Graphic Design
What is Graphic Design?
Communication with (2D) visual information

for funsies…

and for serious.

it’s also typically the first interaction with a product.
Why now?

idea posters!

3 ideas/team, in vertical poster format for next Wednesday's lecture

45 second pitch per idea

Poster board in lab

Use in first play testing
focus!
no focus!
flow
Good Graphic Design

1) Convey the right meaning  →  Semantics

2) Understandable and readable (unless the goal is confusion)  →  Usability

3) Has an appropriate form or feeling  →  Syntax
Good Graphic Design

Semantics (Message)
Nature and culture

Usability (Clarity)
Left brain

Syntax (Form/Feel)
Right brain
Good Graphic Design

Semantics (Message)
Nature and culture

Usability (Clarity)
Left brain

Syntax (Form/Feel)
Right brain
Good Graphic Design

Semantics (Message)
Nature and culture

Usability (Clarity)
Left brain

Syntax (Form/Feel)
Right brain
Graphic Design Quiz!

Design a “Serious Zone” sign

Semantics:
the message

Usability:
clarity

Syntax:
the “form/feel”
Serious Zone?
Semantics

Getting the right message across
Semantics

Getting the right message across
Semantics

Getting the right message across

Culture and age dependent
Semantics

Getting the right message across

Culture and age dependent
Semantics

Getting the right message across

Culture and age dependent

Icons
Semantics

Getting the right message across

Culture and age dependent

Icons

Universal design
Good Graphic Design

1) Convey the right meaning

2) Understandable and readable (unless the goal is confusion)

3) Has an appropriate form or feeling

Semantics

Usability

Syntax
# Usability

## Size

<p>| | | | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>E</td>
<td>F</td>
<td>P</td>
<td>E</td>
<td>F</td>
<td>P</td>
<td>E</td>
<td>F</td>
</tr>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td></td>
</tr>
</tbody>
</table>
Usability

Size

Contrast
Usability

Size

Contrast

Clutter
Usability
More is less

less is more
Usability

Fonts

Serif vs. Sans-Serif
Brilliance

Some years ago I spent a week giving an in-house program design course at a manufacturing company in the mid-west of the United States. On the Friday afternoon it was all over. The DP Manager, who had arranged the course and was paying for it out of his budget, asked me into his office.

‘What do you think?’ he asked. He was asking me to tell him my impressions of his operation and his staff. ‘Pretty good,’ I said. ‘You’ve got some good people there.’ Program design courses are hard work; I was very tired; and staff evaluation consultancy is charged extra. Anyway, I knew he really wanted to tell me his own thoughts.

‘What did you think of Fred?’ he asked. ‘We all think Fred’s brilliant.’ ‘He’s very clever,’ I said. ‘He’s not very enthusiastic about methods, but he knows a lot about programming.’ ‘Yes,’ said the DP Manager. He swivelled round in his chair to face a huge flowchart stuck to the wall: about five large sheets of line printer paper, maybe two hundred symbols, hundreds of connecting lines. ‘Fred did that. It’s the build-up of gross pay for our weekly payroll. No one else except Fred understands it.’ His voice dropped to a reverent hush. ‘Fred tells me that he’s not sure he understands it himself.’

‘Terrific,’ I mumbled respectfully. I got the picture clearly. Fred as Frankenstein, Fred the brilliant creator of the uncontrollable monster flowchart. That matched my own impression of Fred very well. ‘But what about Jane?’ I said. ‘I thought Jane was very good. She picked up the program design ideas very fast.’
Usability
Fonts
Serif vs. Sans-Serif
Usability
Fonts

Serif vs. Sans-Serif

IS ALL CAPS FASTER TO READ

or is lower case faster to read?
<table>
<thead>
<tr>
<th>Usability</th>
<th>Fonts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Serif vs. Sans-Serif</td>
<td>Is Left Justified Faster to Read</td>
</tr>
<tr>
<td>Caps</td>
<td>Is Centered Text Faster to Read</td>
</tr>
<tr>
<td>Justification</td>
<td></td>
</tr>
</tbody>
</table>
Usability

Size, contrast, clutter

Fonts

Usability test...
Usability

Size, contrast, clutter

Fonts

Usability test...
Good Graphic Design

1) Convey the right meaning

2) Understandable and readable (unless the goal is confusion)

3) Has an appropriate form or feeling

Semantics

Usability

Syntax
Syntax

Form and feeling

Form vocabulary

Color

(Aesthetics lecture)
Syntax
consistency in form vocabulary

in font choice

I’ll always find you

I’LL ALWAYS FIND YOU
Syntax
consistency in form vocabulary

in font choice

in color choice

I’ll always find you

I’LL ALWAYS FIND YOU
Syntax
consistency in form vocabulary

in font choice
in color choice
brand identity
Syntax
consistency in form vocabulary

in font choice
in color choice
brand identity

IKEA
Syntax
consistency in form vocabulary

in font choice
in color choice
brand identity
in form language
Syntax
importance of form vocabulary

feeling
Syntax
form language
Syntax
form language
Syntax
form language
I found I could say things with color and shapes that I couldn’t say any other way—things I had no words for.

Georgia O’Keeffe
Syntax
feel: visual emotions
Syntax
feel: visual emotions
Syntax
feel: visual emotions
Syntax
design challenge

design a form and color collage that expresses wonder!

not about the semantics!

horizontal layout (5x8)

write name on back

example:

fun form

fun semantics
Lab Reminders

be on time to lab and lecture

being on time is important because you can’t make up team interactions

be on time to lab and lecture!

please.

Wear closed-toe shoes to lab!
Lab Reminders

bring top 3 new ideas to lab
separate sheets, in your notebook, and as refined sketches using the drawing tools and techniques
Lab Reminders

Pinup ideas

Pick top 3 ideas—walk through playing with them

Plan posters

Financial Reps — this week in lab
Next Week in Class

Bring supplies for poster-making on Monday

Idea Presentation — Wednesday, March 6th
(during lecture, but be early to set up if possible)
Poster idea pitch practice

Communications instructor: Jane Kokernak

Rehearsal times (PDL):
Tuesday, 1 PM–5 PM, and 7–8:30 PM
Wednesday, 12 PM–2 PM

Will email class URL for signup
Syntax of wonder!

vote for the top three designs
use row/column address
pass in index card on the way out
Graphic Design