Gooey, Soft & Sticky

-Designing Interface

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Organizing the page

Chapter 4

Layout of Page Elements

- … is art of manipulating the user's attention on a page to convey meaning, sequence, and points of interaction
- Five major basic elements:

Visual hierarcy

Visual flow

Grouping and alignment

How to put these three together

How to use dynamic displays

Visual Hierarchy

No Visual Hierarchy

White Space

With Typography and Alignment

Visual Flow

- These mechanisms can help you:

  Upper-left-corner preferrence

  Whitespace

  Contrasting fonts

  Contrasting foreground and background colors
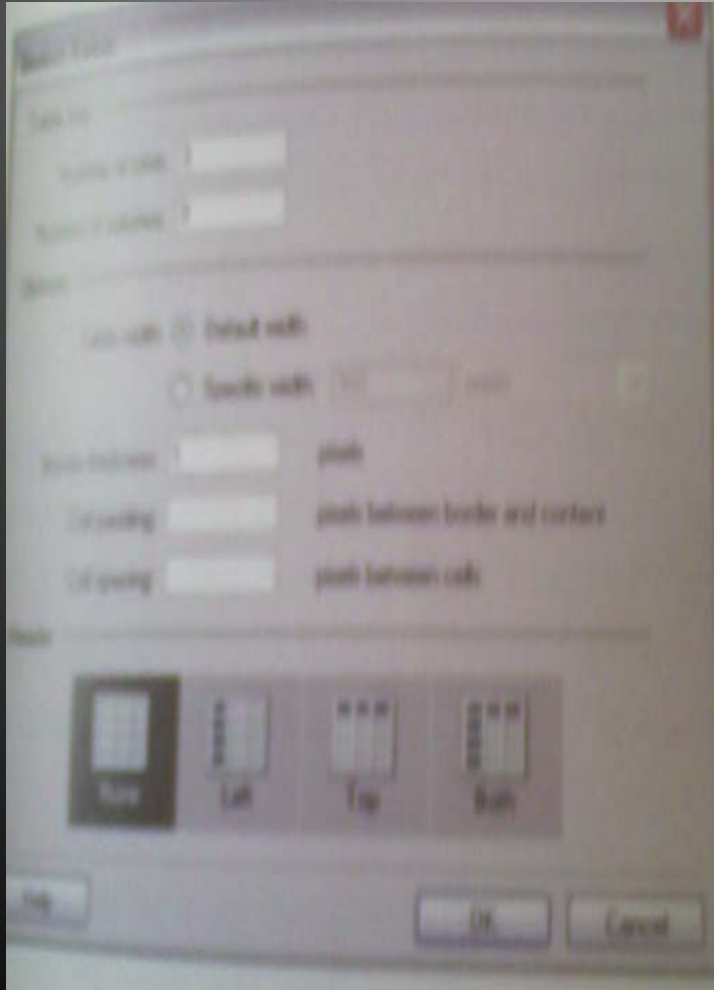
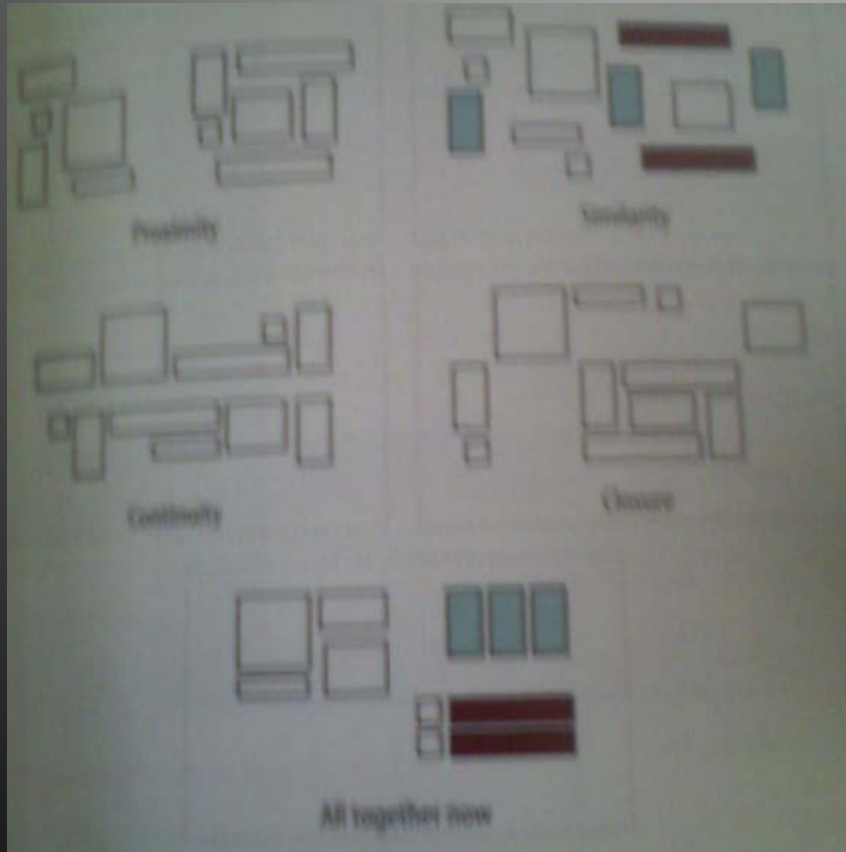 Positioning, aligement, and indenting

  Graphics such as lines, boxes, and colored bars

What should I do next

- Follow the tendency: top-bottom and left-right
- Focal points (Few)
- Meaning and context also play a big part (No crap!)

Group and aligement

- Proximity
- Similarity
- Continuity
- Closure
- All together

Putting it all together

Put it all in together

Using Dynamic Displays

- User interactions (like change the dimension of design)
- Concentrate on space usage
- Less space? (Scroll bar)

Doing Things: Action and Commands

Chapter 5

Actions and Commands

- Common ways actions:

Buttons

Menu bars

Pop-up menus

Dropdown menus

Toolbars

Links

Action panels
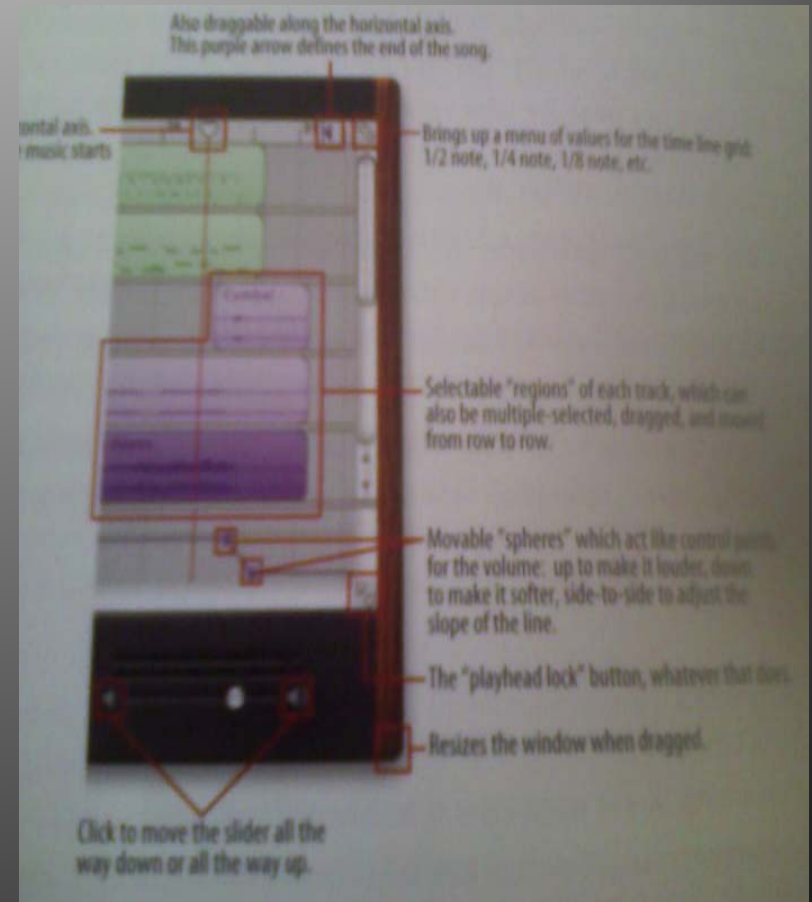
- Key Board actions:

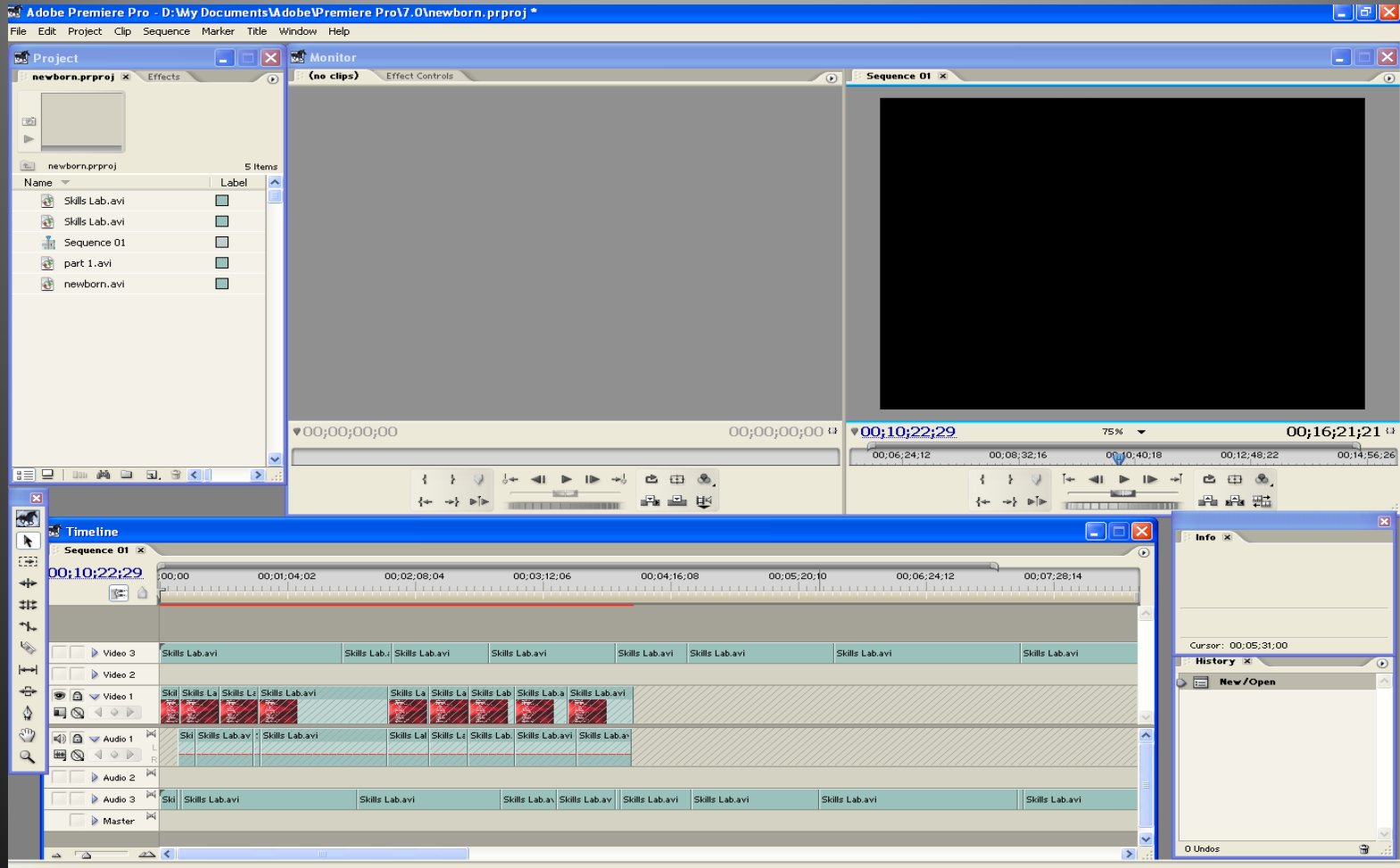Double clicking on items

Keyboard actions

Drag-and-Drop

Typed commands

Pushing the Boundaries

- Clickable icons
- Clickable text doesn't look like a button
- Something that reacts when the mouse pointer rolls over it
- Something that looks like it may be a manipulable object
- Something placed on almost any piece of screen real estate

Non-standard buttoms and control

Showing Complex Data

Chapter 6

Showing Complex Data

- Good interactive information graphics offer users answer to these questions:

How is this data organized?
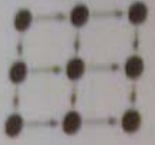
What's related to what?

How can I explore this data?

Can I rearrange this data to see it differently?

Show me only what I need to know

What are the specific data values?

Organizational Models: How is data organized

- Linear
- Tabular
- Hierarchical
- Netwrok for organic
- Geographic (or Spatial)
- Other(like plots of various sorts and etc)

Preattentive Variables
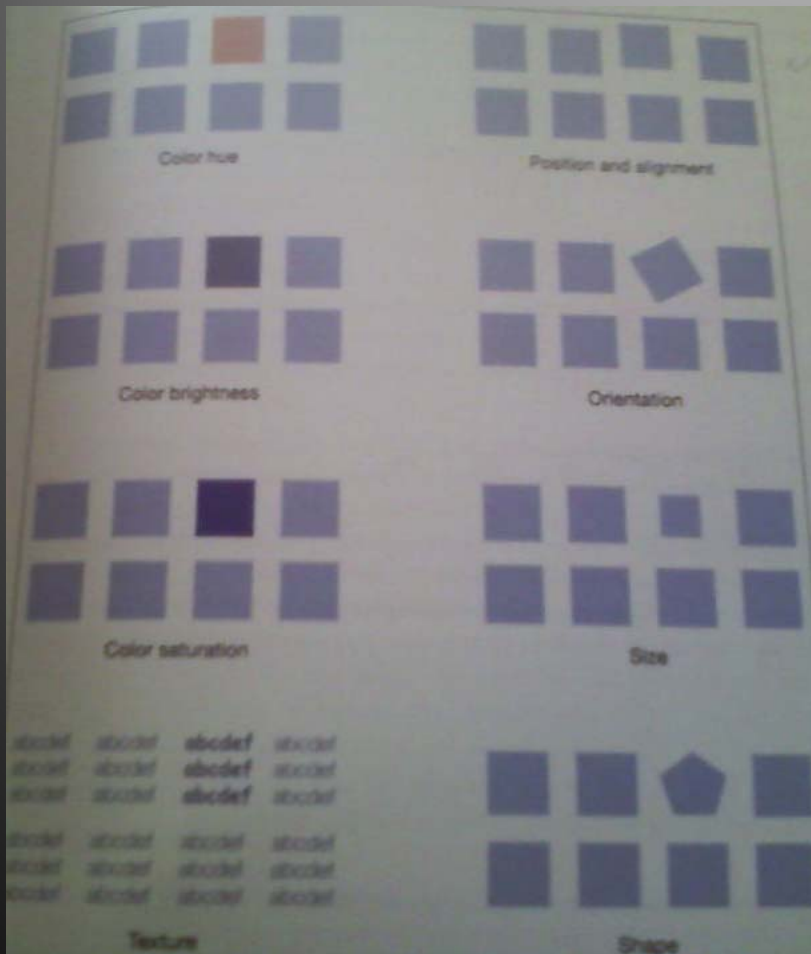
Another Examples

0.103	0.176	0.387	0.300	0.379	0.276	0.179
0.333	0.384	0.564	0.587	0.857	1.064	0.698
0.421	0.309	0.654	0.729	0.228	0.529	0.832
0.266	0.750	1.056	0.936	0.911	0.820	0.723
0.225	0.326	0.643	0.337	0.721	0.837	0.682
0.187	0.586	0.529	0.340	0.829	0.835	0.873
0.153	0.485	0.560	0.428	0.628	0.335	0.956

0.103	0.176	0.387	0.300	0.379	0.276	0.179
0.333	0.384	0.564	0.587	0.857	1.064	0.698
0.421	0.309	0.654	0.729	0.228	0.529	0.832
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0.187	0.586	0.529	0.340	0.829	0.835	0.873
0.153	0.485	0.560	0.428	0.628	0.335	0.956

Eight Preattentive variables

- Color hue
- Position and aligement
- Color brightness
- Orientation
- Color saturation
- Size
- Texture
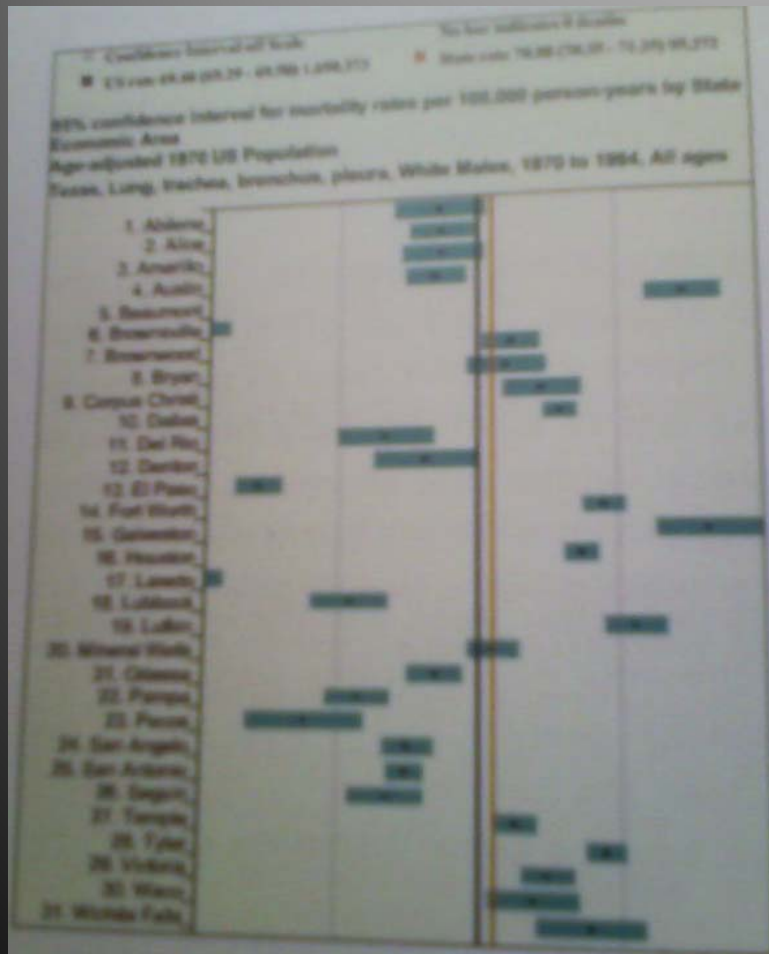- Shape

How can I explore the data

- Common techniques for navigation and browsing:

  Scroll and pan

  Zoom

  Open and close points of interest

Rearrange Data

Thank you for your attention!