

# Gooney, 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 hierarchy

Visual flow

Grouping and alignment

How to put these three together

How to use dynamic displays

# Visual Hierarchy

You're invited to Zelda's 30th Birthday Party! Please come dressed as your favorite Gilbert and Sullivan character. Children are welcome. Dinner will be served; if you'd like to bring food, call Stacy at 555-1212. When: October 20th, at 7:00 PM. Where: Zelda's house. If you need directions, feel free to call Zelda and ask. Please RSVP to Stacy by October 10th. See you there!

You're invited to  
Zelda's 30th Birthday Party!  
Please come dressed as your favorite Gilbert and Sullivan character. Children are welcome. Dinner will be served; if you'd like to bring food, call Stacy at 555-1212.  
When: October 20th, at 7:00 PM  
Where: Zelda's house. If you need directions, feel free to call Zelda and ask.  
Please RSVP to Stacy by October 10th. See you there!

→ No Visual Hierarchy  
→ White Space  
→ With Typography and Alignment

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**Zelda's 30th Birthday Party**  
Please come dressed as your favorite Gilbert and Sullivan character. Children are welcome. Dinner will be served; if you'd like to bring food, call Stacy at 555-1212.  
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# Visual Flow

- These mechanisms can help you:

Upper-left-corner preference

Whitespace

Contrasting fonts

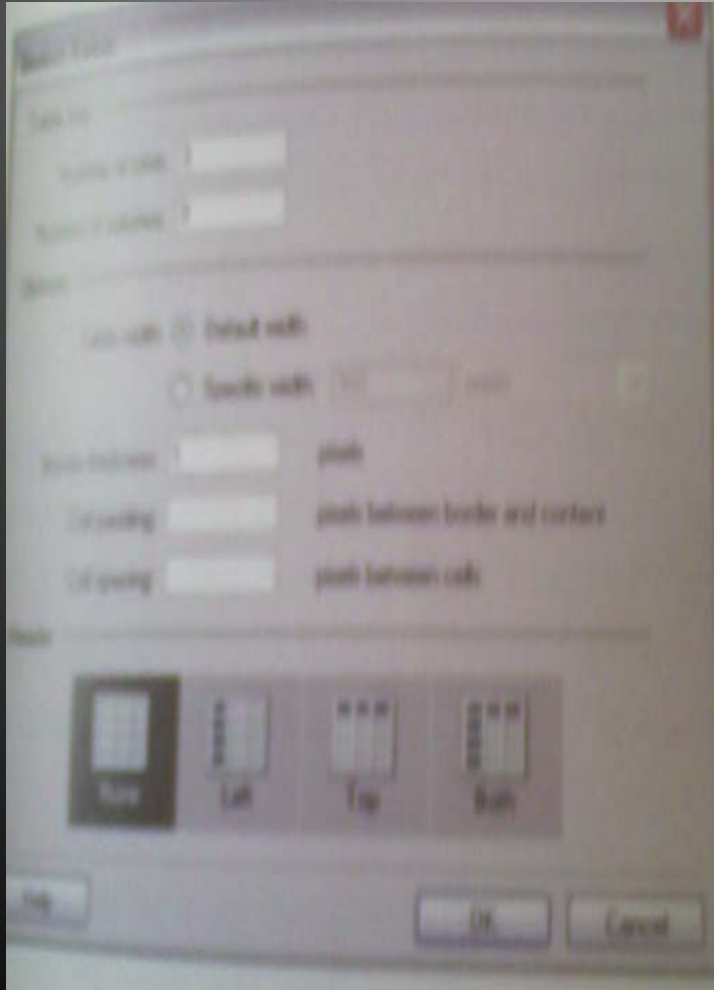
Contrasting foreground and background colors

Positioning, alignment, and indenting

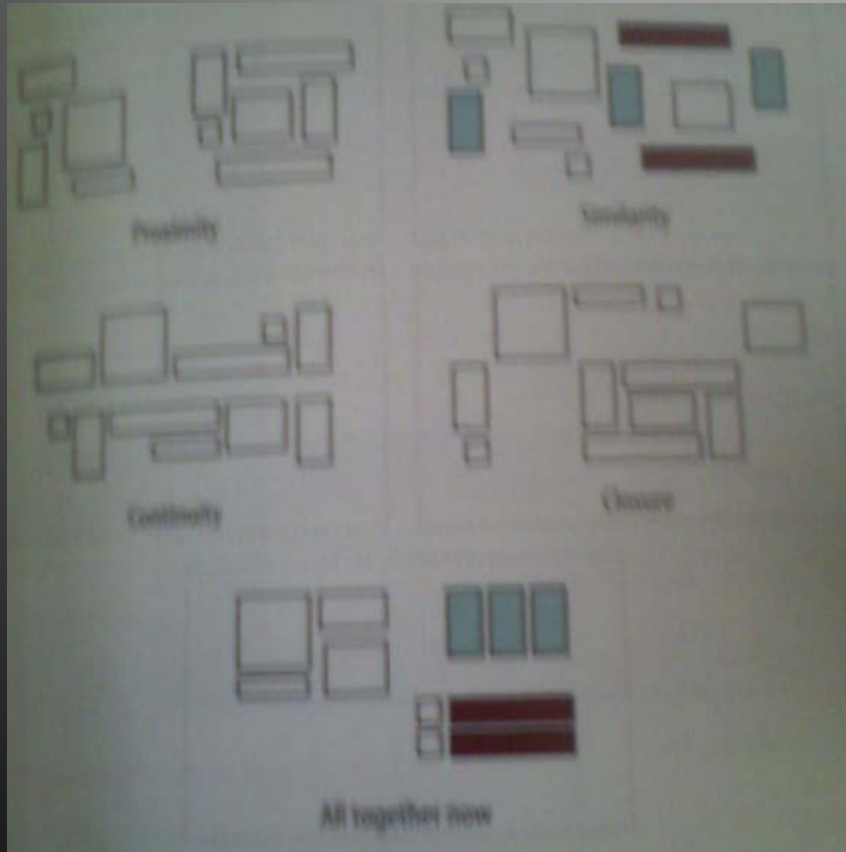
Graphics such as lines, boxes, and colored bars

# 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 alignment



- Proximity
- Similarity
- Continuity
- Closure
- All together



# Putting it all 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

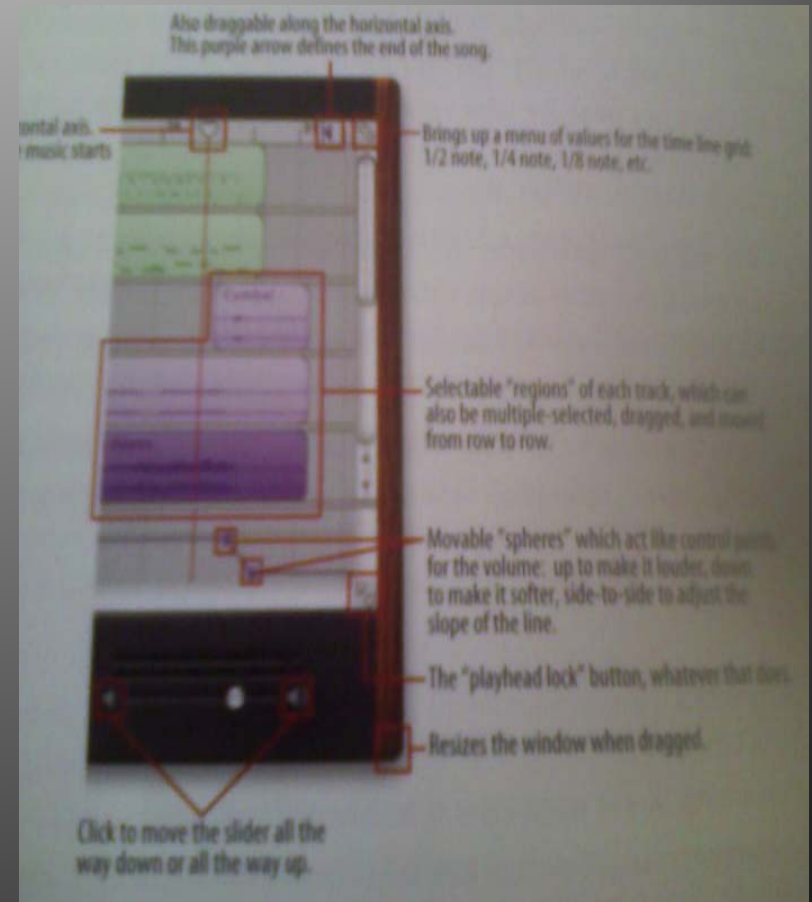
Keyboard actions

Drag-and-Drop

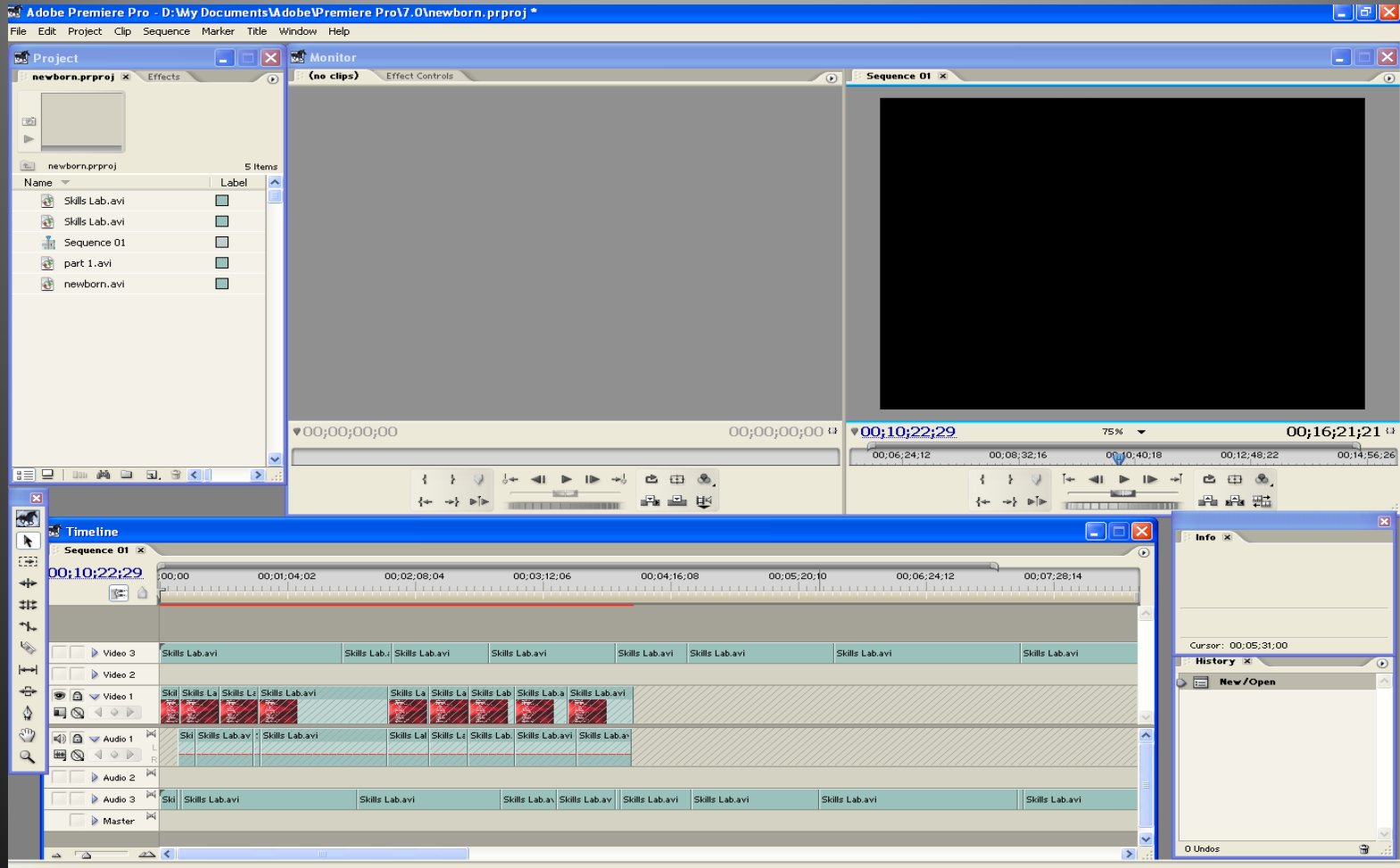
Typed commands

# 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 buttons 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?


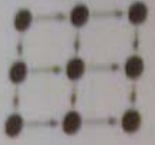


How can I explore this data?

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

Model	Diagram	Common graphics
Linear		List or single-variable plot
Tabular		Spreadsheet, multi-column <b>Multi-Y Plot</b> , or other multi
Hierarchical		<b>Tree, Cascaded Lists, Tree</b> directed graph
Network (or organic)		Directed graph or flowchart
Geographic (or spatial)		Map or schematic
Other		Plots of various sorts, such as plots, or <b>Treemaps</b>

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

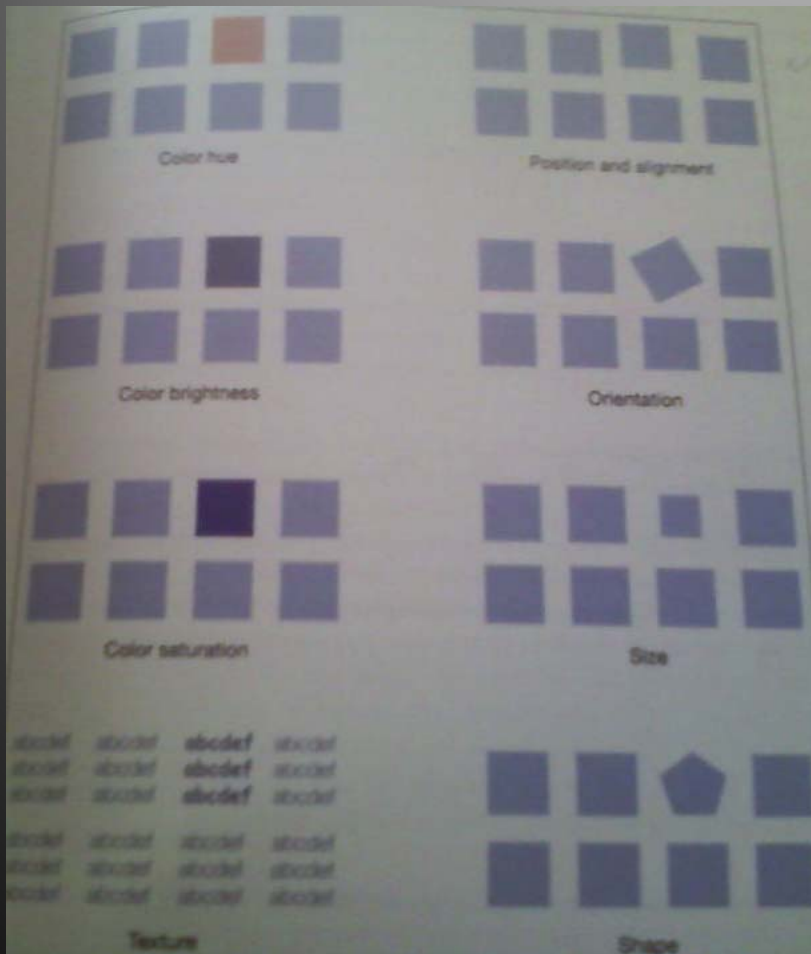


# Another Examples

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
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0.153	0.485	0.560	0.428	0.628	0.335	0.956

# Eight Preattentive variables



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

# How can I explore the data

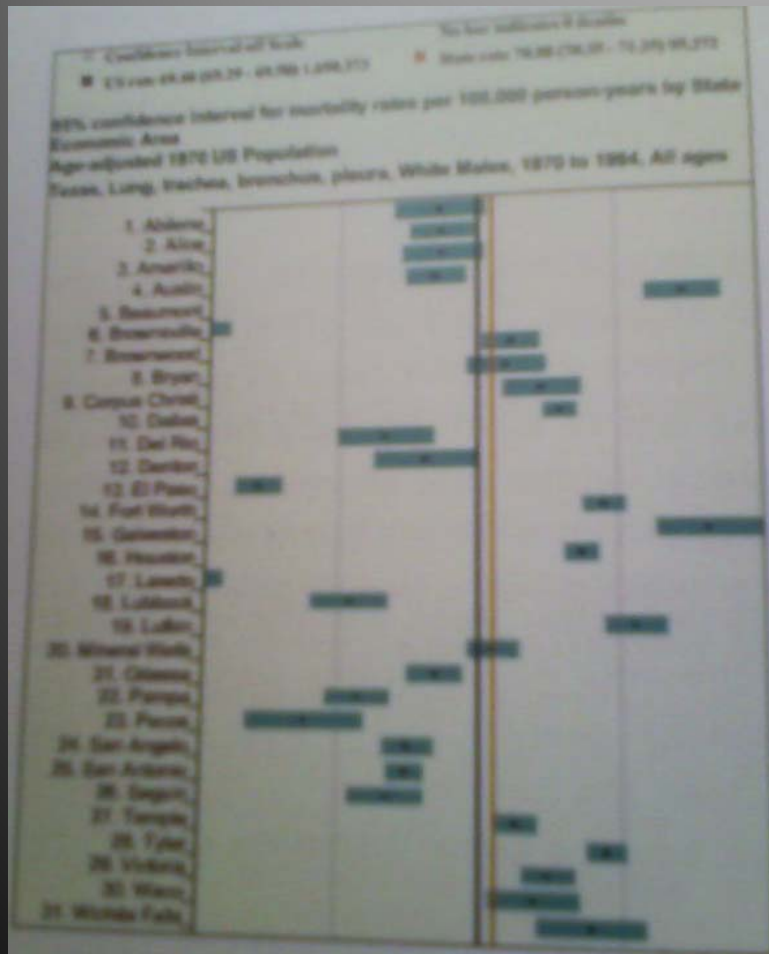
- Common techniques for navigation and browsing:

Scroll and pan

Zoom

Open and close points of interest

# Rearrange Data





Thank you for your attention!