Graphic Design
Last Two Classes:

**Sketching & Shading Techniques**

Today:

**Graphic Design!**
Why now?

idea posters!

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

45 second pitch per idea

starting work this lab

Used in first play testing
What is Graphic Design?
Communication with (2D) visual information

for funsies…
and for serious.

it’s also typically the first interaction with a product.
What is Good Graphic Design?

1) Conveys the right meaning
What is Good Graphic Design?

1) Conveys the right meaning

2) Has visual coherency
What is Good Graphic Design?

1) Conveys the **right meaning**

2) Has **visual coherency**

3) Is **readable** under use conditions (unless the goal is confusion)
What is Good Graphic Design?

1) Conveys the right meaning

2) Has visual coherency

3) Is readable under use conditions (unless the goal is confusion)

Semantics
Syntax
Usability
Semantics

Getting the right message across
Semantics

Culture and age dependent
Semantics

Culture and age dependent

Icons
Semantics

Culture and age dependent

Icons
Semantics

feeling!
Semantics

has appropriate feeling

old (1968)  new (2015)
Good Graphic Design

1) Conveys the right meaning

2) Has visual coherency

3) Is readable under use conditions (unless the goal is confusion)

Semantics

Syntax

Usability
Syntax
Syntax
Syntax
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What is Good Graphic Design?

1) Conveys the right meaning → Semantics

2) Has visual coherency → Syntax

3) Is readable under use conditions (unless the goal is confusion) → Usability
Usability
Usability

More is less

less is more
Usability
Clarity

Kendall Sq.
Cambridge
Storrow WB
Left Lane Only

you don't matter. worry.
Graphic Design Quiz!

Semantics
Message

Syntax
Coherence

Usability
Clarity

Design a sign for “Serious Zone”

Use the 8.5 x 11” cardstock
Serious Zone?

Tuol Sleng
Genocide Museum
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
Semantics
feel: visual emotions
Semantics
feel: visual emotions
Semantics
feel: visual emotions
Semantics
form feeling

in font choice

I’ll always find you

I’LL ALWAYS FIND YOU
Semantics
form feeling

in font choice
in color choice

I’ll always find you

I’LL ALWAYS FIND YOU
focus!
Subject UPDATES for Spring 2018

Check the subject updates for Spring Term 2018 by clicking on the appropriate subject card on this page. These comprise the known changes and subject offerings by the Department of Electrical Engineering and Computer Science. For further information about any subject contact the instructor directly.

<table>
<thead>
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<th>Course Code</th>
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Syntax

Coherence of form

\[ \left| \frac{x}{60} \right|^5 + \left| \frac{y}{60} \right|^5 = 1 \]
Usability

Text

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
Text
Serif vs. Sans-Serif

STOP
Usability
Text

Serif vs. Sans-Serif
Caps

IS ALL CAPS EASIER TO READ
or is lower case easier to read?
A toy is an item that is used in play, especially one designed for such use. Playing with toys can be an enjoyable means of training young children for life in society. Different materials like wood, clay, paper, and plastic are used to make toys. Many items are designed to serve as toys, but goods produced for other purposes can also be used.
Usability

Size

1 inch of letter height = ~10 feet
Usability

Size

Contrast
Usability

Size

Contrast

Clutter
Semantics & Syntax
design challenge

design a form and color collage that expresses wonder!

horizontal layout (5x8)

not literal

write name on back
Last Lab

**Flying Phoenix**
- Fantasy
- Control the flight of this magical bird with your hand
- Infrared sensors
- Battery-powered
- Spinning blades for flight
- Streamers? Glowing tail?

**Fantasy: Rocket Tent with Constellations**
- Inner business of tent
- Stars are LEDs
Lab Reminders

bring top 3 new ideas to lab
separate sheets, in your notebook, and as refined sketches

using the drawing tools
and techniques!
Labs This Week

Pinup ideas

Pick top 3 ideas — walk through playing with them

Start work on posters

Financial officers 🤑
Weekend Workshop!

Plushie Making Tutorial!

Part 1: Illustrator and Pattern Design

Sunday, March 4, 1-3pm in 3-370.
Signup on the website!
Next Week in Class

Idea Presentations!

Wednesday, March 7th
(during lecture, but be early to set up if possible)
Poster idea pitch practice

Communications instructor: Jane Kokernak

Rehearsal times (Room Across from PDL):
Monday, 5 PM–8 PM
Tuesday, 1 PM–4 PM

Select 15-min time slot on the website!
Design of Wonder!

vote for the top three designs

use row/column address

pass in index card on the way out