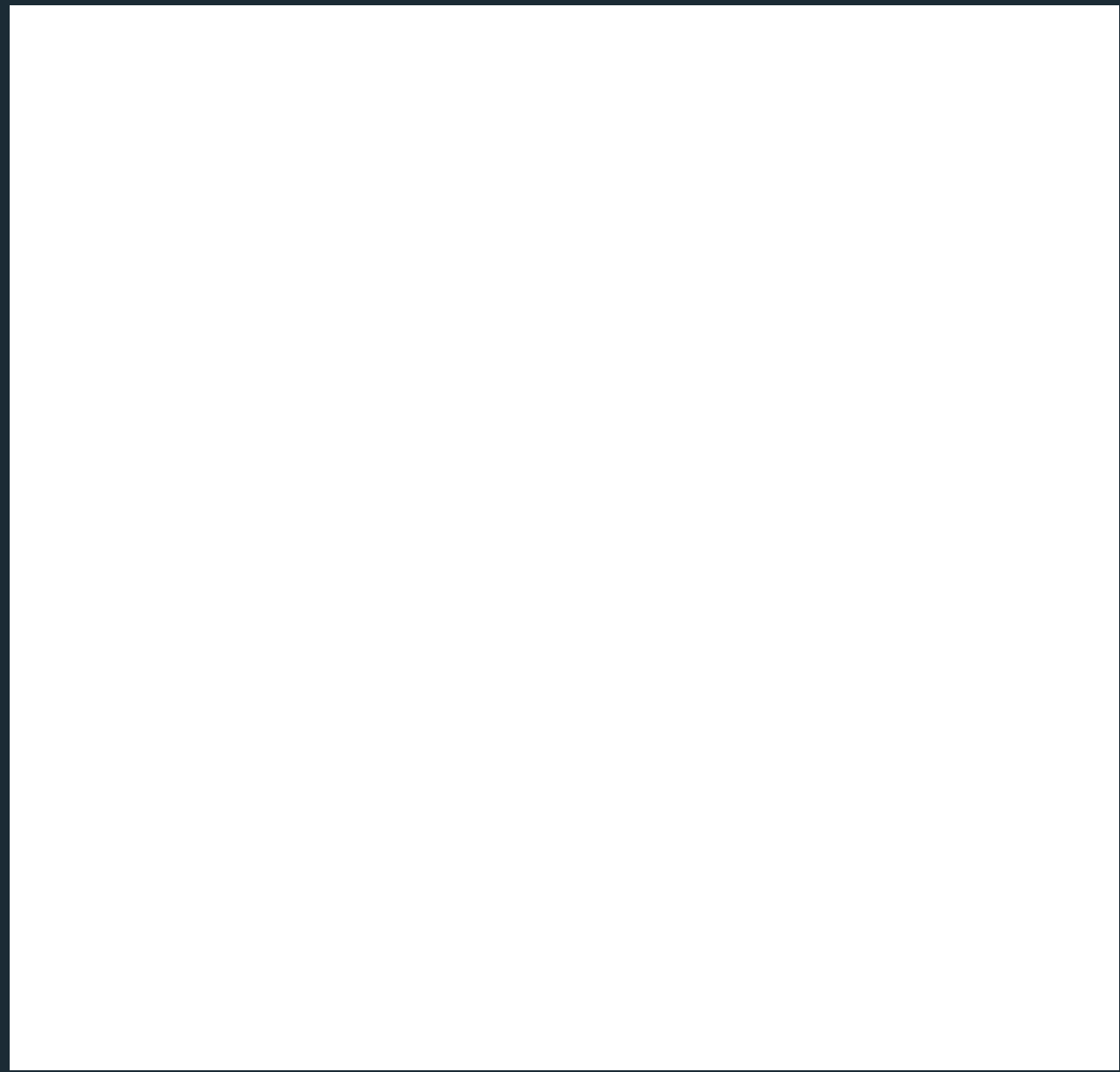
Color











Information Architecture

What is the structure of your application?

How do elements relate to each other?

How do users navigate it?

Waze LIVE MAP MAJOR EVENTS SUPPORT BLOG ABOUT Log In

Get the best route, every day, with real-time help from other drivers.

Waze is the world's largest community-based traffic and navigation app. Join other drivers in your area who share real-time traffic and road info to save everyone time and gas money on their daily commute.

WAZE. OUTSMARTING TRAFFIC, TOGETHER.

Waze CARPOOL Help carpool lanes. Plots new lanes on the way there.

Nothing can beat real people working together. Imagine millions of drivers out on the road, working together toward a common goal to share traffic and get everyone the best route to work each and every day.

Traffic is more than just red lines on the map. Get ahead before you approach potholes, potholes, road hazards or traffic jams, all shared by other drivers in real-time. It's like a personal heads-up from a few million of your friends on the road.

With community-edited maps, you won't hit a dead end. An active community of Waze map editors works to constantly improve and update Waze's maps. That's why they're the first to reflect changes happening in your neighborhood, constantly improving routing for everyone.

Your friends are just around the corner. See other friends also driving to your destination, when you connect to Facebook. Coordinate everyone's arrival times when you pick up or meet up with friends. Now you're effortlessly in sync when you drive together.

Save on gas, every time you fill up. Navigate to the cheapest station on your route, all powered by community-shared gas prices. By working together to report prices at the pump, Waze drivers can always save some gas money.

LIVE MAP SUPPORT SOCIAL ABOUT PARTNERS ENGLISH

Search, Navigate, Edit the map, Top items, Fix a map issue, Community forums, Community Wiki, About map editing, Blog, Waze on Facebook, Waze on Twitter, Waze on Google+, Waze on Instagram, About Us, The Team, Jobs, Press Resources, Developers, Contact Us, Waze Store, Advertise with Waze, Broadcasters, Connected Cities, Transport SDK, Waze Carpool, Waze Beacons Program

© WAZE © 2006-2017 Waze Mobile. All Rights Reserved. Terms of Use Privacy Policy Copyright Notice

Waze LIVE MAP MAJOR EVENTS SUPPORT BLOG ABOUT Log In

Get the best route, every day, with real-time help from other drivers.

Waze is the world's largest community-based traffic and navigation app. Join other drivers in your area who share real-time traffic and road info to save everyone time and gas money on their daily commute.

WAZE. OUTSMARTING TRAFFIC, TOGETHER.

Waze CARPOOL Help carpool lanes. Plots new lanes on the way there.

Nothing can beat real people working together. Imagine millions of drivers out on the roads, working together toward a common goal to share traffic and get everyone the best route to work each and every day.

Traffic is more than just red lines on the map. Get ahead before you approach potholes, potholes, road hazards or traffic jams, all shared by other drivers in real-time. It's like a personal heads-up from a few million of your friends on the road.

With community-edited maps, you won't hit a dead end. An active community of Waze map editors works to constantly improve and update Waze's maps. That's why they're the first to reflect changes happening in your neighborhood, constantly improving routing for everyone.

Your friends are just around the corner. See other friends also driving to your destination, when you connect to Facebook. Coordinate everyone's arrival times when you pick up or meet up with friends. Now you're effortlessly in sync when you drive together.

Save on gas, every time you fill up. Navigate to the cheapest station on your route, all powered by community-shared gas prices. By working together to report prices at the pump, Waze drivers can always save some gas money.

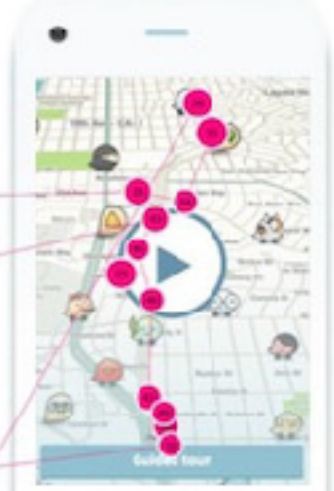
LIVE MAP SUPPORT SOCIAL ABOUT PARTNERS ENGLISH

Search, Navigate, Edit the map, Top items, Fix a map issue, Community forums, Community Wiki, About map editing, Blog, Waze on Facebook, Waze on Twitter, Waze on Google+, Waze on Instagram, About Us, The Team, Jobs, Press Resources, Developers, Contact Us, Waze Store, Advertise with Waze, Broadcasters, Connected Cities, Transport SDK, Waze Carpool, Waze Beacons Program

© WAZE © 2006-2017 Waze Mobile. All Rights Reserved. Terms of Use Privacy Policy Copyright Notice

Get the best route, every day, with real-time help from other drivers.

Waze is the world's largest community-based traffic and navigation app. Join other drivers in your area who share real-time traffic and road info to save everyone time and gas money on their daily commute.



WAZE. OUTSMARTING TRAFFIC, TOGETHER.



Nothing can beat real people working together.

Imagine millions of drivers out on the road, working together towards a common goal to outsmart traffic and get everyone the best route to work and back, every day.

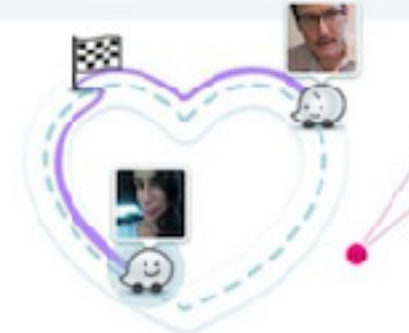


Traffic is more than just red lines on the map.

Get alerted before you approach police, accidents, road hazards or traffic jams, all shared by other drivers in real-time. It's like a personal heads-up from a few million of your friends on the road.

With community-edited maps, you won't hit a dead end.

An active community of Waze map editors works to constantly improve and update Waze's maps. That's why they're the first to reflect changes happening in your neighborhood, constantly improving routing for everyone.



Your friends are just around the corner.

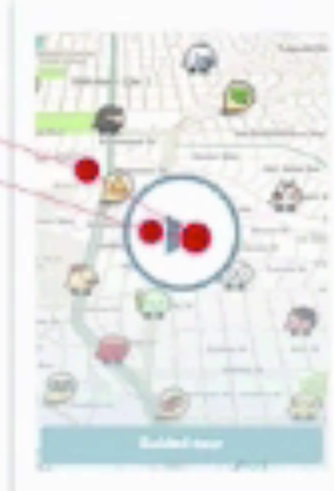
See other friends also driving to your destination, when you connect to Facebook. Coordinate everyone's arrival times when you pick up or meet up with friends. Now you're effortlessly in sync when you drive together.

Save on gas, every time you fill up.

Navigate to the cheapest station on your route, all powered by community-shared gas prices. By working together to report prices at the pump, Waze drivers can always save some gas money.

Get the best route, every day, with real-time help from other drivers.

Waze is the world's largest community-based traffic and navigation app. Join other drivers in your area who share real-time traffic and road info to save everyone time and gas money on their daily commute.



WAZE. OUTSMARTING TRAFFIC, TOGETHER.



Nothing can beat real people working together.

Imagine millions of drivers out on the roads, working together towards a common goal to outsmart traffic and get everyone the best route to work and back, every day.

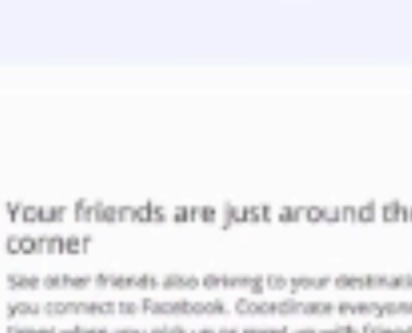


Traffic is more than just red lines on the map.

Get alerted before you approach police, accidents, road hazards or traffic jams, all shared by other drivers in real-time. It's like a personal heads-up from a few million of your friends on the road.

With community-edited maps, you won't hit a dead end.

An active community of Waze map editors works to constantly improve and update Waze's maps. That's why they're the first to reflect changes happening in your neighborhood, constantly improving routing for everyone.

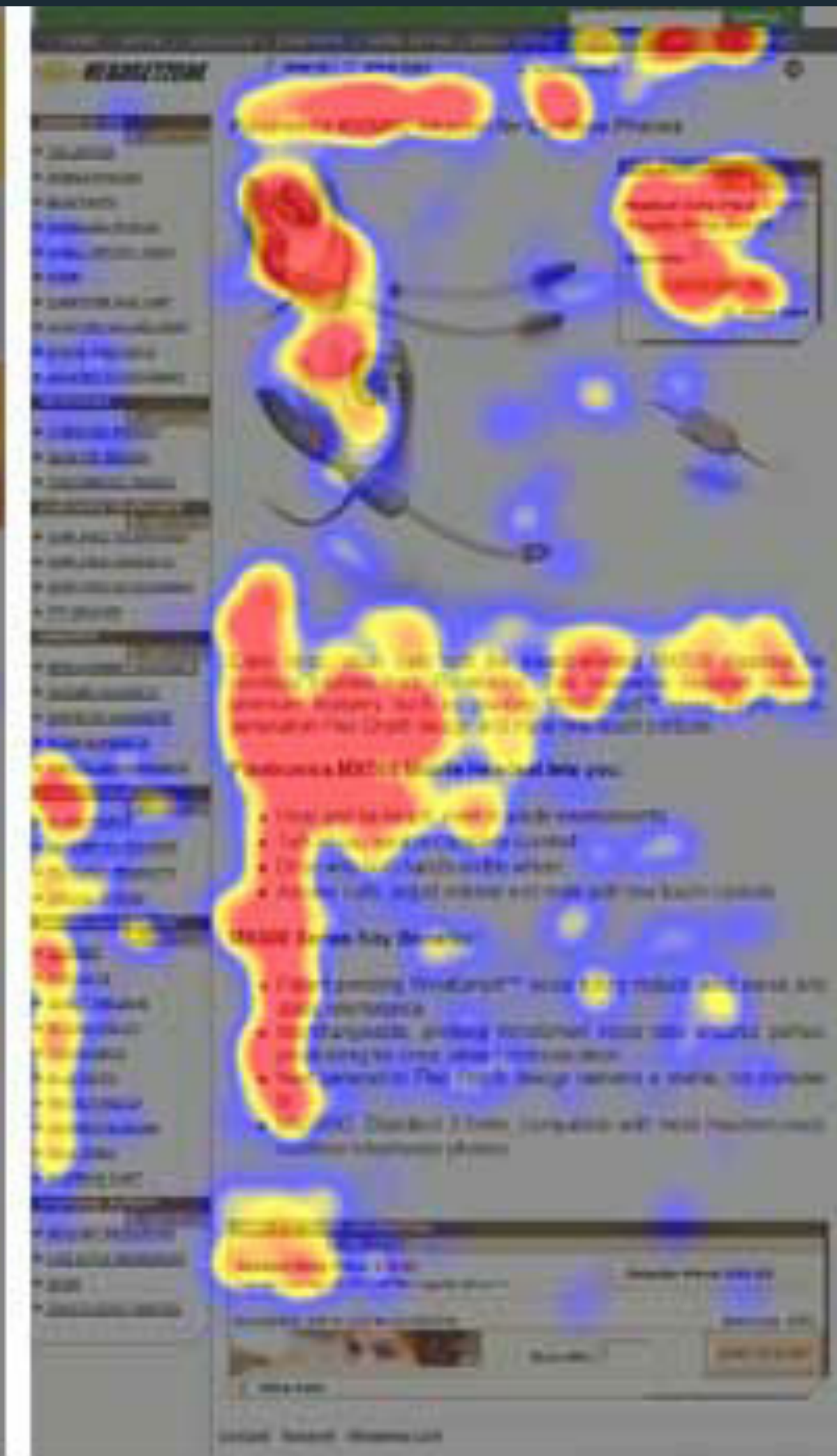


Your friends are just around the corner.

See other friends also driving to your destination, when you connect to Facebook. Coordinate everyone's arrival times when you pick up or meet up with friends. Now you're effortlessly in sync when you drive together.

Save on gas, every time you fill up.

Navigate to the cheapest station on your route, all powered by community-shared gas prices. By working together to report prices at the pump, Waze drivers can always save some gas money.



Gutter/Alley

12 Columns = easy division (1, 2, 3, 4, 6, 12)

Margin

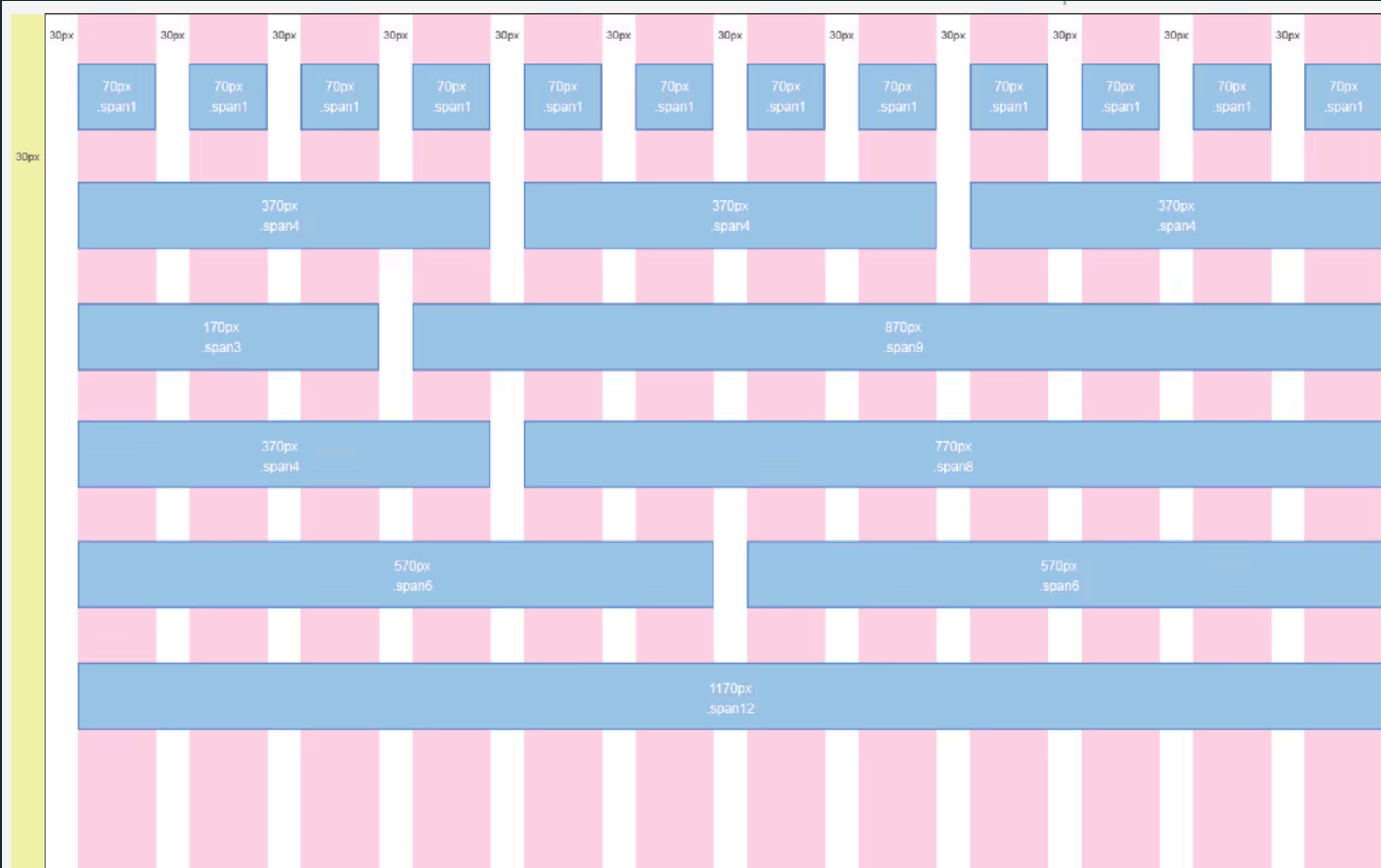
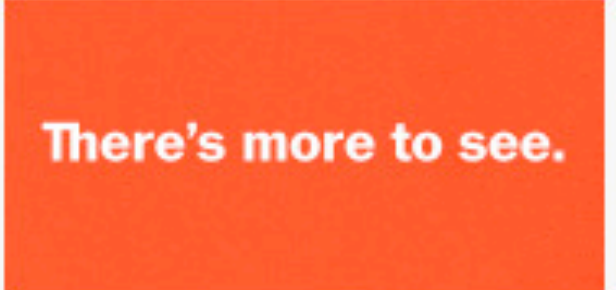


Image credit: [Aaron K. White](#)



The Washington Post



September 29, 2019

Democracy Dies in Darkness

Edition: U.S. & World | Regional

In the News Kurt Volker FEC chair Frank Nucera Jr. Trump 'Idiot' Harvard Sikh deputy GM wedding Tetris challenge POTUS calls Spider-Man Missing gator

State Dept. questions more than 100 former Clinton aides about emails

Investigators have spoken to as many as 130 people in recent weeks, including senior officials who reported directly to Hillary Clinton while she was secretary of state, as well as others whose emails were at some point relayed to her inbox, according to current and former officials.

By Greg Miller, Greg Jaffe and Karoun Demirjian



Pelosi turns to Schiff to lead House Democrats' impeachment inquiry

Democrats facing tough reelection bids privately told House Speaker Nancy Pelosi that Intelligence Committee Chairman Adam Schiff needs to be the face of the probe.

By Rachael Bade and Mike DeBonis · 2 hours ago

Staring down impeachment, Trump sees himself as a victim of historic proportions

President Trump is not the first U.S. leader facing impeachment to nurse a sense of persecution and self-pity. But he is the first to broadcast that mentality to the world.

By Philip Rucker



Hunter Biden attends the vice-presidential debate in 2012. (AP)

A gas tycoon and the vice president's son: Hunter Biden's foray into Ukraine

More than five years after Joe Biden's son become involved with a Ukrainian firm, the decision has become the backdrop of an inquiry

Video



(Joy Sharon Yi/The Washington Post) **Opinion | Facing gentrification, D.C. residents fight to preserve historic neighborhood**

UP NEXT



Rudy Giuliani's wild week of television interviews
▶ Play Video 2:35



From earbuds to eyeglasses, Amazon wants Alexa to be everywhere you are
▶ Play Video 2:30



The impeachment inquiry: What happens next
▶ Play Video 4:24



BY THE WAY

The Washington Post

There's more to see.

September 29, 2019

Democracy Dies in Darkness

Edition: U.S. & World | Regional

In the News Kurt Volker FEC chair Frank Nucera Jr. Trump 'Idiot' Harvard Sikh deputy GM wedding Tetris challenge POTUS calls Spider-Man Missing gator

State Dept. questions more than 100 former Clinton aides about emails

Investigators have spoken to as many as 130 people in recent weeks, including senior officials who reported directly to Hillary Clinton while she was secretary of state, as well as others whose emails were at some point relayed to her inbox, according to current and former officials.

By Greg Miller, Greg Jaffe and Karoun Demirjian



Pelosi turns to Schiff to lead House Democrats' impeachment inquiry

Democrats facing tough reelection bids privately told House Speaker Nancy Pelosi that Intelligence Committee Chairman Adam Schiff needs to be the face of the probe.

By Rachael Bade and Mike DeBonis · 2 hours ago

Staring down impeachment, Trump sees himself as a victim of historic proportions

President Trump is not the first U.S. leader facing impeachment to nurse a sense of persecution and self-pity. But he is the first to broadcast that mentality to the world.

By Philip Rucker



Hunter Biden attends the vice-presidential debate in 2012. (AP)

A gas tycoon and the vice president's son: Hunter Biden's foray into Ukraine

More than five years after Joe Biden's son become involved with a Ukrainian firm, the decision has become the backdrop of an inquiry

Video



(Joy Sharon Yi/The Washington Post)

Opinion | Facing gentrification, D.C. residents fight to preserve historic neighborhood

UP NEXT



Rudy Giuliani's wild week of television interviews

▶ Play Video 2:35



From earbuds to eyeglasses, Amazon wants Alexa to be everywhere you are

▶ Play Video 2:30



The impeachment inquiry: What happens next



BY THE WAY

The Washington Post

There's more to see.

September 29, 2019

Democracy Dies in Darkness

Edition: U.S. & World | Regional

In the News Kurt Volker FEC chair Frank Nucera Jr. Trump 'Idiot' Harvard Sikh deputy GM wedding Tetris challenge POTUS calls Spider-Man Missing gator

State Dept. questions more than 100 former Clinton aides about emails

Investigators have spoken to as many as 130 people in recent weeks, including senior officials who reported directly to Hillary Clinton while she was secretary of state, as well as others whose emails were at some point relayed to her inbox, according to current and former officials.

By Greg Miller, Greg Jaffe and Karoun Demirjian



Pelosi turns to Schiff to lead House Democrats' impeachment inquiry

Democrats facing tough reelection bids privately told House Speaker Nancy Pelosi that Intelligence Committee Chairman Adam Schiff needs to be the face of the probe.

By Rachael Bade and Mike DeBonis · 2 hours ago

Staring down impeachment, Trump sees himself as a victim of historic proportions

President Trump is not the first U.S. leader facing impeachment to nurse a sense of persecution and self-pity. But he is the first to broadcast that mentality to the world.

By Philip Rucker



Hunter Biden attends the vice-presidential debate in 2012. (AP)

A gas tycoon and the vice president's son: Hunter Biden's foray into Ukraine

More than five years after Joe Biden's son become involved with a Ukrainian firm, the decision has become the backdrop of an inquiry

Video



(Joy Sharon Yi/The Washington Post)

Opinion | Facing gentrification, D.C. residents fight to preserve historic neighborhood

UP NEXT



Rudy Giuliani's wild week of television interviews

▶ Play Video 2:35



From earbuds to eyeglasses, Amazon wants Alexa to be everywhere you are

▶ Play Video 2:30



The impeachment inquiry: What happens next

Staring down impeachment, Trump sees himself as a victim of historic proportions

President Trump is not the first U.S. leader facing impeachment to nurse a sense of persecution and self-pity. But he is the first to broadcast that mentality to the world.

By Philip Rucker

Elections chief says GOP colleague barred wider distribution of foreign activity memo

After the digest of the Federal Election Commission was withheld from its weekly posting, the chair spread it on twitter.

By Alex Horton



Hunter Biden attends the vice-presidential debate in 2012. (AP)

A gas tycoon and the vice president's son: Hunter Biden's foray into Ukraine

More than five years after Joe Biden's son become involved with a Ukrainian firm, the decision has become the backdrop of an inquiry that is reshaping the political landscape. No evidence of criminal wrongdoing by the Bidens has surfaced.

By Paul Sonne, Michael Kranish and Matt Viser



Rep. Amodei denies he was first House Republican to back inquiry



Trump backers race to unmask whistleblower



Retropolis: The GOP lawmaker who turned on Nixon paid a price for it



From earbuds to eyeglasses, Amazon wants Alexa to be everywhere you are






▶ **Play Video** 2:30



The impeachment inquiry: What happens next

▶ **Play Video** 4:31

Most Read

- 1 Democrats count on Schiff to deliver focused impeachment inquiry of Trump 
- 2 The gas tycoon and the vice president's son: The story of Hunter Biden's foray into Ukraine 
- 3 State Dept. intensifies email probe of Hillary Clinton's former aides 
- 4 **Analysis**
Alec Baldwin returns for SNL's cold open, which tackles impeachment (and features a surprise guest) 
- 5 Staring down impeachment, Trump sees himself as a victim of historic proportions 

The Washington Post

Coverage you want. Credibility you expect.

Subscribe to real news: Start for as low as \$10 \$4 a month - that's every story for just \$1 a week.

Get this offer

Send me this offer

Already a subscriber? **Sign in**



Opinions



Impeachment isn't mandatory — even if Trump committed impeachable acts

By Keith E. Whittington



I listened to dozens of Obama's calls. Trump knows that's perfectly normal.

By Joel Willett

Today's Paper

Today's print stories





Democrats' impeachment drama just distracts from our true great threat

By Hugh Hewitt



Aid to Ukraine helps it fight Russia. In restricting it, Trump helped Putin.

By Evelyn N. Farkas



Five myths about Ukraine

By Nina Jankowicz



The Ukraine facts are clear. But does truth still matter?

Editorial Board

[View e-Replica edition](#)



Market Watch

Dow 26,820.25 Today ↓ 0.26%

S&P 2,961.79 Today ↓ 0.53%

NASDAQ 7,939.63 Today ↓ 1.13%

Last Updated:09/27/2019

By The Way

Detours with locals. Travel tips you can trust.

More Top Stories



Ed Garner was for years the only full-time staff physician at Culberson Hospital in Van Horn, Tex. (Michael S. Williamson/The Post)

Out here, it's just me': In the medical desert of rural America, one doctor for 11,000 square miles

The federal government now designates nearly 30 percent of the rural United States as "medically underserved."

By Eli Saslow



Hong Kong police smash anti-China demonstration, creating chaos in downtown

Police hit hard against protesters in a likely effort to deter demonstrations on the upcoming anniversary of the People's Republic of China.

By Shibani Mahtani and Timothy McLaughlin · 13 minutes ago

- **Here are some of the new weapons China will unveil at Tuesday's military parade**



City Guide
Philadelphia

More City Guides

Johannesburg	Seattle	Copenhagen
Nashville	Sydney	Barcelona
Minneapolis	San Juan, Puerto Rico	Berlin



Analysis

Alec Baldwin returns for SNL's cold

A guide to local favorites on Fabric Row



Design Critique

Structure:

"I like..."

"I wish..."

"What if?"



Design Critique

Structure:

"I like..."

"I wish..."

"What if?"



THE ELEMENTS OF VISUAL DESIGN

Layout

Typography

Color

THE ELEMENTS OF VISUAL DESIGN

Layout

Typography

Color

Basic Typographic Definitions

B } Font Size (also called point size) Definitions



B } Font Size

B B B

Gill Sans Courier New Calibri

Six } x-height

Six Six Six

Gill Sans

Lucida Grande
high x-height

Baskerville
low x-height

ih tfp ih tfp

Lucida Grande
high x-height

Baskerville
low x-height

B } Font Size

B B B
Gill Sans Courier New Calibri

Six } x-height

Six Six Six
Gill Sans Lucida Grande Baskerville
high x-height *low x-height*

ih tfp ih tfp
Lucida Grande Baskerville
high x-height *low x-height*

Weight

light regular bold
semi-bold **extra-bold** **black**

B } Font Size

B B B
Gill Sans Courier New Calibri

Six } x-height

Six Six Six
Gill Sans Lucida Grande Baskerville
high x-height *low x-height*

Weight

light regular bold
semi-bold **extra-bold** **black**

Alegreya (Serif)

Alegreya Sans

Software Studio.....	6.170
Engineering Interactive Technologies.....	6.810
Principles and Practice of Assistive Technology.....	6.811
Intelligent Multimodal User Interfaces.....	6.835
Interactive Data Visualization & Society.....	6.C35/C85
Advanced Identity Representation.....	CMS.628.828
Imagination, Computation, and Expression Studio.....	CMS.627/827

- 6.170 **Software Studio**
- 6.810 **Engineering Interactive Technologies**
- 6.811 **Principles and Practice of Assistive Technology**
- 6.835 **Intelligent Multimodal User Interfaces**
- 6.C35/C85 **Interactive Data Visualization & Society**
- CMS.628.828 **Advanced Identity Representation**
- CMS.627/827 **Imagination, Computation, and Expression Studio**

- 6.170 **Software Studio** *Jackson & Satyanarayan*
- 6.810 **Engineering Interactive Technologies** *Mueller*
- 6.811 **Principles and Practice of Assistive Technology** *Miller, Greenberg, Keane*
- 6.835 **Intelligent Multimodal User Interfaces** *Davis*
- 6.C35/C85 **Interactive Data Visualization** *Satyanarayan*
- CMS.628.828 **Advanced Identity Representation** *Harrell*
- CMS.627/827 **Imagination, Computation, and Expression Studio** *Harrell*

6.170 **Software Studio**

Jackson & Satyanarayan

6.810 **Engineering Interactive Technologies**

Mueller

6.811 **Principles and Practice of Assistive Technology**

Miller, Greenberg, Keane

6.835 **Intelligent Multimodal User Interfaces**

Davis

6.C35/C85 **Interactive Data Visualization**

Satyanarayan

CMS.628.828 **Advanced Identity Representation**

Harrell

CMS.627/827 **Imagination, Computation, and Expression Studio**

Harrell

6.170 **Software Studio**
Jackson & Satyanarayan

6.810 **Engineering Interactive Technologies**
Mueller

6.811 **Principles and Practice of Assistive Technology**
Miller, Greenberg, Keane

6.835 **Intelligent Multimodal User Interfaces**
Davis

6.C35/C85 **Interactive Data Visualization & Society**
Satyanarayan

CMS.628.828 **Advanced Identity Representation**
Harrell

CMS.627/827 **Imagination, Computation, and Expression Studio**
Harrell

6.170

Software Studio

Jackson & Satyanarayan

6.810

Engineering Interactive Technologies

Mueller

6.811

Principles and Practice of Assistive Technology

Miller, Greenberg, Keane

6.835

Intelligent Multimodal User Interfaces

Davis

6.C35/C85

Interactive Data Visualization & Society

Satyanarayan

6.170

Software Studio

Jackson & Satyanarayan

6.810

Engineering Interactive Technologies

Mueller

6.811

Principles and Practice of Assistive Technology

Miller, Greenberg, Keane

6.835

Intelligent Multimodal User Interfaces

Davis

6.C35/C85

Interactive Data Visualization & Society

Satyanarayan

Design Critique

Structure:

"I like..."

"I wish..."

"What if?"

The screenshot shows the Craigslist website for Boston. The browser address bar displays "boston.craigslist.org". The page layout includes a header with the "craigslist" logo and navigation links like "create a posting" and "my account". A search bar is prominently displayed. Below the search bar is an "event calendar" showing a grid of dates from the 23rd to the 20th. The main content area is organized into several columns of category links: "community", "housing", "services", "discussion forums", "for sale", "jobs", and "gigs". A right-hand sidebar contains a language dropdown set to "english" and a "nearby cl" section listing various regional areas. The overall design is functional and text-heavy, typical of a classifieds website.

craigslist

create a posting
my account

search craigslist

event calendar

M	T	W	T	F	S	S
23	24	25	26	27	28	29
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20

help, faq, abuse, legal
avoid scams & fraud
personal safety tips
terms of use ^{new}
privacy policy
system status

about craigslist
craigslist is hiring in sf
craigslist open source
craigslist blog
best-of-craigslist
craigslist TV
"craigslist joe"
craig connects

boston gbs nwb bmw nos sob

community

- activities
- artists
- childcare
- classes
- events
- general
- groups
- local news
- lost+found
- missed
- connections
- musicians
- pets
- politics
- rants & raves
- rideshare
- volunteers

housing

- apts / housing
- housing swap
- housing wanted
- office / commercial
- parking / storage
- real estate for sale
- rooms / shared
- rooms wanted
- sublets / temporary
- vacation rentals

services

- automotive
- beauty
- cell/mobile
- computer
- creative
- cycle
- event
- farm+garden
- financial
- household
- labor/move
- legal
- lessons
- marine
- pet
- real estate
- skilled trade
- sm biz ads
- travel/vac
- write/ed/tran

discussion forums

- android
- apple
- arts
- atheist
- autos
- beauty
- bikes
- celebs
- comp
- cosmos
- diet
- divorce
- dying
- eco
- feedbk
- film
- fixit
- food
- frugal
- gaming
- garden
- haiku
- help
- history
- housing
- jobs
- jokes
- legal
- linux
- manners
- marriage
- money
- music
- open
- outdoor
- parent
- pets
- philos
- photo
- politics
- psych
- recover
- religion
- rofo
- science
- spirit
- sports
- super
- tax
- travel
- tv
- vegan
- words
- writing

for sale

- antiques
- appliances
- arts+crafts
- atv/utv/sno
- auto parts
- aviation
- baby+kid
- barter
- beauty+hth
- bike parts
- bikes
- boat parts
- boats
- books
- business
- cars+trucks
- cds/dvd/vhs
- cell phones
- clothes+acc
- collectibles
- computer parts
- computers
- electronics
- farm+garden
- free
- furniture
- garage sale
- general
- heavy equip
- household
- jewelry
- materials
- motorcycle parts
- motorcycles
- music instr
- photo+video
- rvs+camp
- sporting
- tickets
- tools
- toys+games
- trailers
- video gaming
- wanted
- wheels+tires

jobs

- accounting+finance
- admin / office
- arch / engineering
- art / media / design
- biotech / science
- business / mgmt
- customer service
- education
- etc / misc
- food / bev / hosp
- general labor
- government
- human resources
- legal / paralegal
- manufacturing
- marketing / pr / ad
- medical / health
- nonprofit sector
- real estate
- retail / wholesale
- sales / biz dev
- salon / spa / fitness
- security
- skilled trade / craft
- software / qa / dba
- systems / network
- technical support
- transport
- tv / film / video
- web / info design
- writing / editing

gigs

- computer
- creative
- crew
- domestic
- event
- labor
- talent
- writing

resumes

english

nearby cl

- albany
- allentown
- binghamton
- cape cod
- catskills
- central nj
- eastern ct
- glens falls
- hartford
- hudson valley
- jersey shore
- long island
- maine
- new hampshire
- new haven
- new york
- north jersey
- northwest ct
- oneonta
- plattsburgh
- poconos
- potsdam-massena
- rhode island
- scranton
- south coast
- syracuse
- utica
- vermont
- western mass
- worcester

us cities

us states

canada

cl worldwide

THE ELEMENTS OF VISUAL DESIGN

Layout

Typography

Color

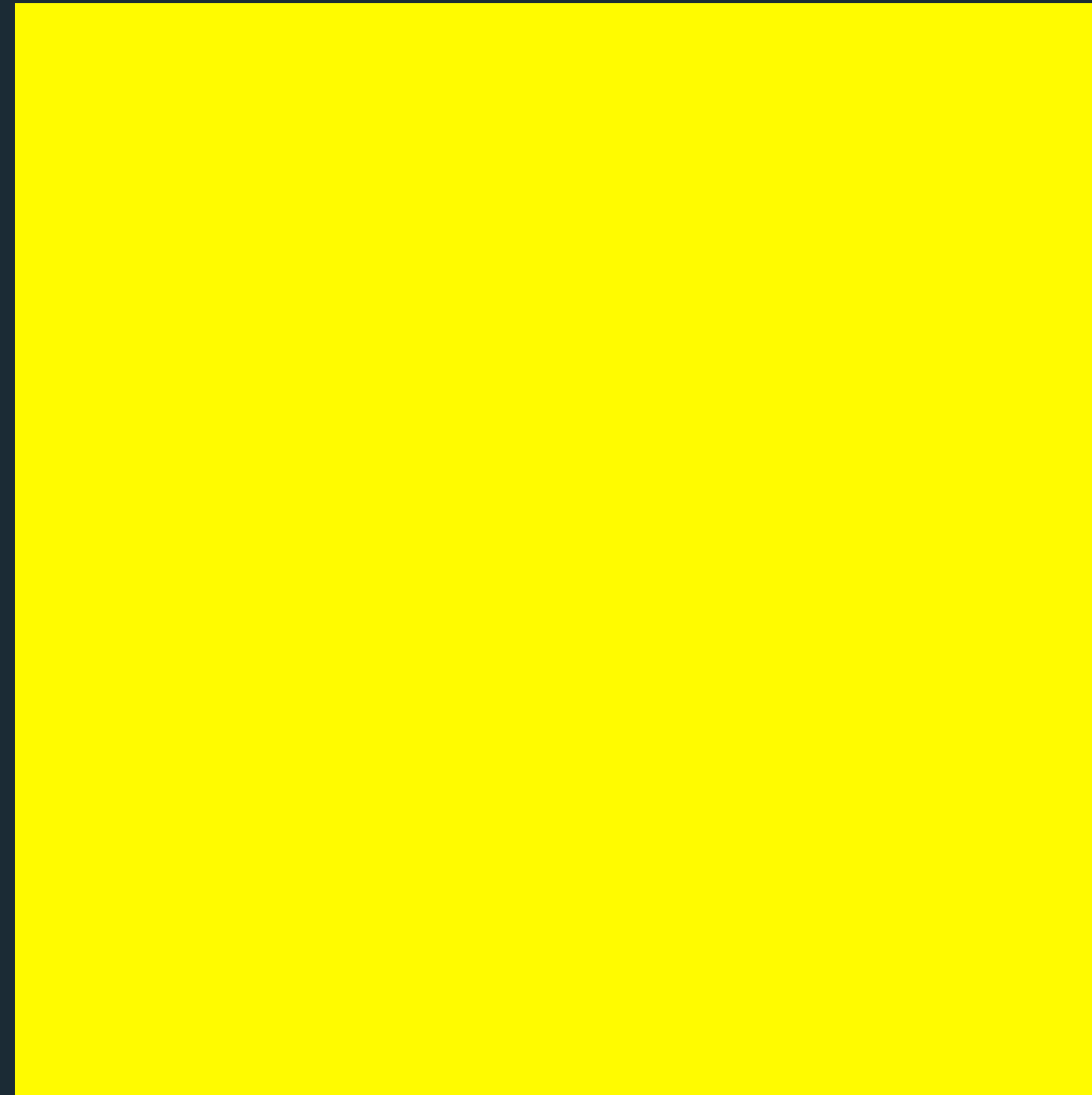
THE ELEMENTS OF VISUAL DESIGN

Layout

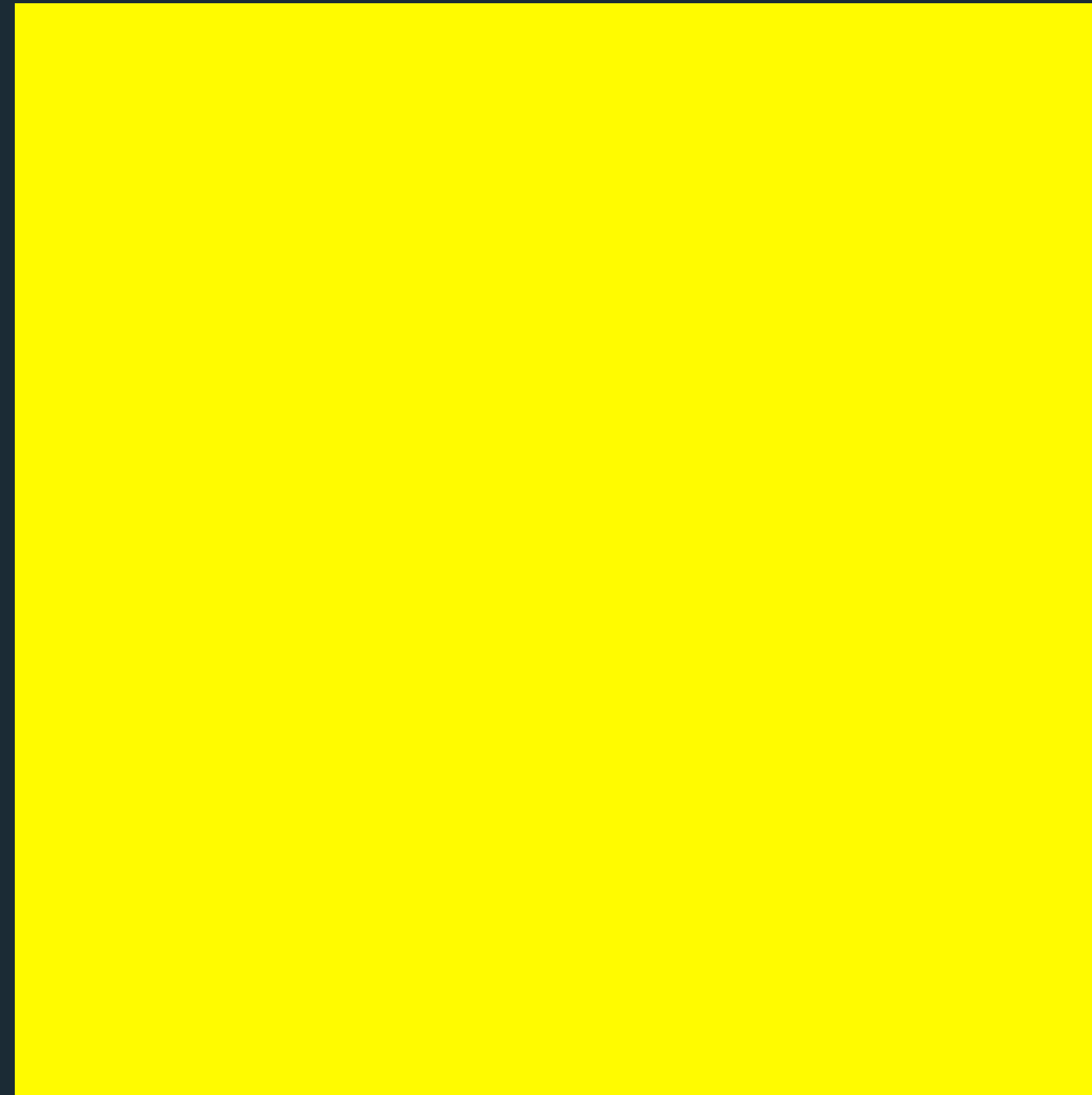
Typography

Color

What color is this?

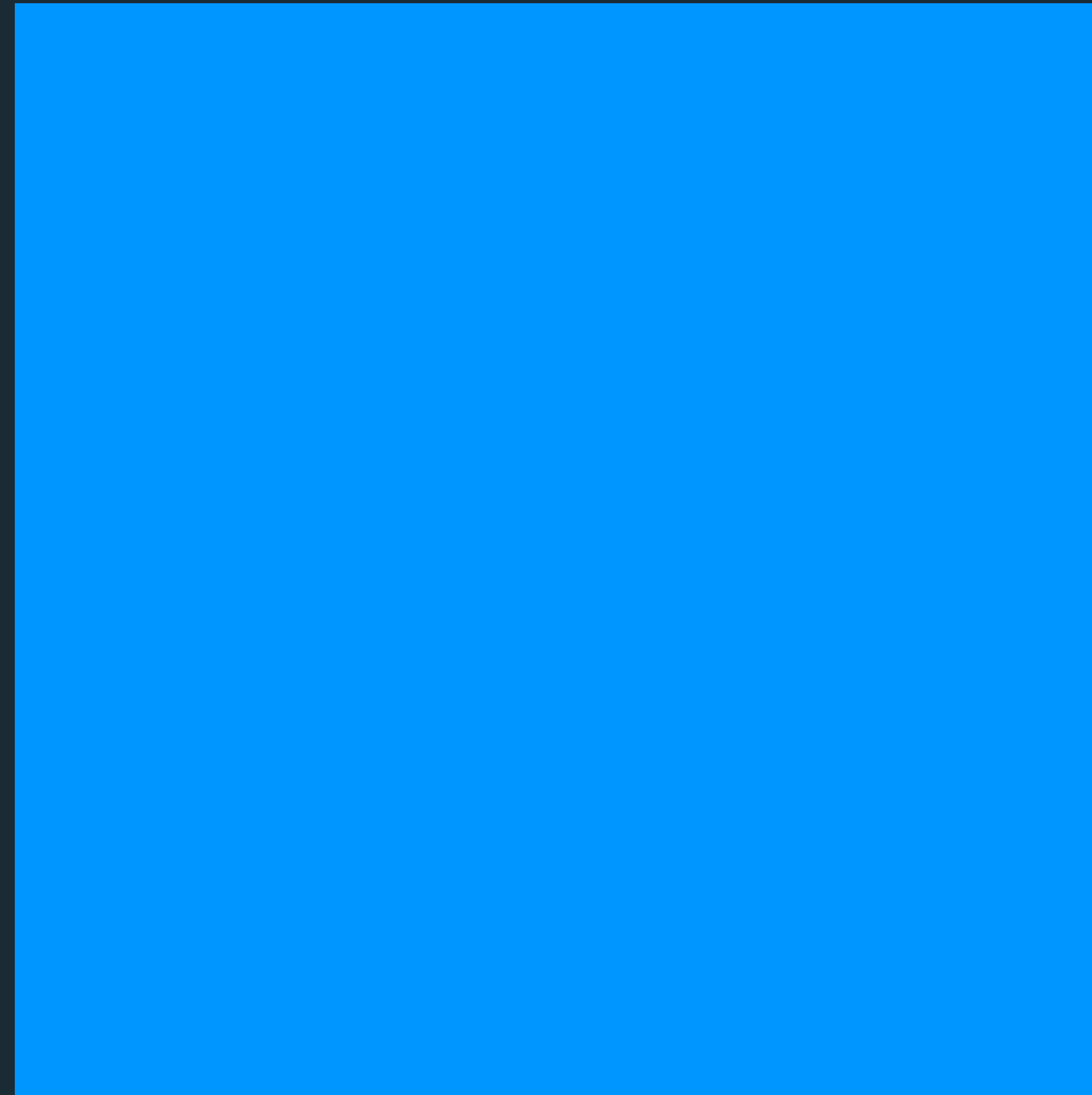


What color is this?

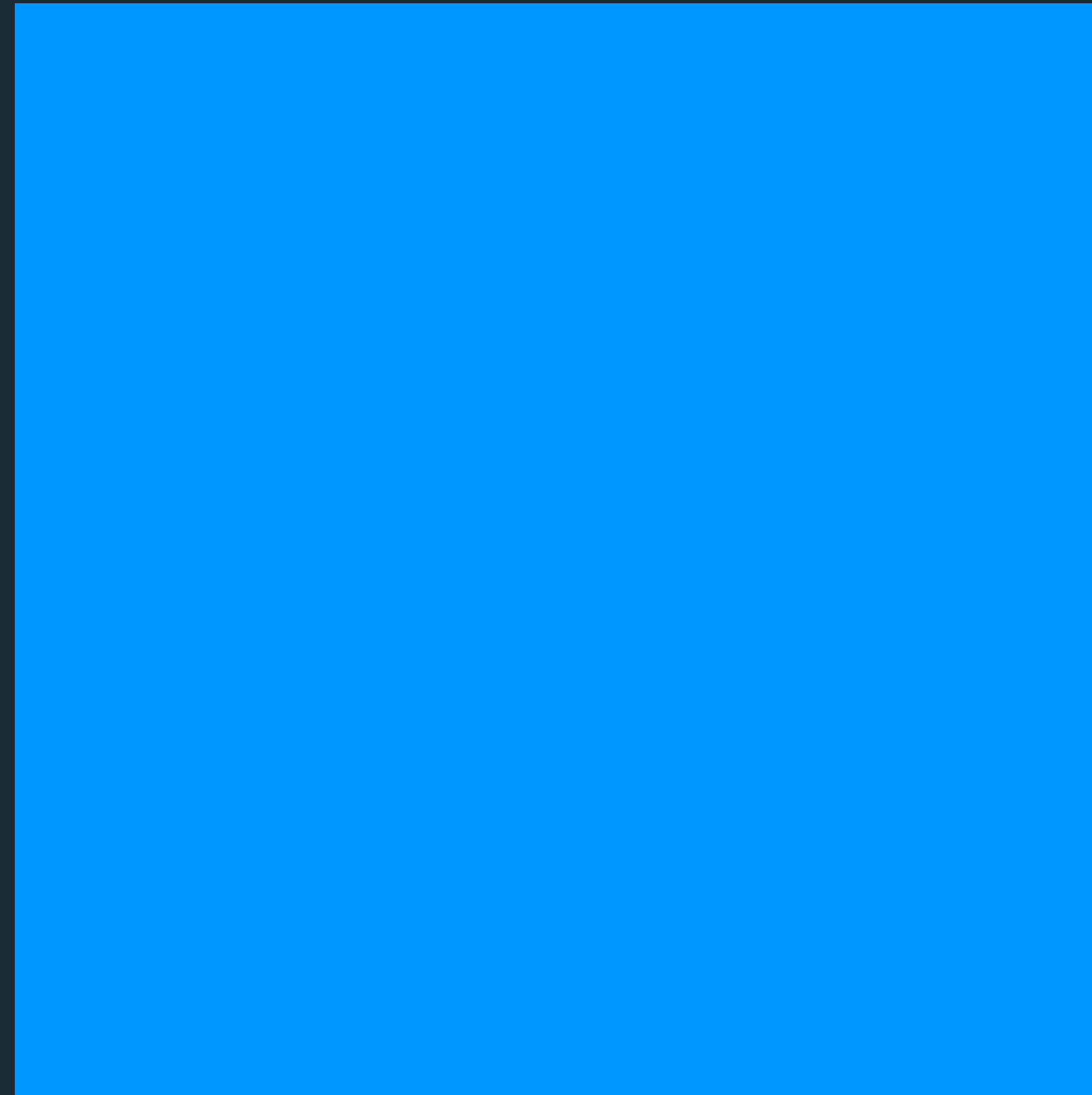


“Yellow”

What color is this?

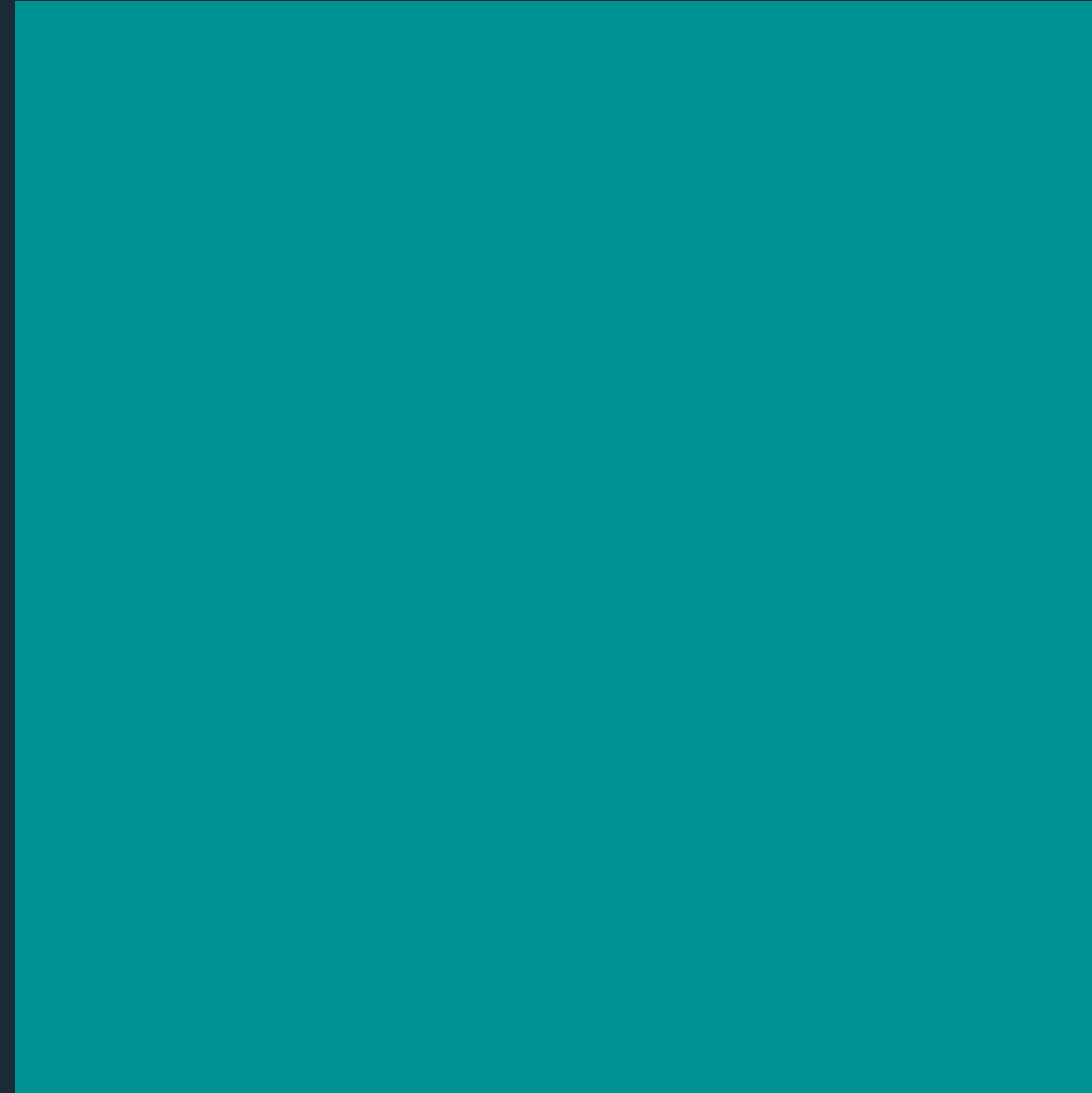


What color is this?

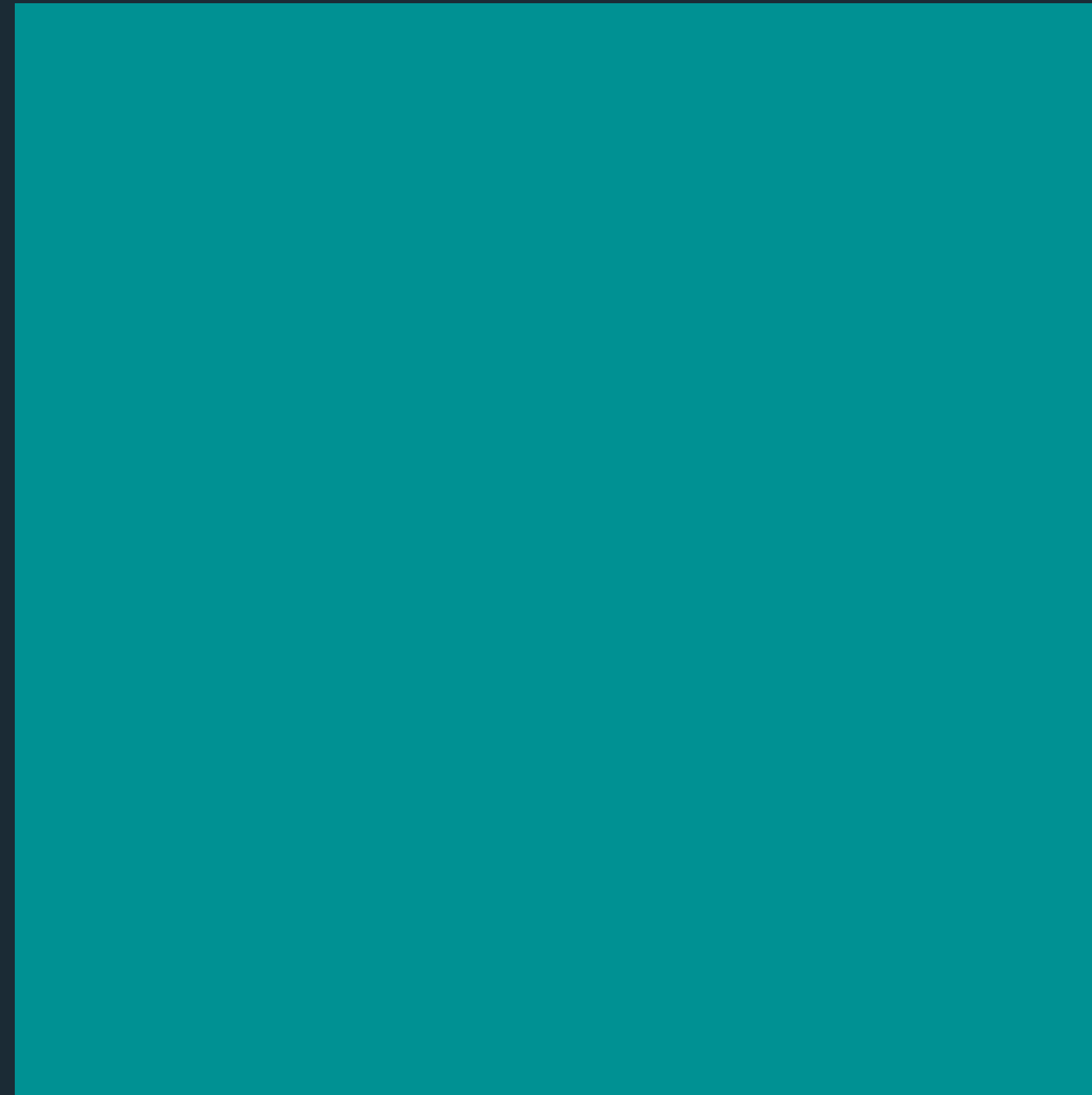


“Blue”

What color is this?



What color is this?

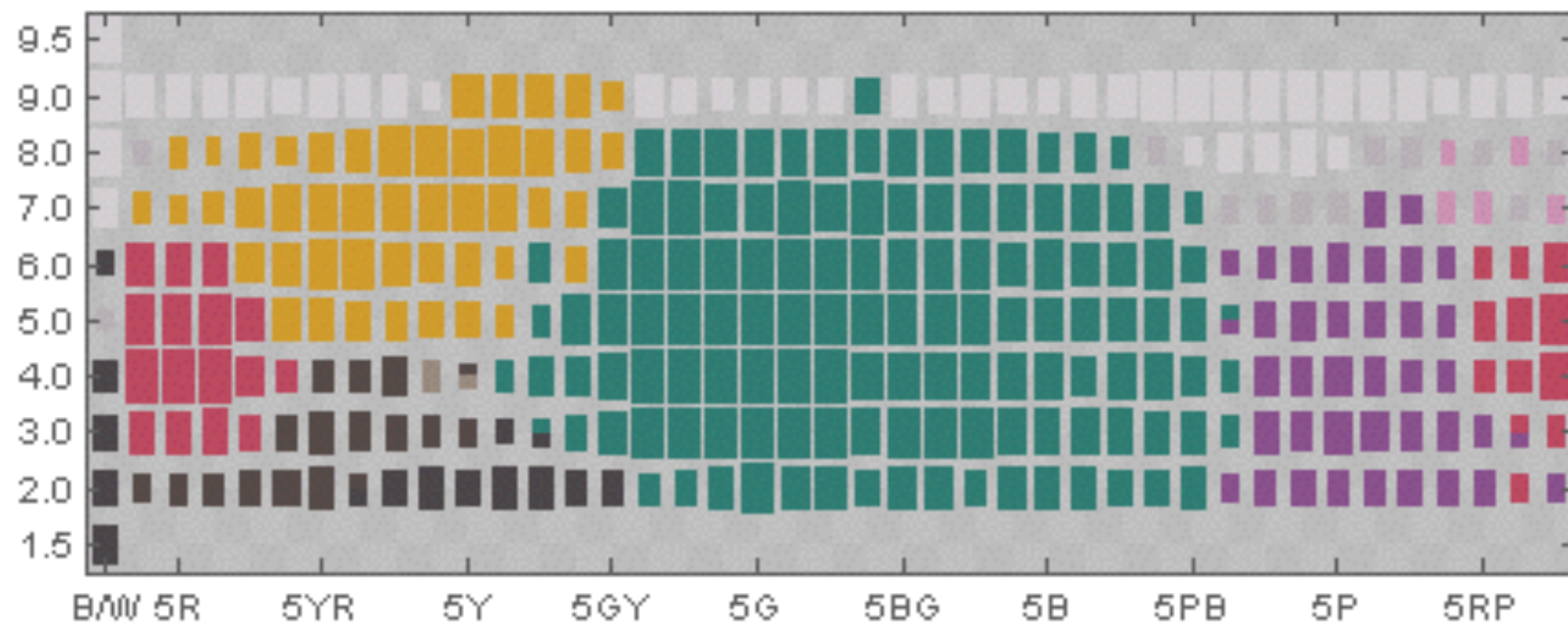


“Teal”? “Aqua”?

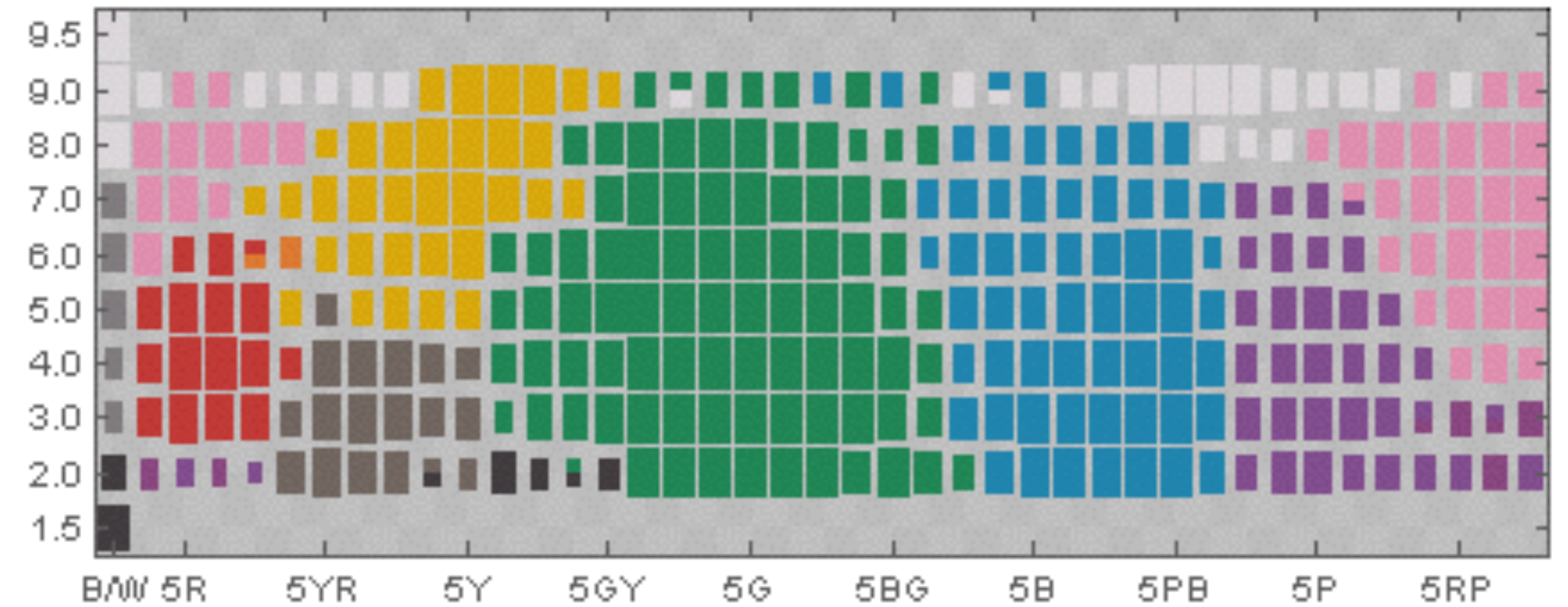
Color Naming

Is color naming universal? Do languages evolve color terms in similar ways?

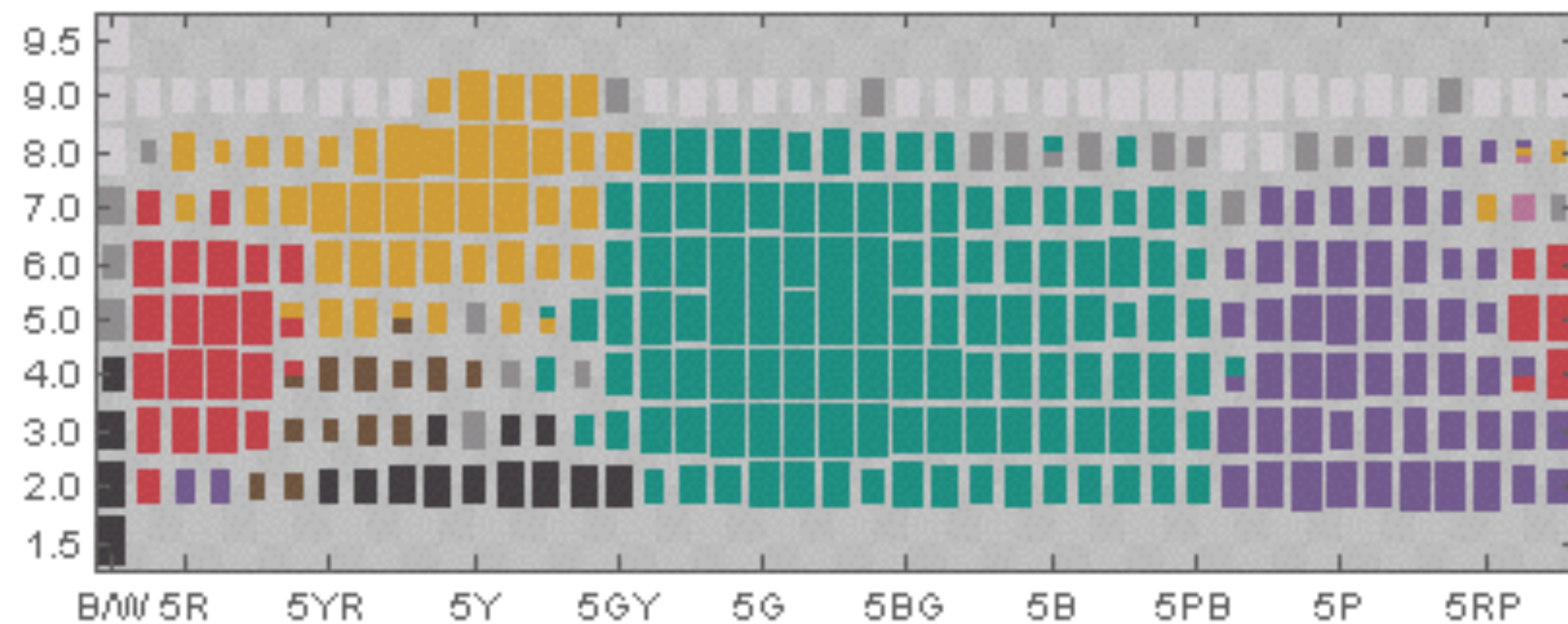
Language #72 (Mixteco)
Mutual info = 0.942 / Contribution = 0.476



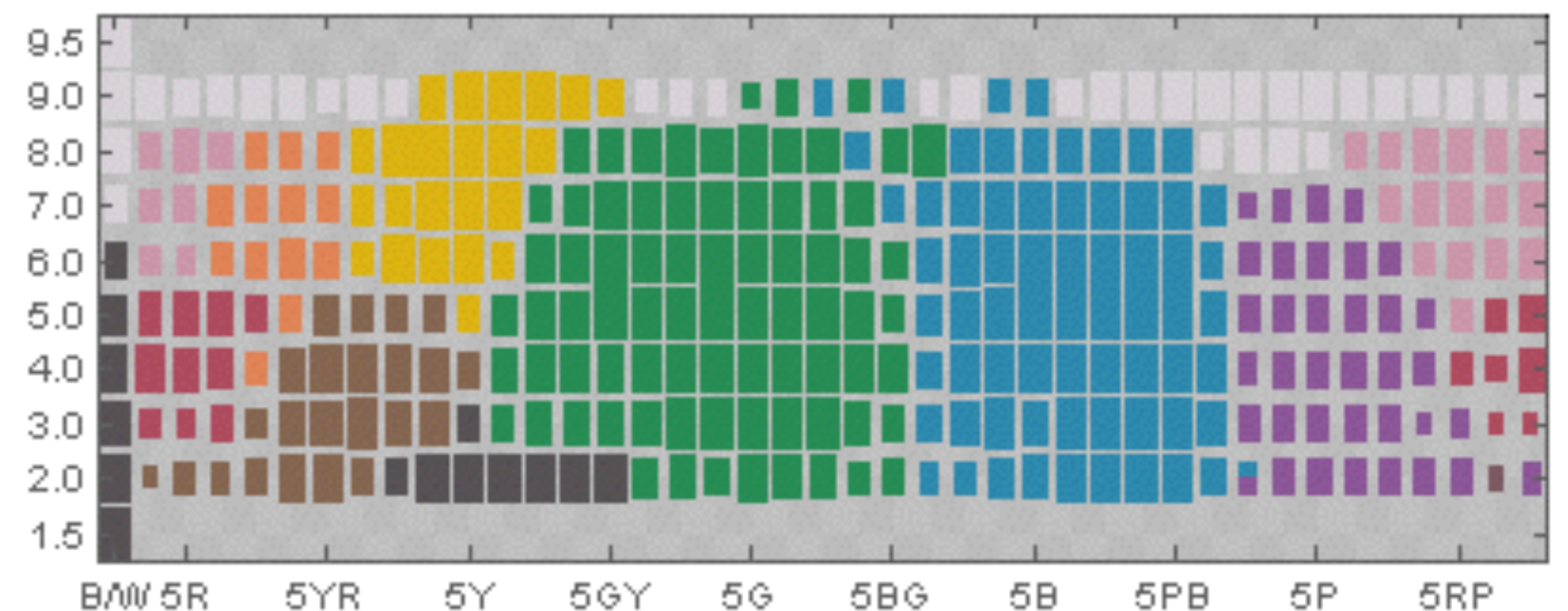
Language #19 (Camsa)
Mutual info = 0.939 / Contribution = 0.487

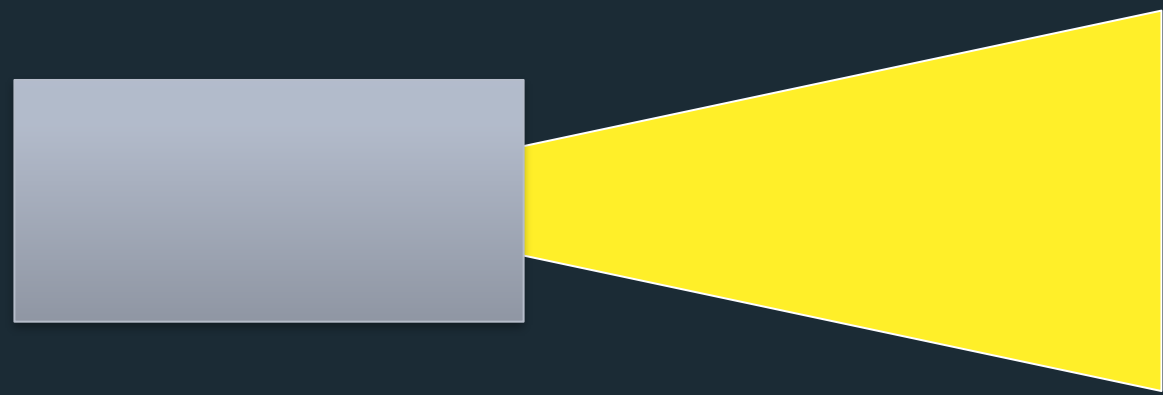


Language #98 (Tiapaneco)
Mutual info = 0.942 / Contribution = 0.524

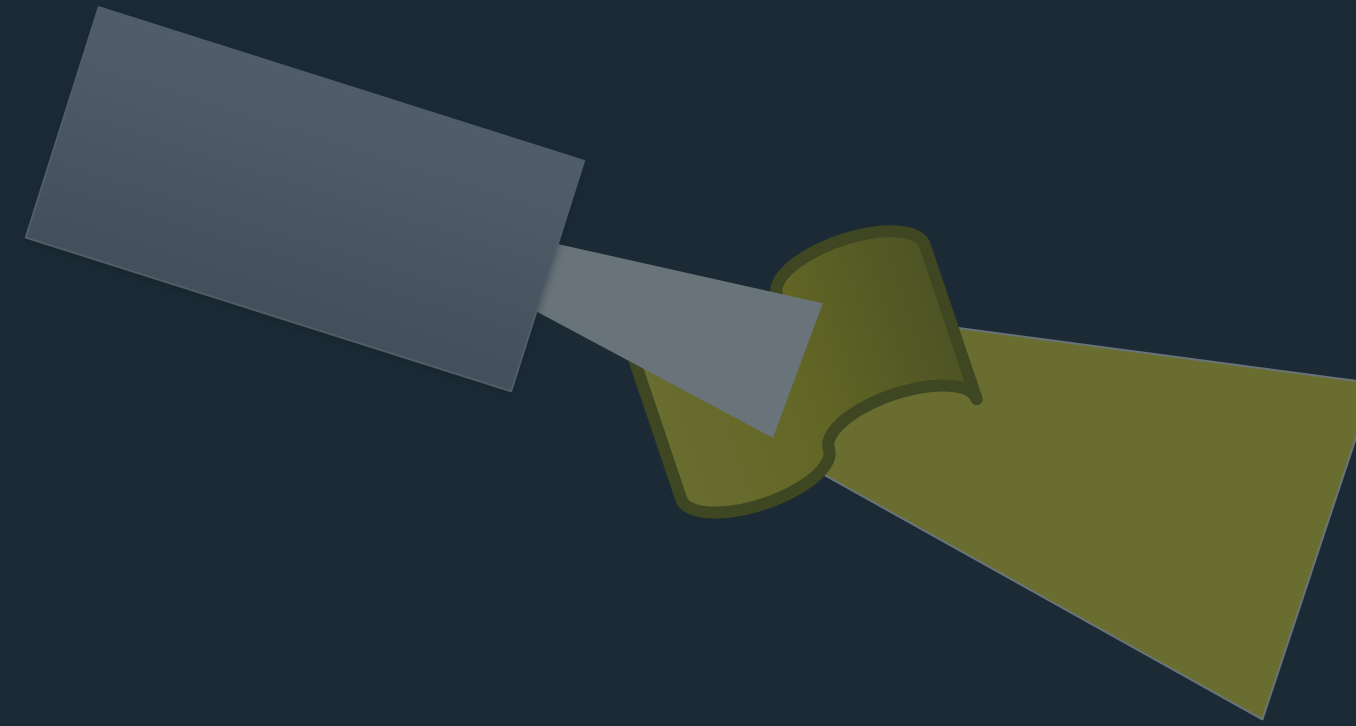


Language #24 (Chavacano)
Mutual info = 0.939 / Contribution = 0.513

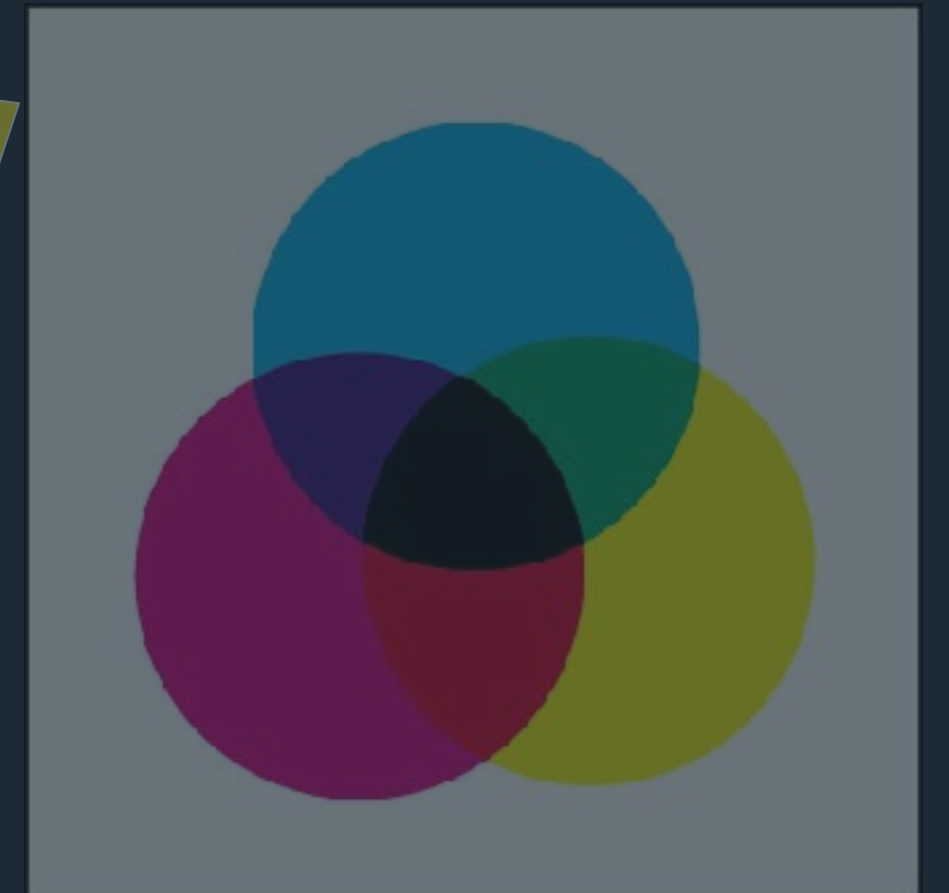




Additive
(digital displays)



Subtractive
(print, e-paper)



24-bit Color

8 bits to describe amounts of red, green, blue.

$2^8 = 256$ possible states

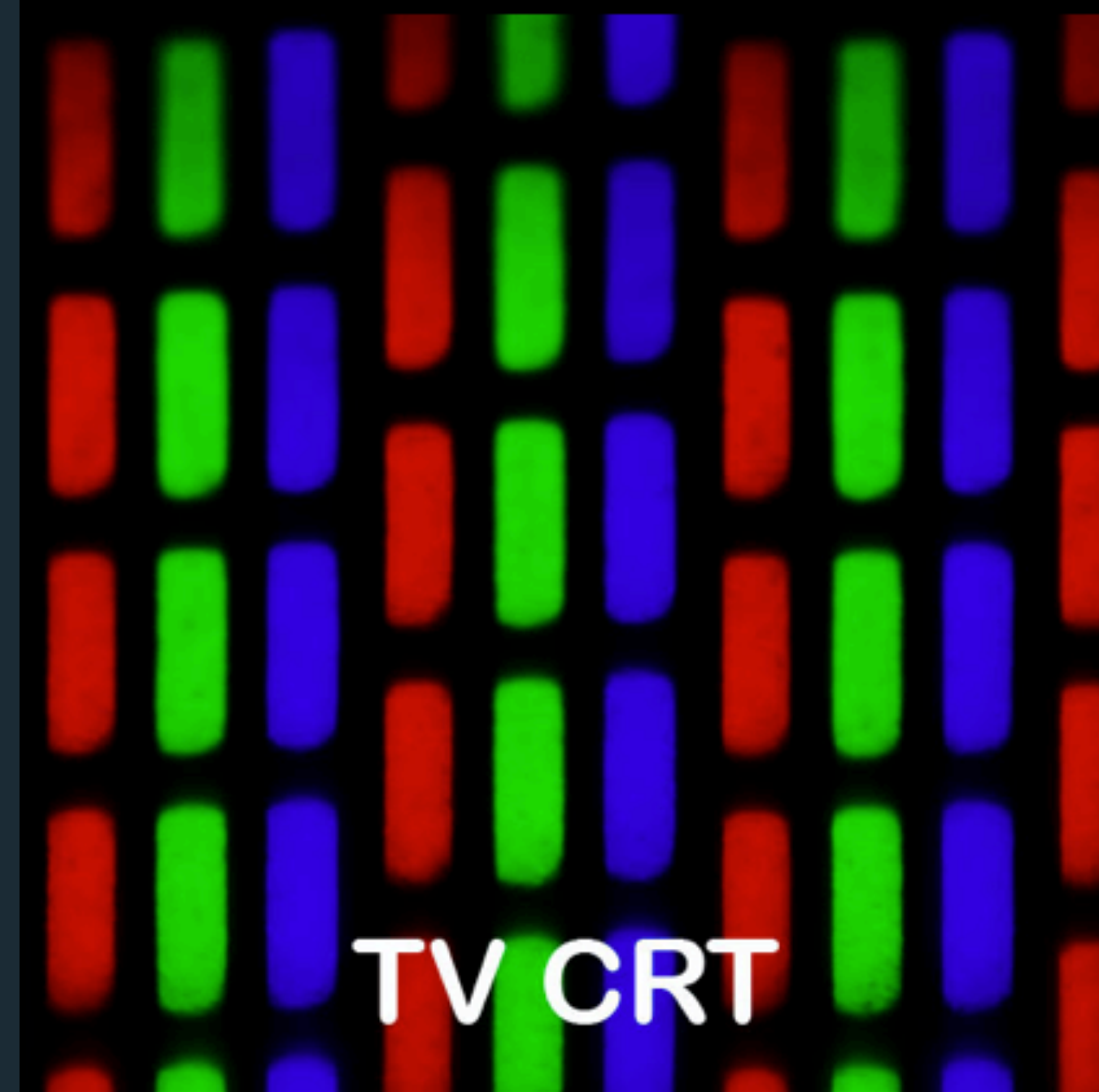
`rgb(231, 69, 82)`

`rgb(60%, 78%, 57%)`

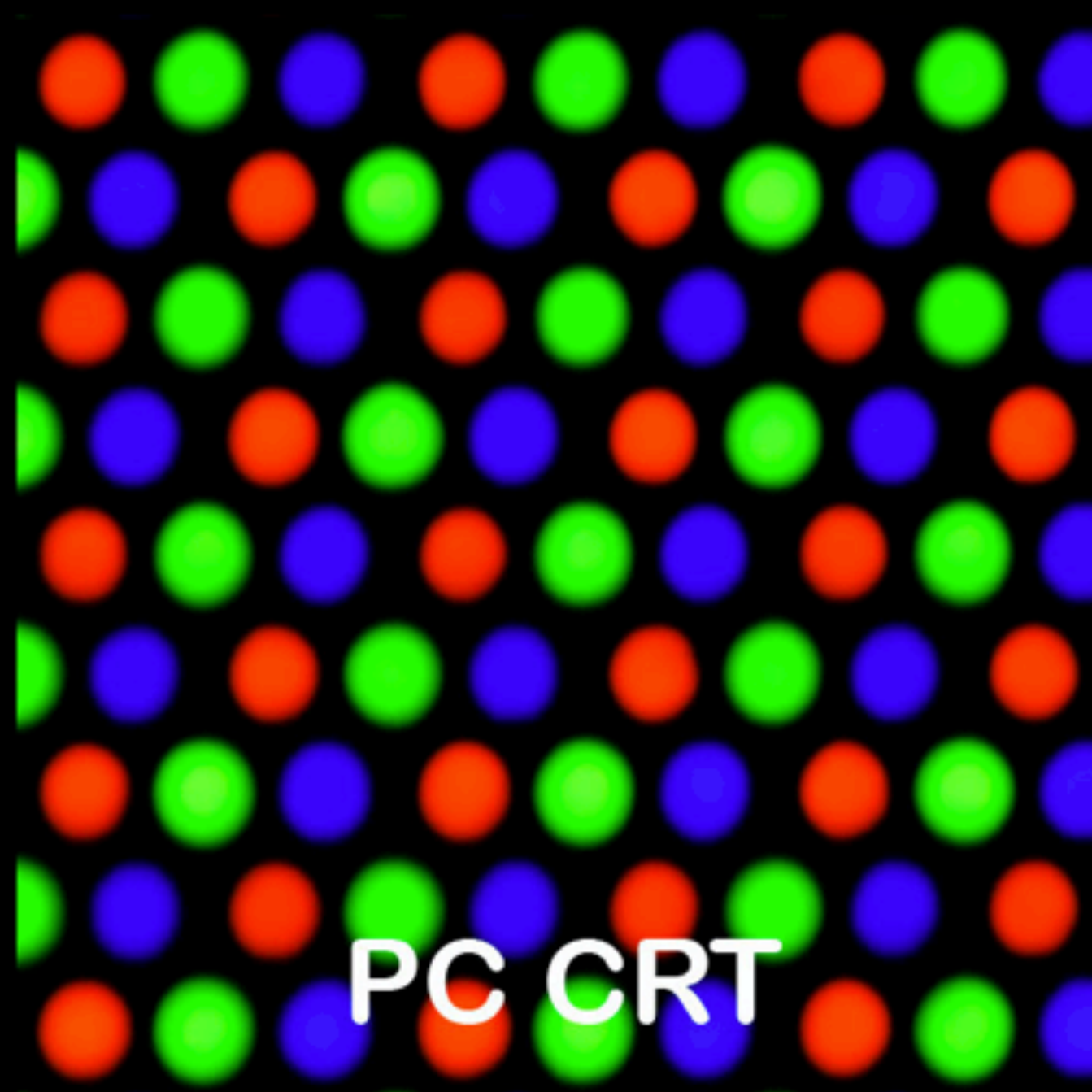
`#6eb4fd`

So what's wrong with RGB?

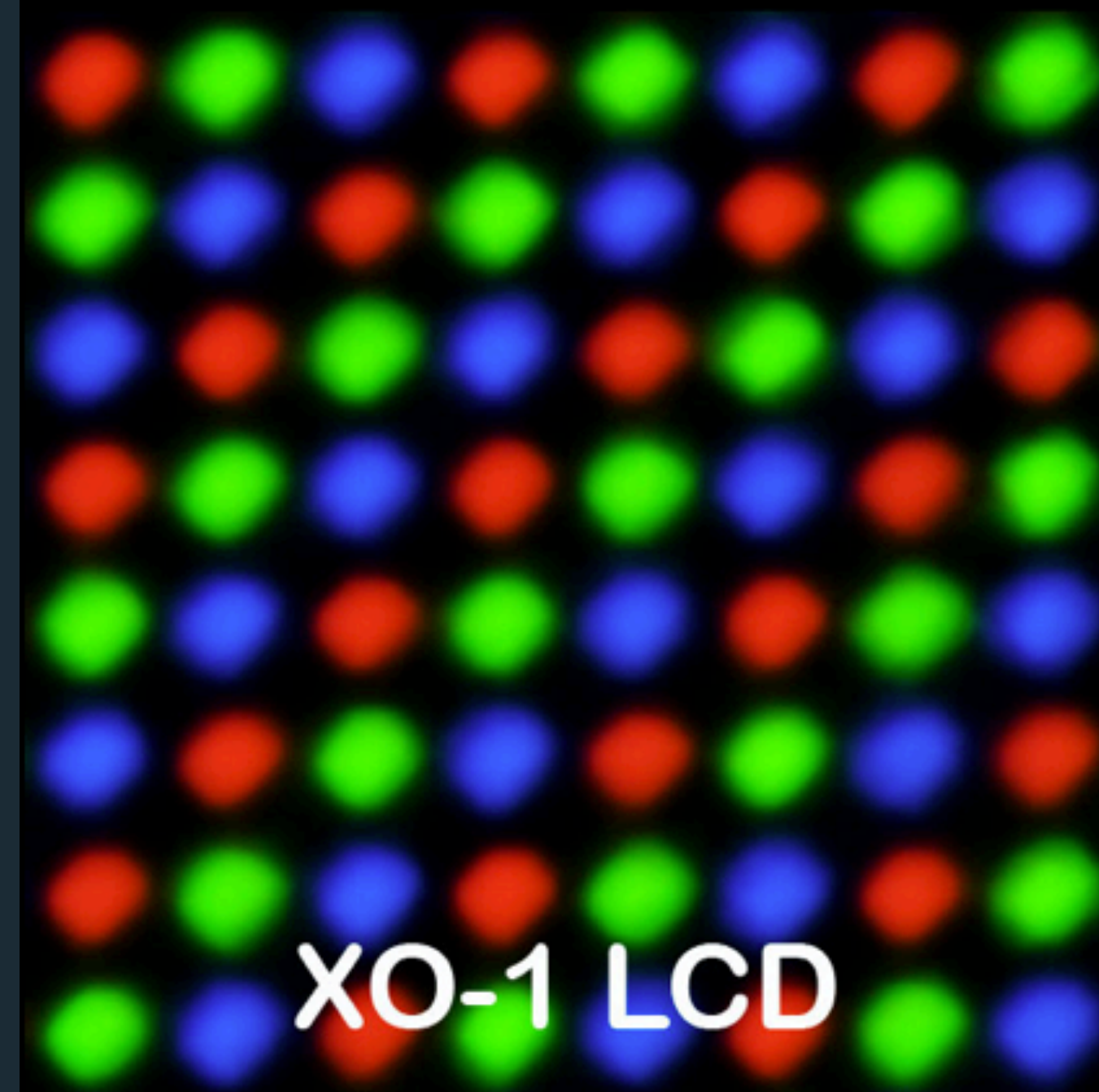
1. Not how we naturally express or think about color.
2. Not perceptually uniform.



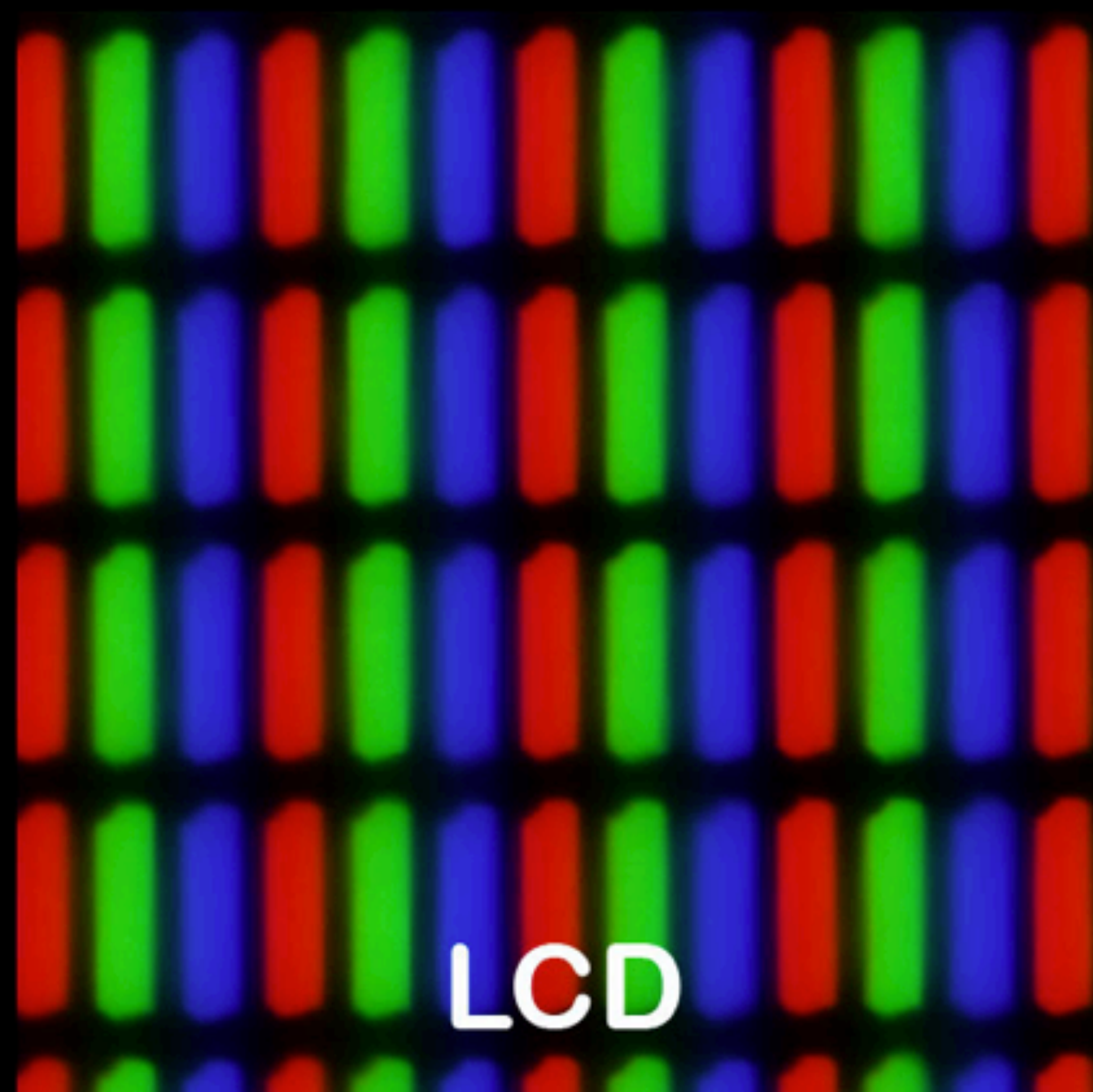
TV CRT



PC CRT



XO-1 LCD



LCD

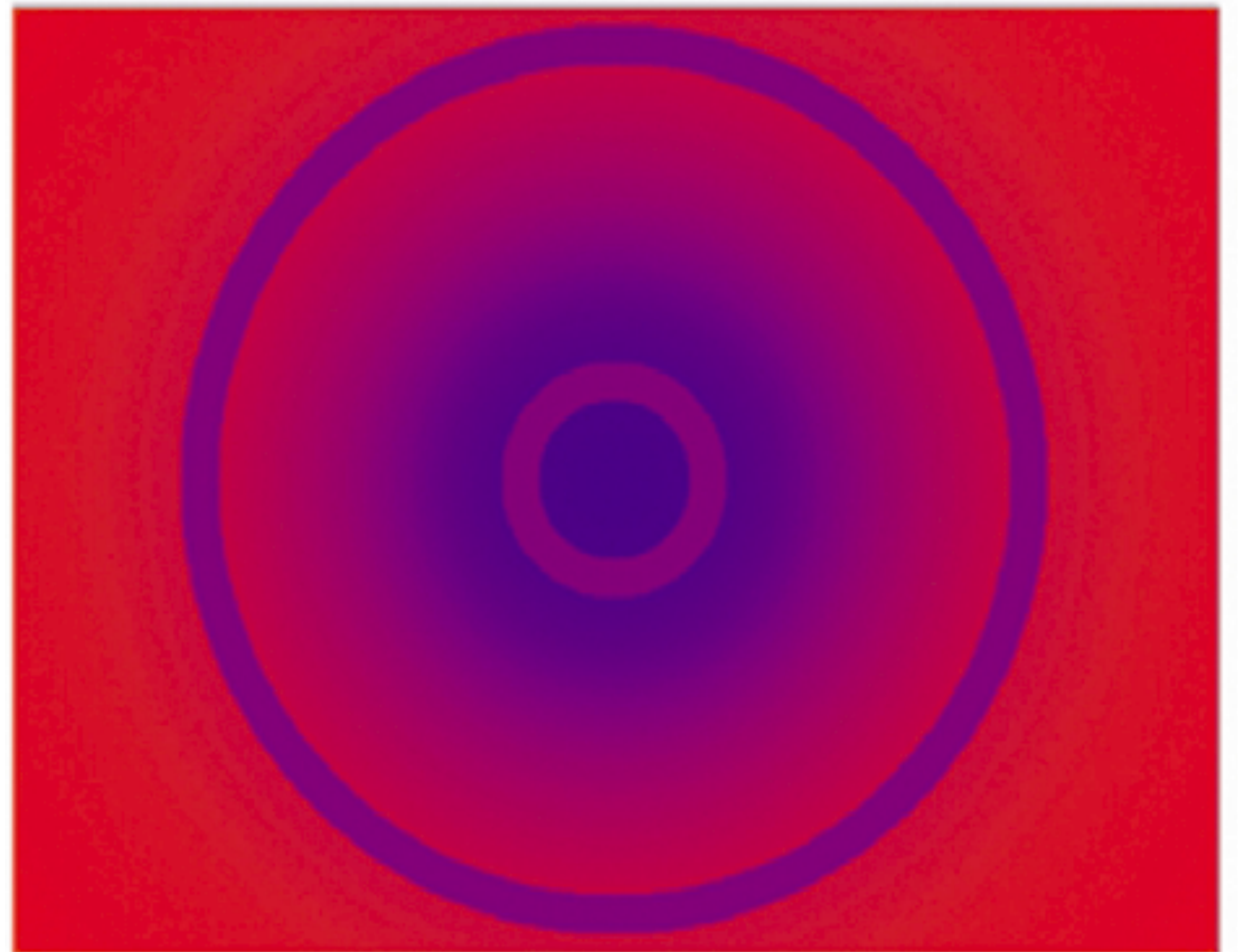




Simultaneous Contrast

When two colors are side-by-side, they interact and affect our perception

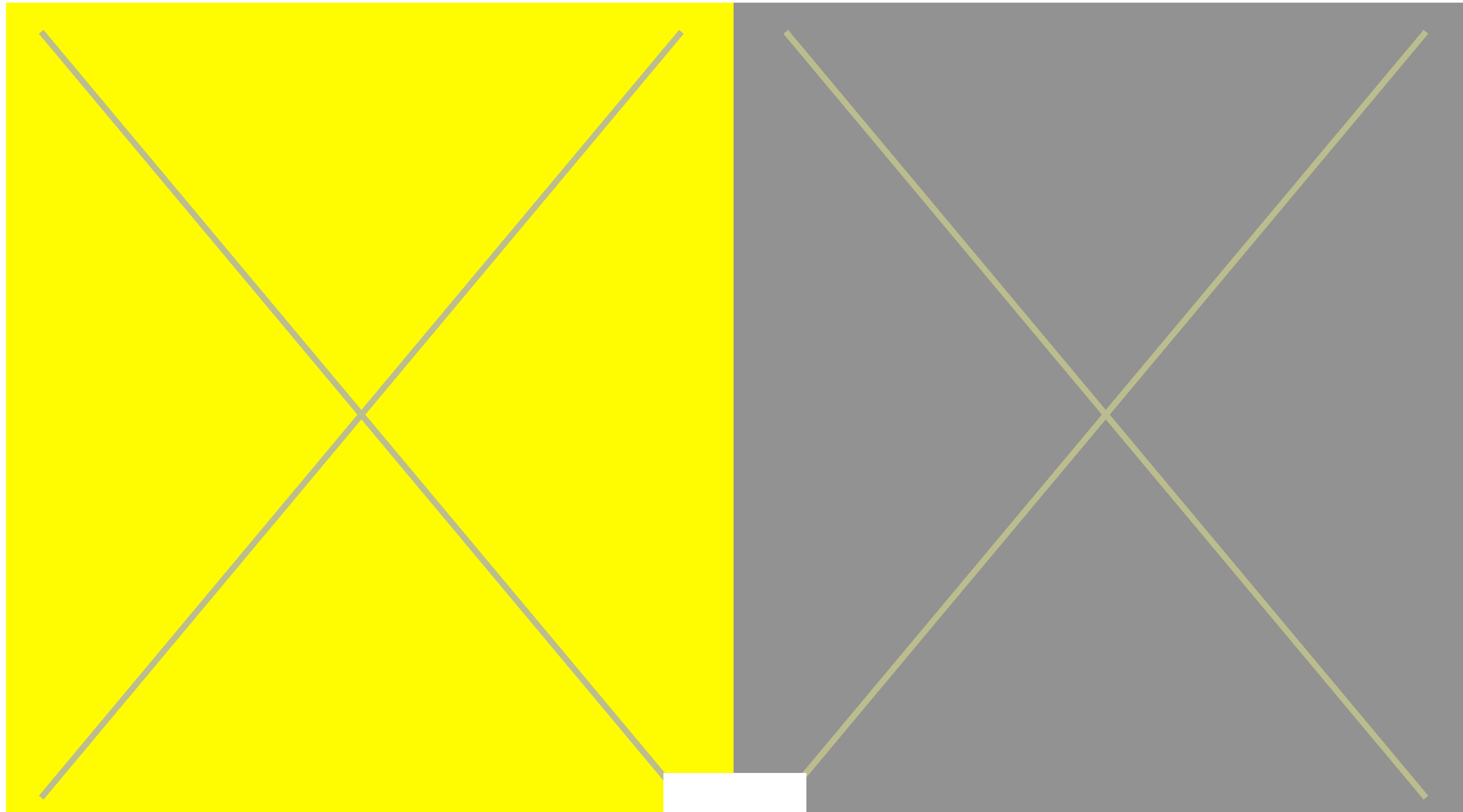
The inner and outer thin rings are, in fact, the same physical purple!



Simultaneous Contrast

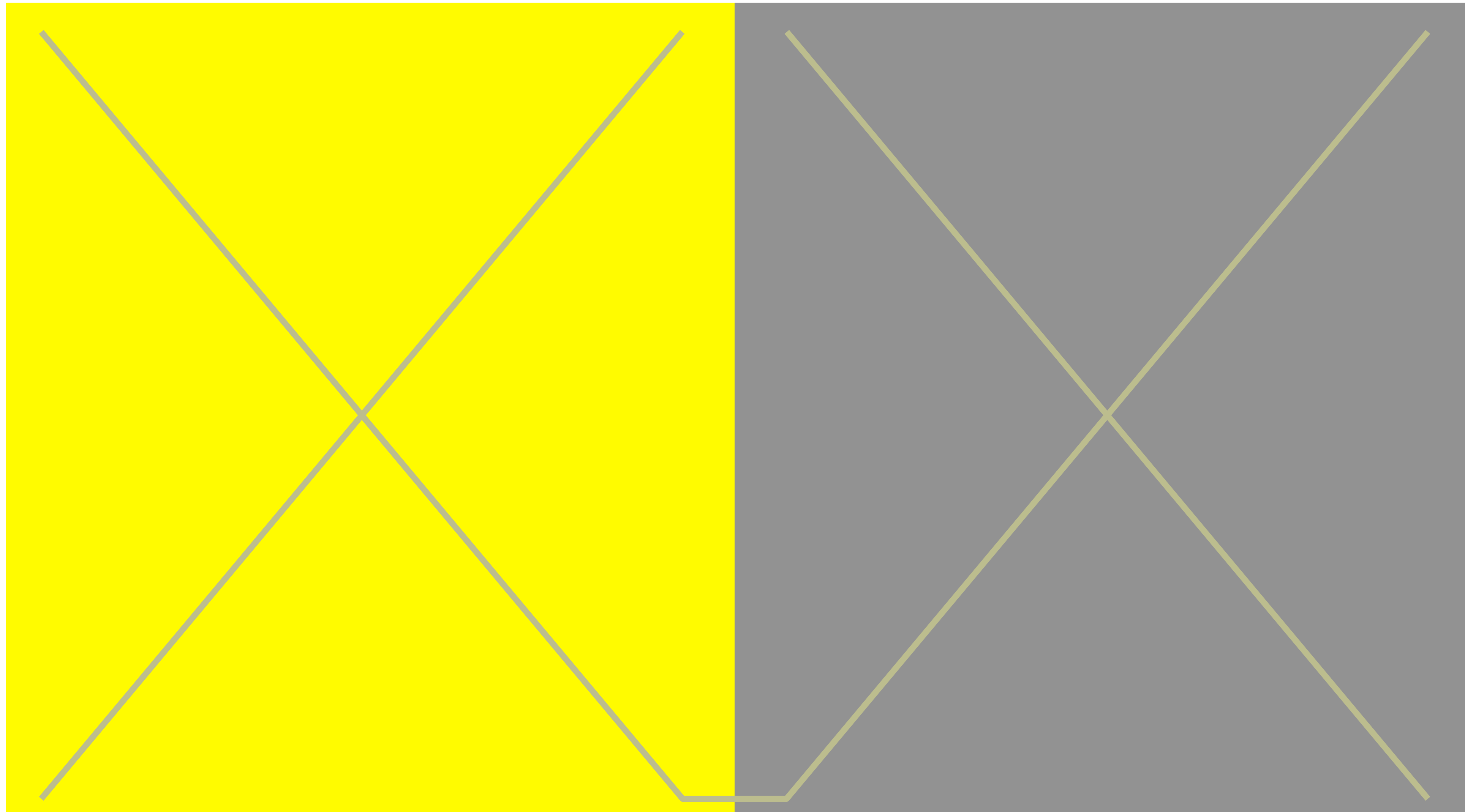
When two colors are side-by-side, they interact and affect our perception

Josef Albers



Simultaneous Contrast

When two colors are side-by-side, they interact and affect our perception

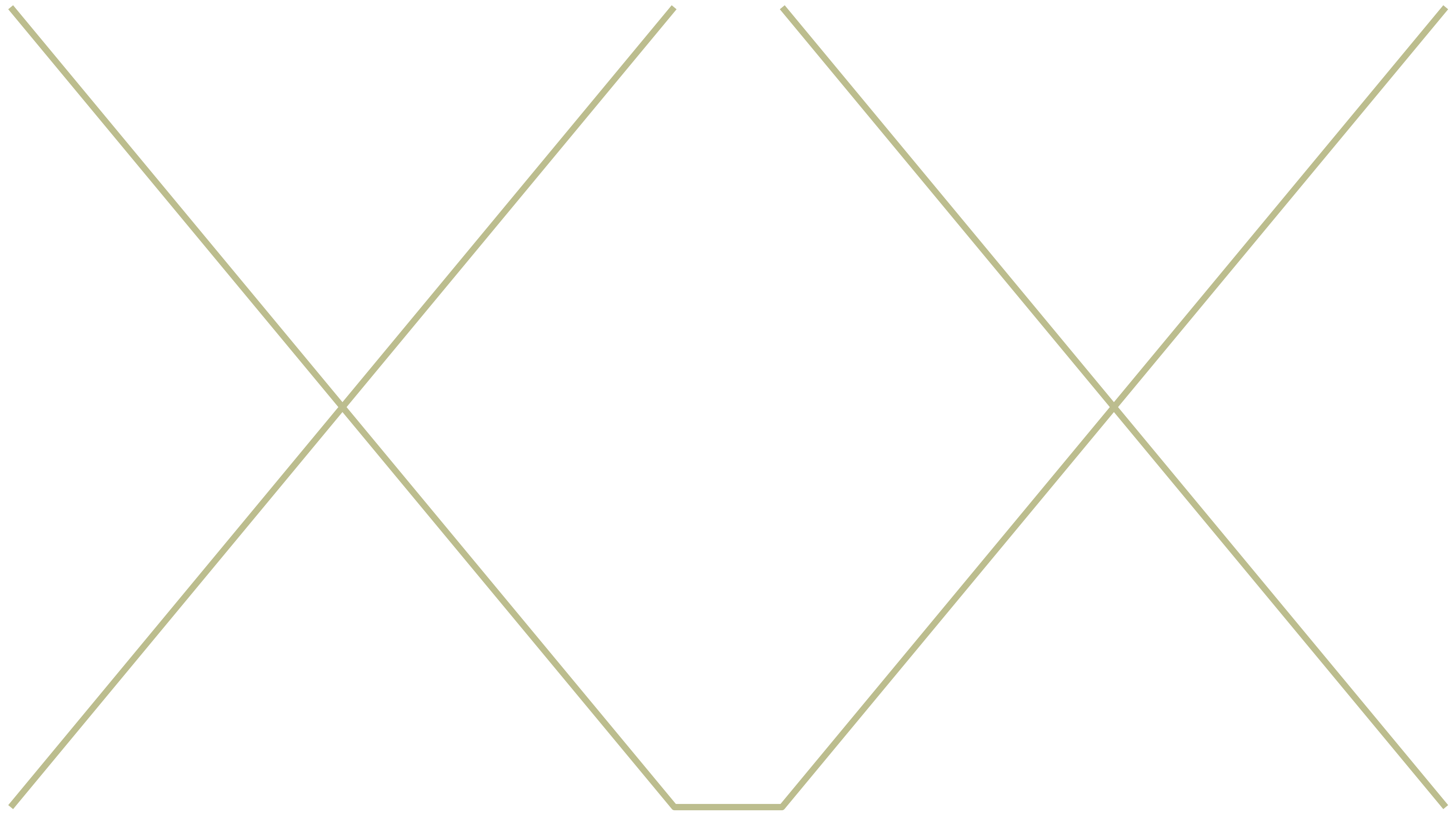


Josef Albers

Simultaneous Contrast

When two colors are side-by-side, they interact and affect our perception

Josef Albers



Bezold Effect

Color appearance depends on adjacent colors

E.g., adding a dark border around a color can the color appear darker.

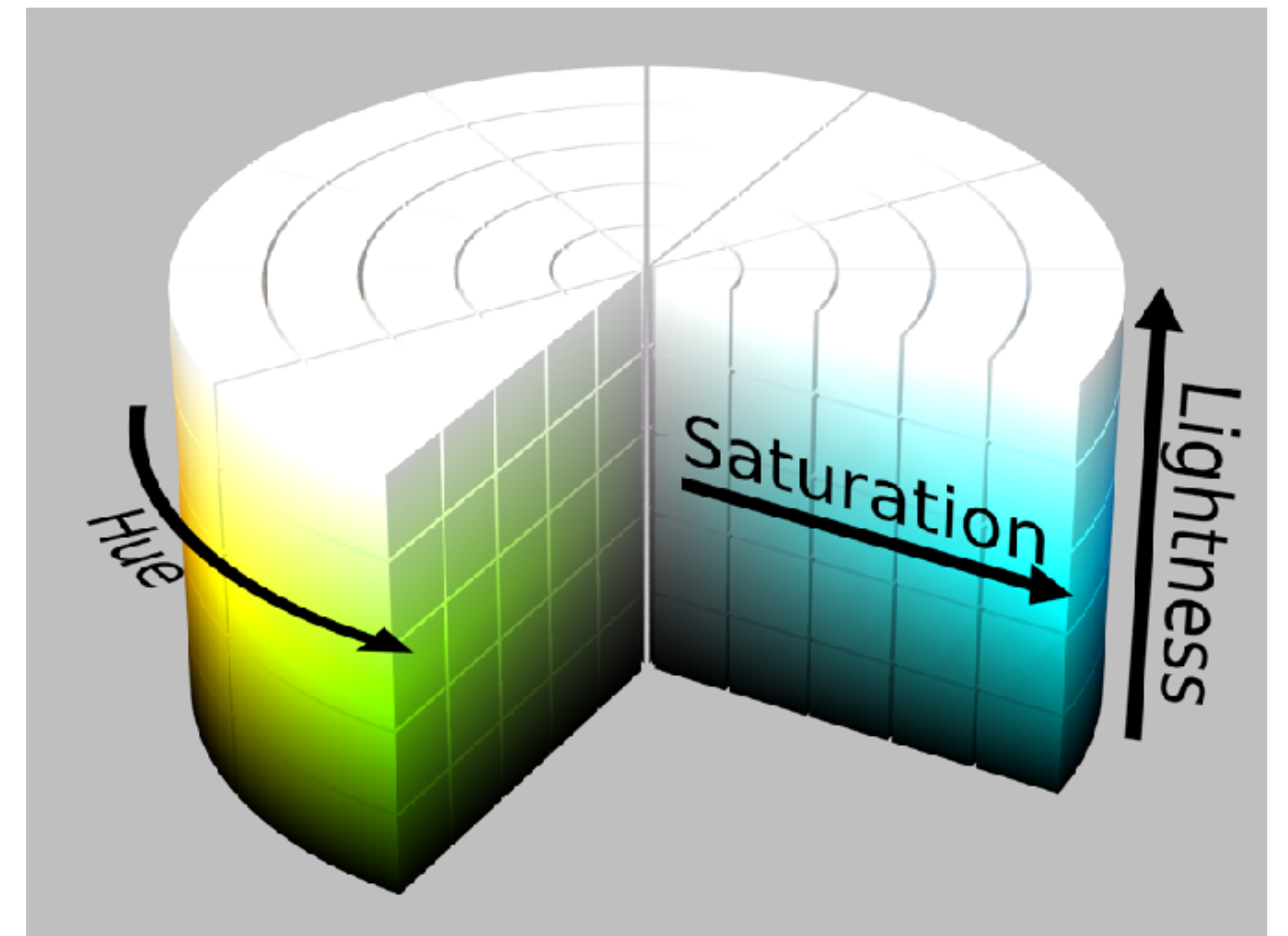


Basic Color Terms

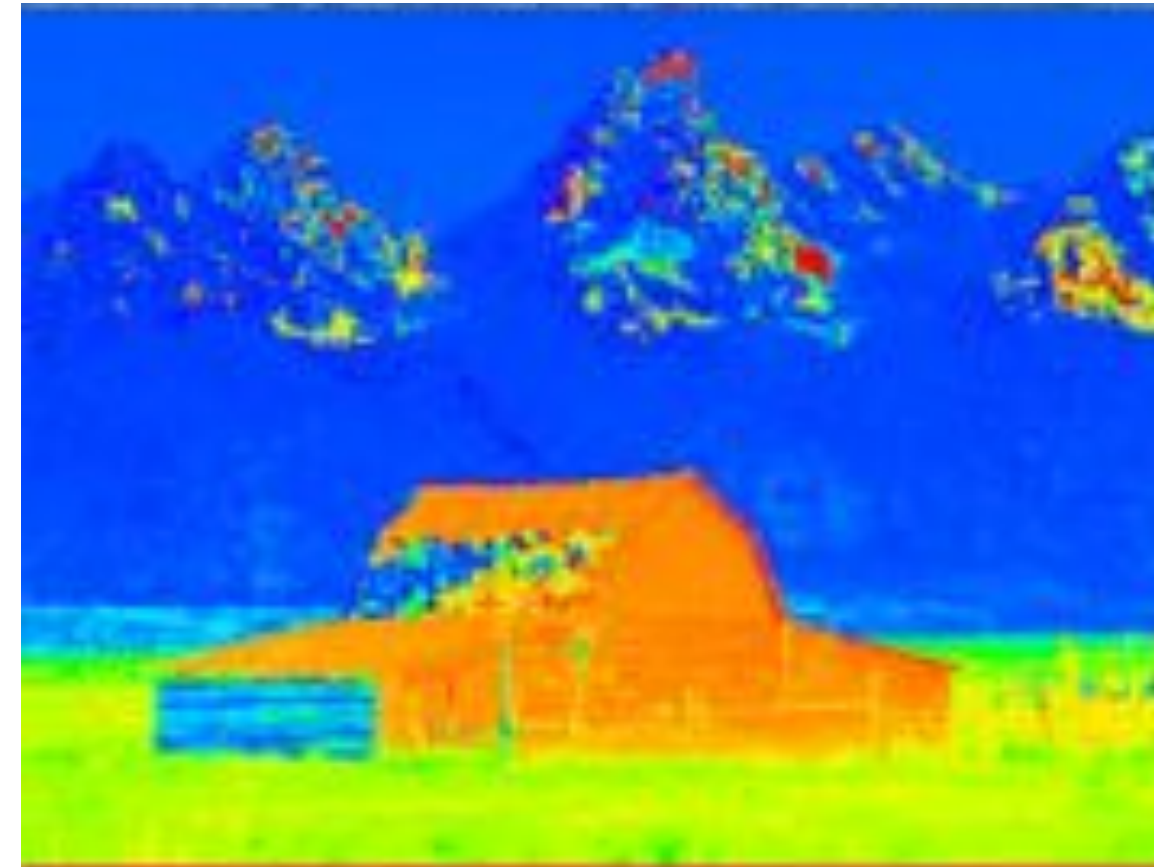
Hue: what we typically think of as "color"

Saturation: the "colorfulness" of the hue (~how much gray does it contain).

Lightness: the brightness of a hue



Photo



Hue



Saturation

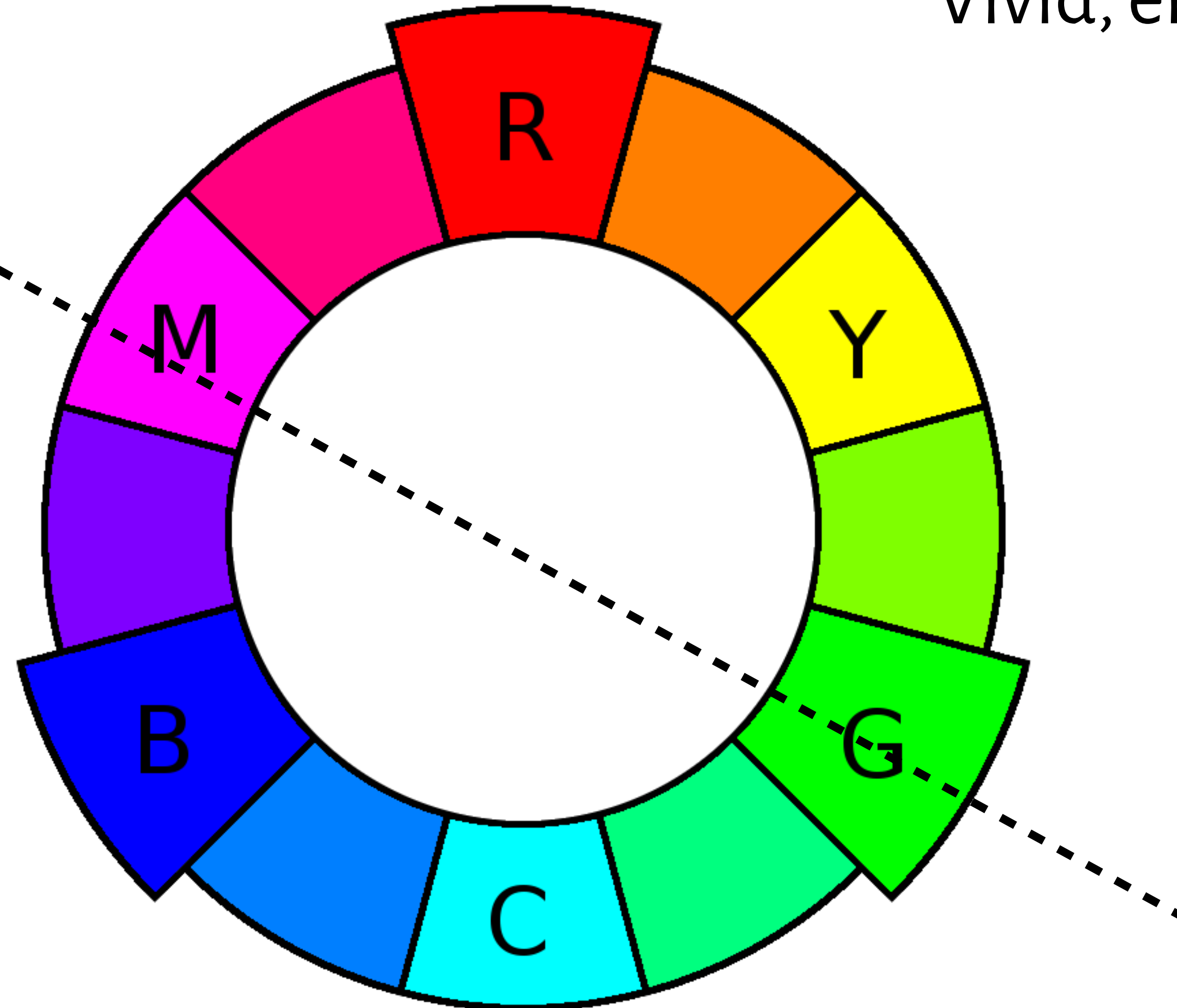


Lightness

The Color Wheel

Warm

Vivid, energetic

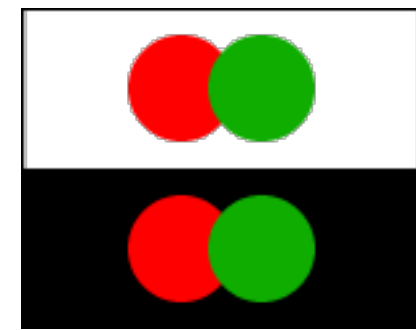


Cool

Calm, soothing

Color "Harmonies"

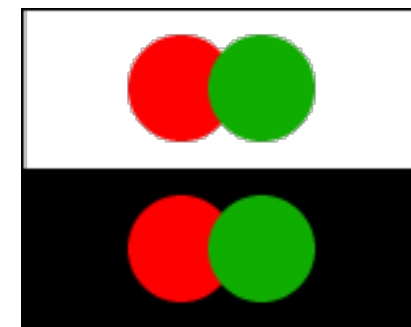
Complementary



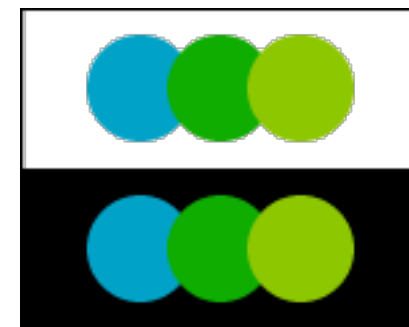
- ✓ High contrast.
- ✓ Stands out, calls attention.
- ✗ Really bad for text.

Color "Harmonies"

Complementary



Analogous

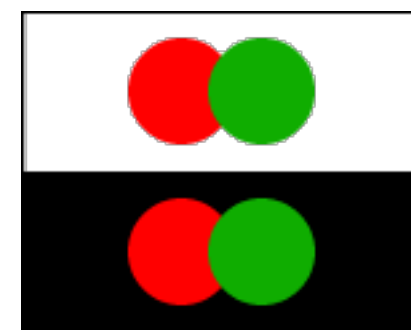
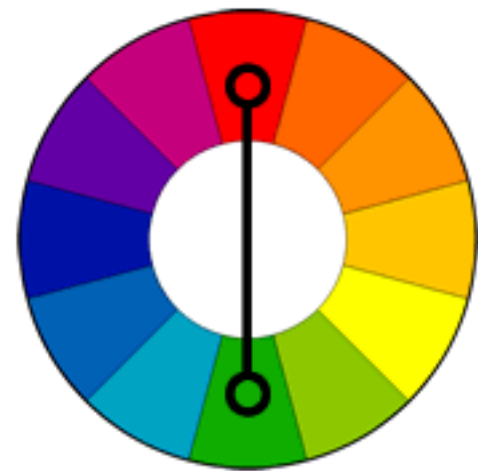


- ✓ High contrast.
- ✓ Stands out, calls attention.
- ✗ Really bad for text.

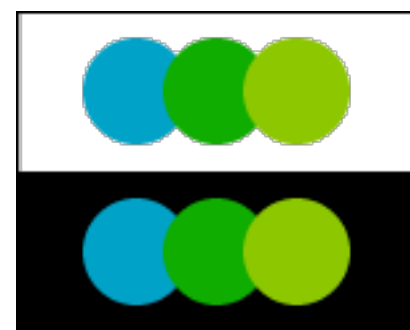
- ✓ Pleasing, occur in nature.
- Choose one main color, others to support/accent.
- Make sure you have sufficient contrast.

Color "Harmonies"

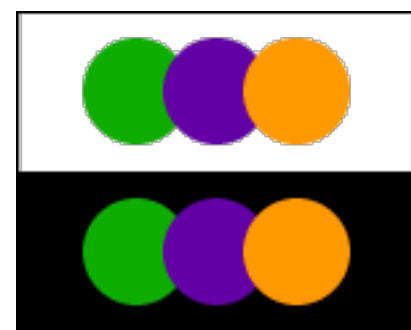
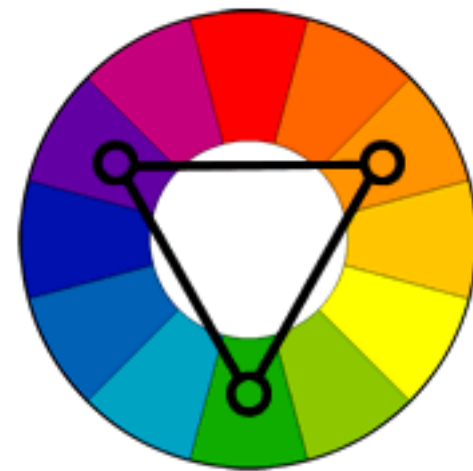
Complementary



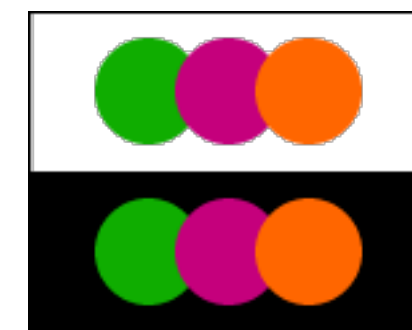
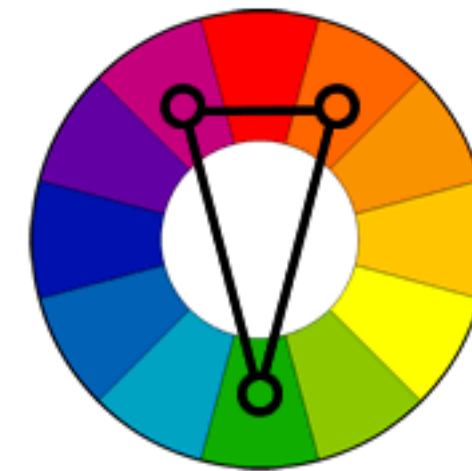
Analogous



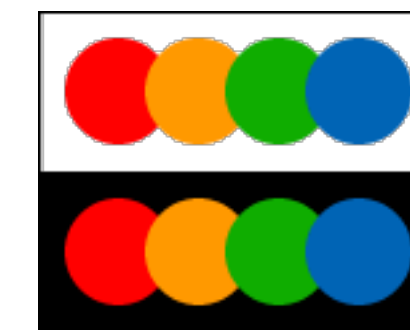
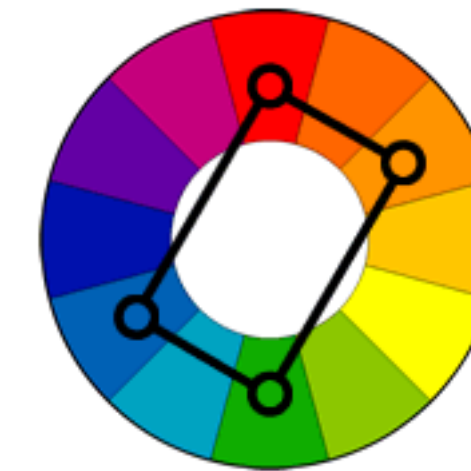
Triadic



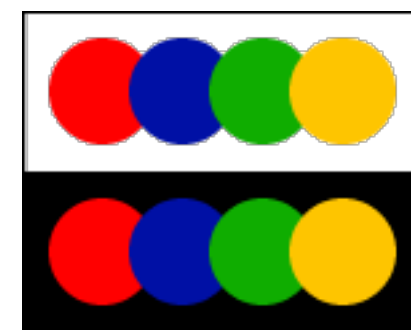
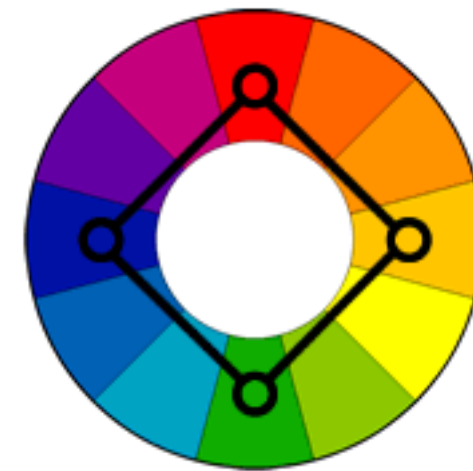
Split Complementary



Rectangle (Tetradic)



Square



- ✓ High contrast.
- ✓ Stands out, calls attention.
- ✗ Really bad for text.

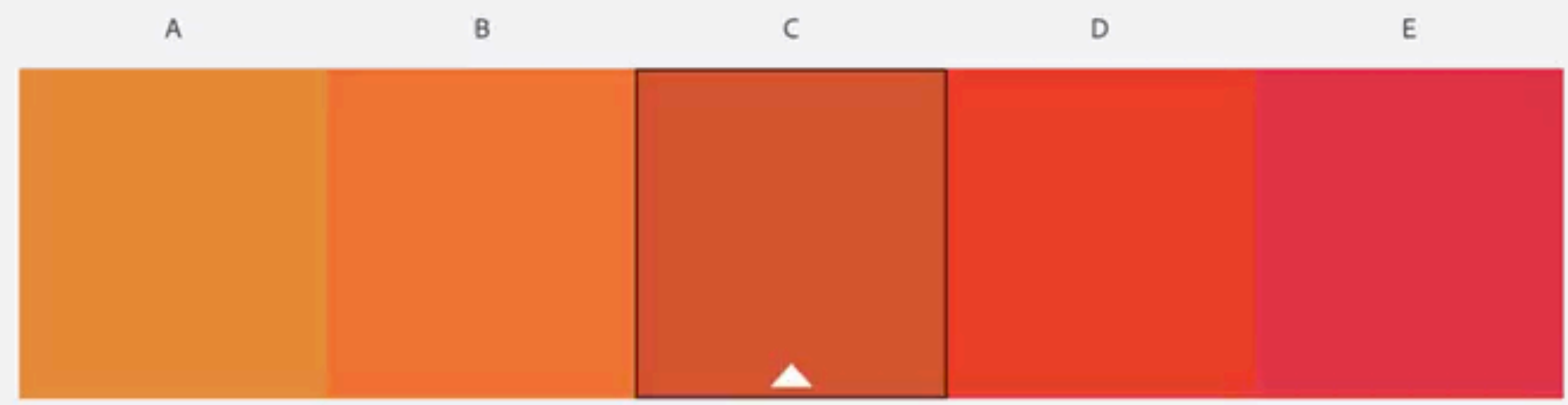
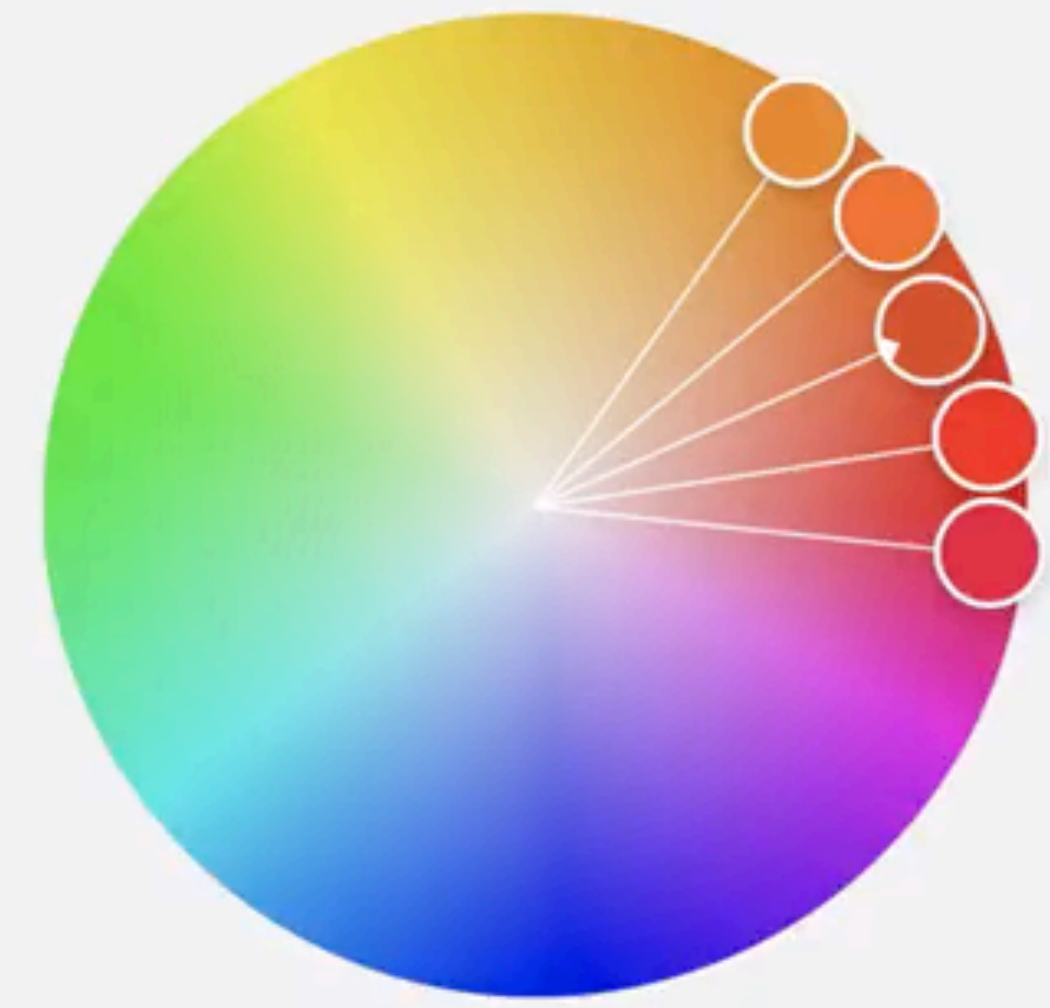
- ✓ Pleasing, occur in nature.
 - Choose one main color, others to support/accent.
 - Make sure you have sufficient contrast.

- ✓ Similar effect as complementary.
- ✓ Easier to work with as adjacent colors introduce less tension.

Color Wheel Extract Theme Extract Gradient Accessibility Tools **New**

Apply Color Harmony Rule

- Analogous
- Monochromatic
- Triad
- Complementary
- Split Complementary
- Double Split Complementary
- Square
- Compound
- Shades
- Custom



#F58911 #FF6C12 #E84B1C #FF2712 #F5113F

	A	B	C	D	E
R	245	255	232	255	245
G	137	108	75	39	17

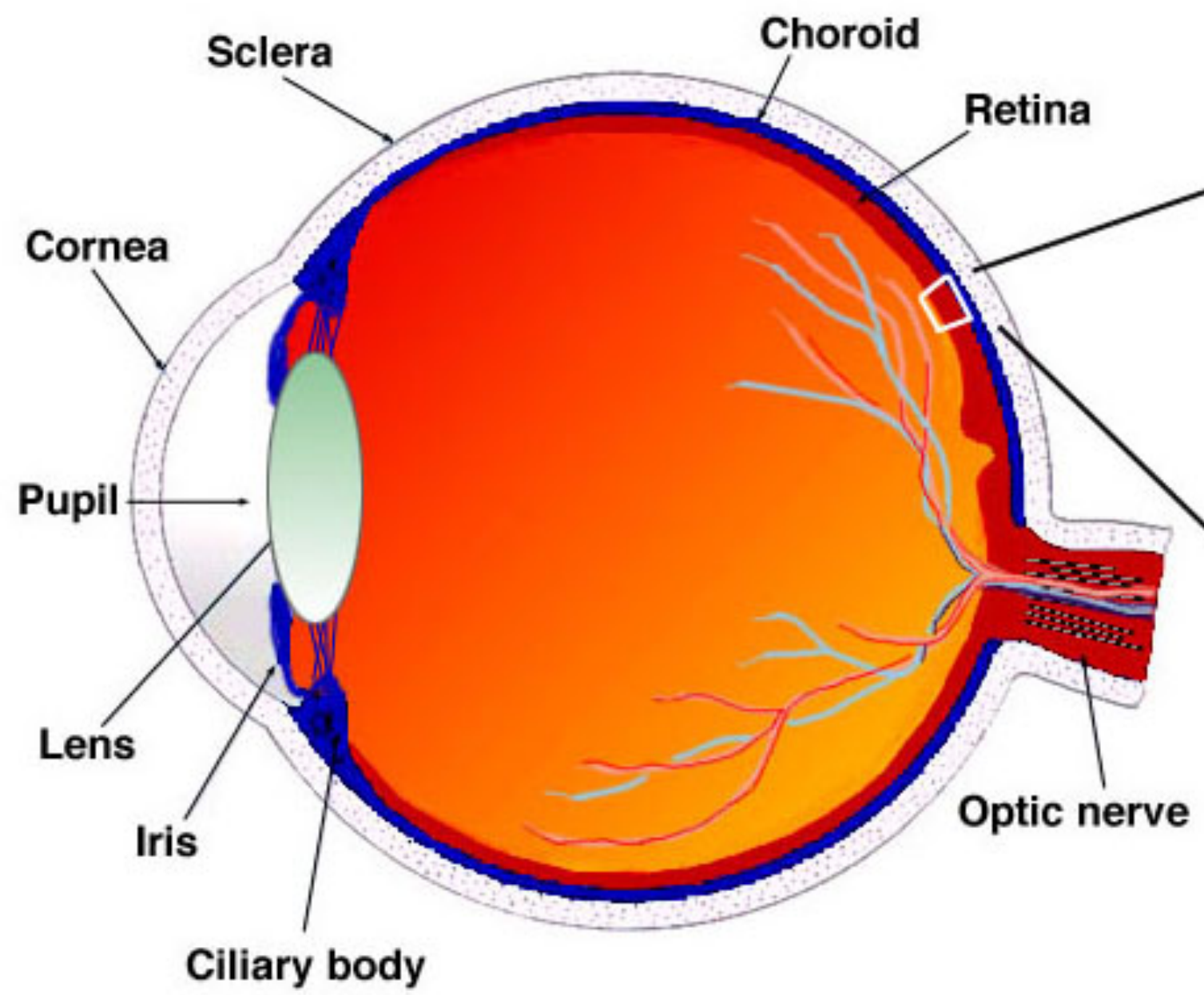


Sign into Creative Cloud to save this Color Theme, created from color wheel or image.

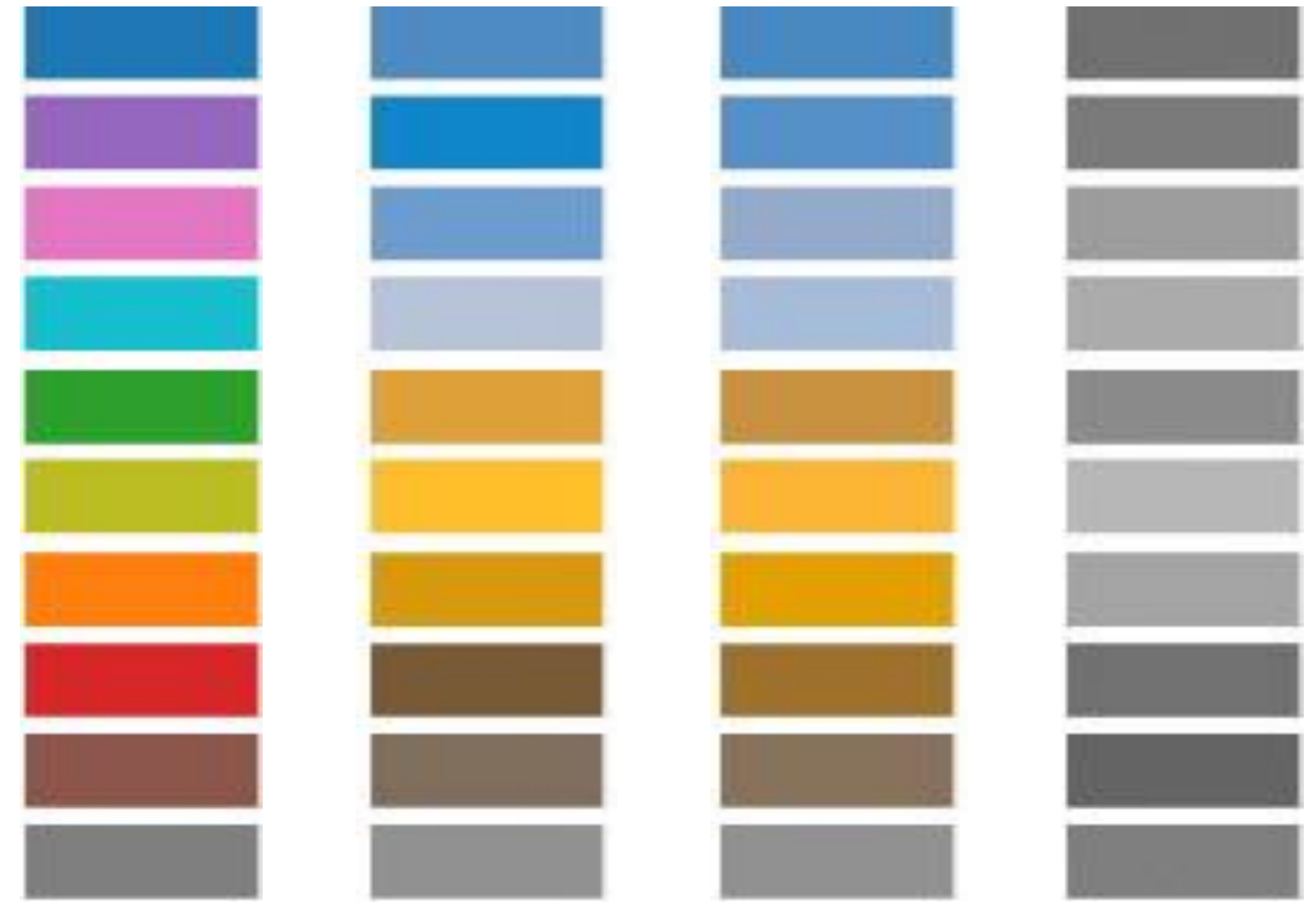
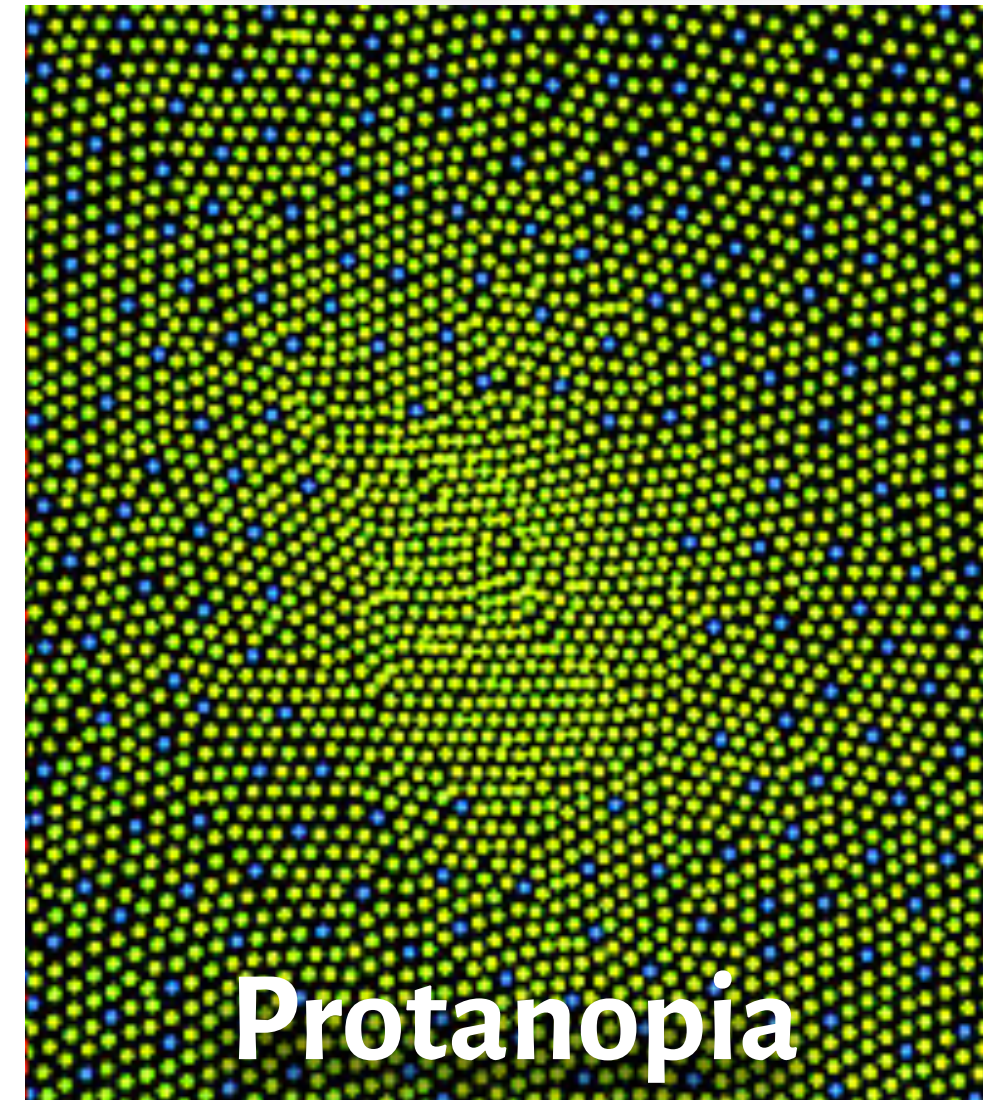
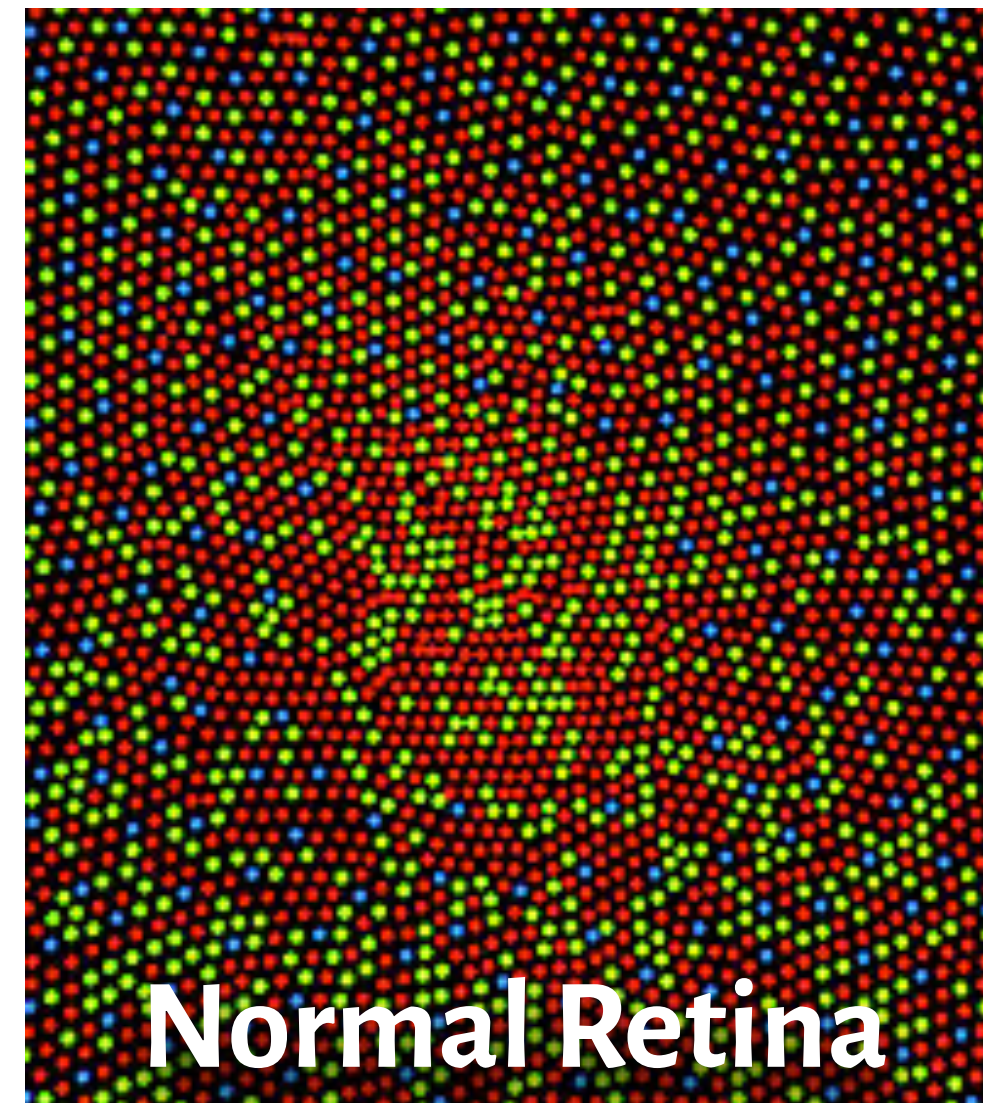
You can then use your saved color themes, in Adobe products (Photoshop, Illustrator, Fresco etc.), via Adobe color theme panel or CC Libraries.

Save

The Retina



[Helga Kolb *Simple Anatomy of the Retina*.]



Protanope

Deuteranope

Luminance