

User Experience Design I (Interaction Design)

July 11, 2019, 9am-12pm:
Simplicity and Design

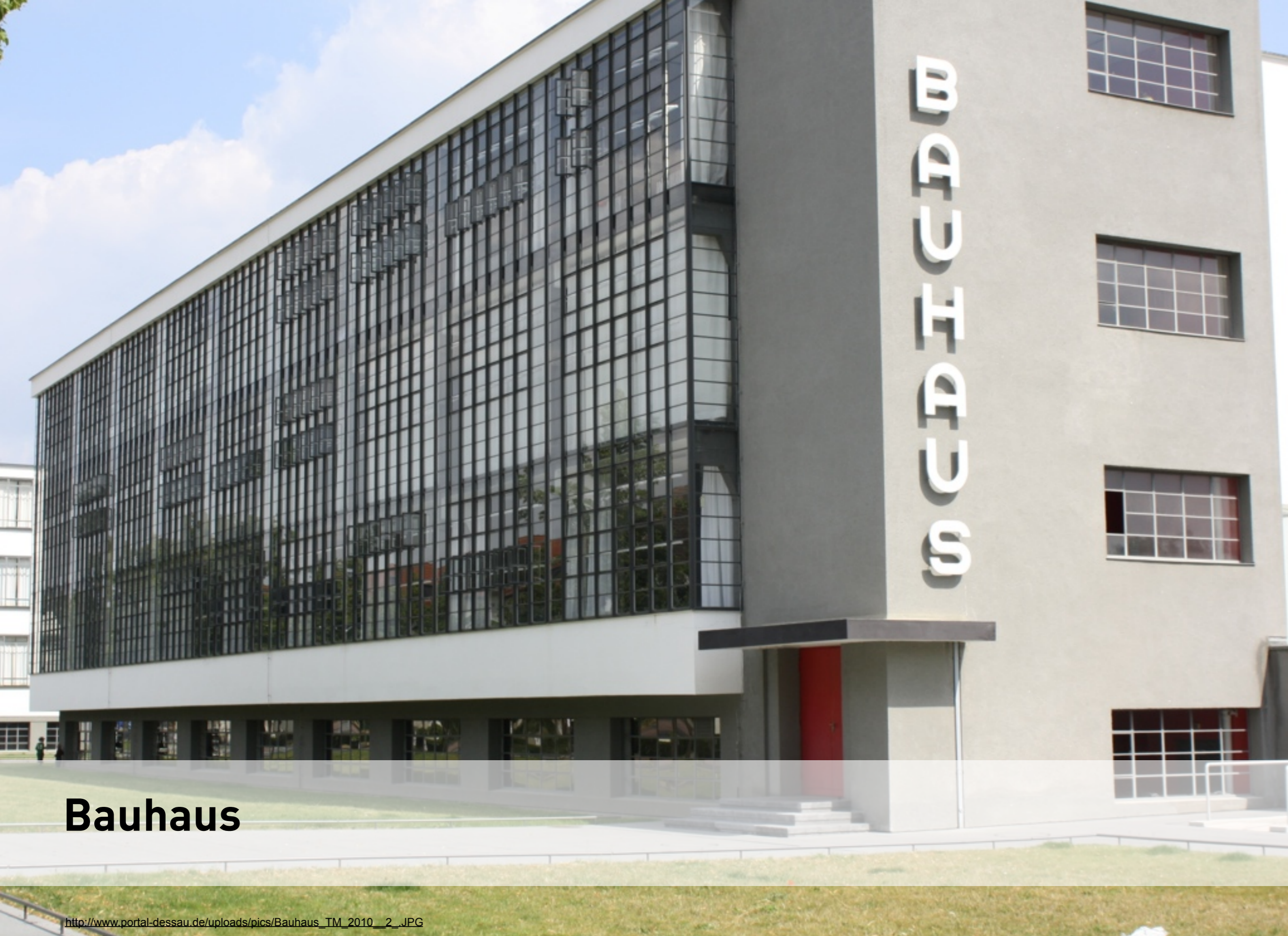
Part One

"Great design is as much about prospecting in the past as it is about inventing the future."

Bill Buxton

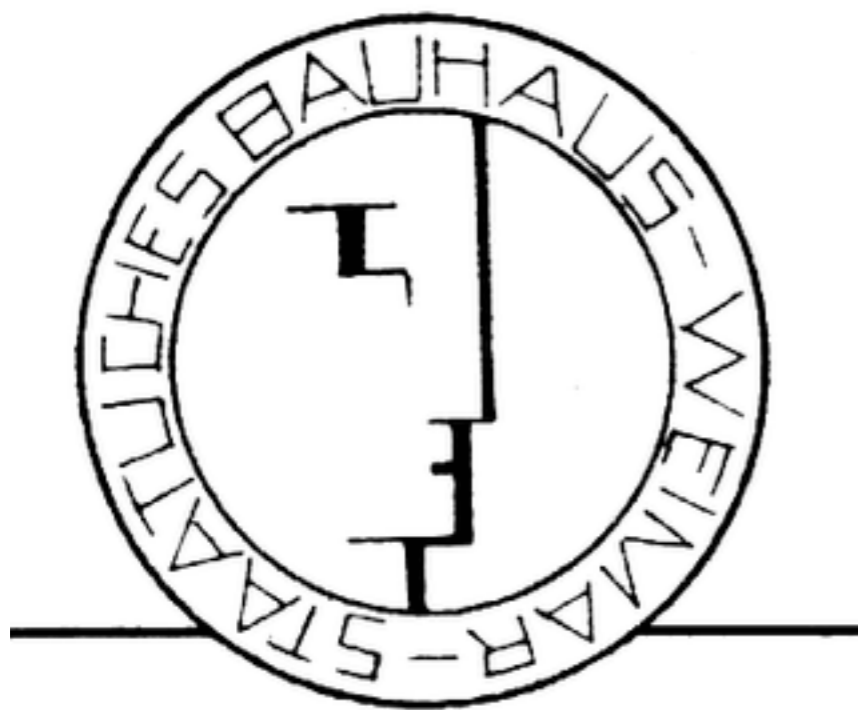
Design and Simplicity

- Bauhaus: History and Directors
- Bauhaus: Structure and Products
- From Bauhaus to Braun



Bauhaus

http://www.portal-dessau.de/uploads/pics/Bauhaus_TM_2010_2.JPG



<http://www.flickr.com/photos/scoobyfoo/268308263/sizes/l/in/photostream/>

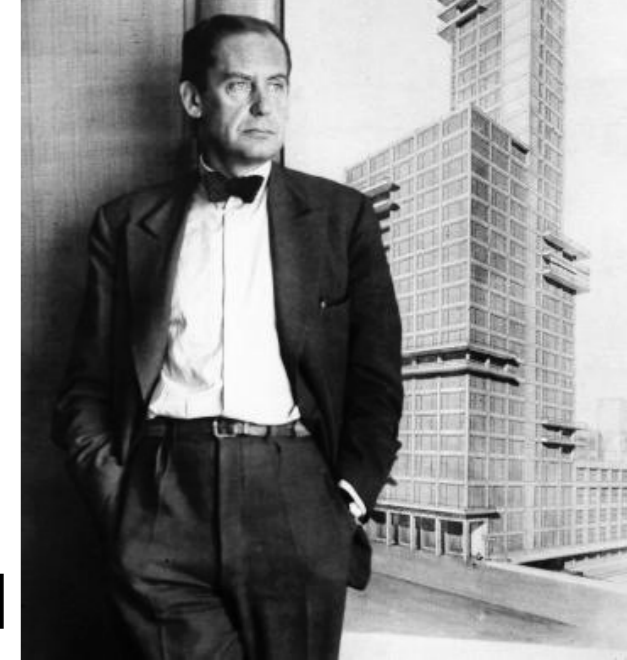
Key Dates:

founded 1919 in Weimar
closed down 1933 in Berlin

Key People - 3 Directors:

- [1] Walter Gropius (1919-1928)
- [2] Hannes Meyer (1928-1930)
- [3] Ludwig Mies van der Rohe (1930-1933)

[1]



[2]



[3]



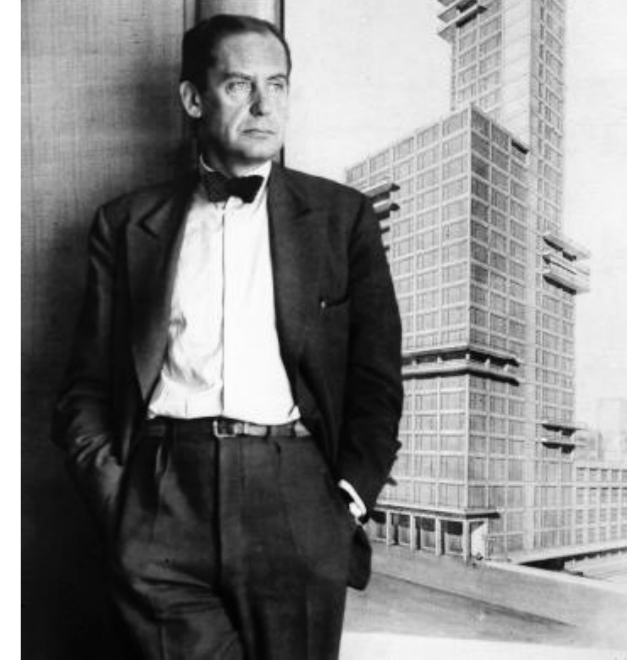
source: [7]

http://www.stylepark.com/db-images/cms/designer/img/miesvanderrohe_320_336-1.jpg

http://einestages.spiegel.de/hund-images/2009/03/30/59/3d98cebcb31abdbc318ed82e888903d6_image_document_large_featured_borderless.jpg

Art and technology - a new entity.

Walter Gropius



**The investigation of human needs
should be based on science - not
formalism.**

Hannes Meyer



God is in the details.

Ludwig Mies van der Rohe



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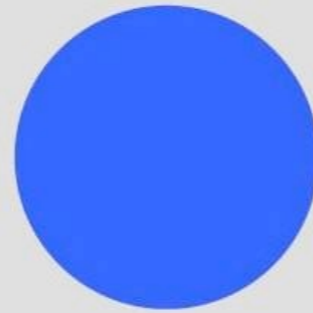
Pre-Course



Prototyping Design

BAUHAUS

Hrsg.
Jeannine Fiedler
Peter Feierabend

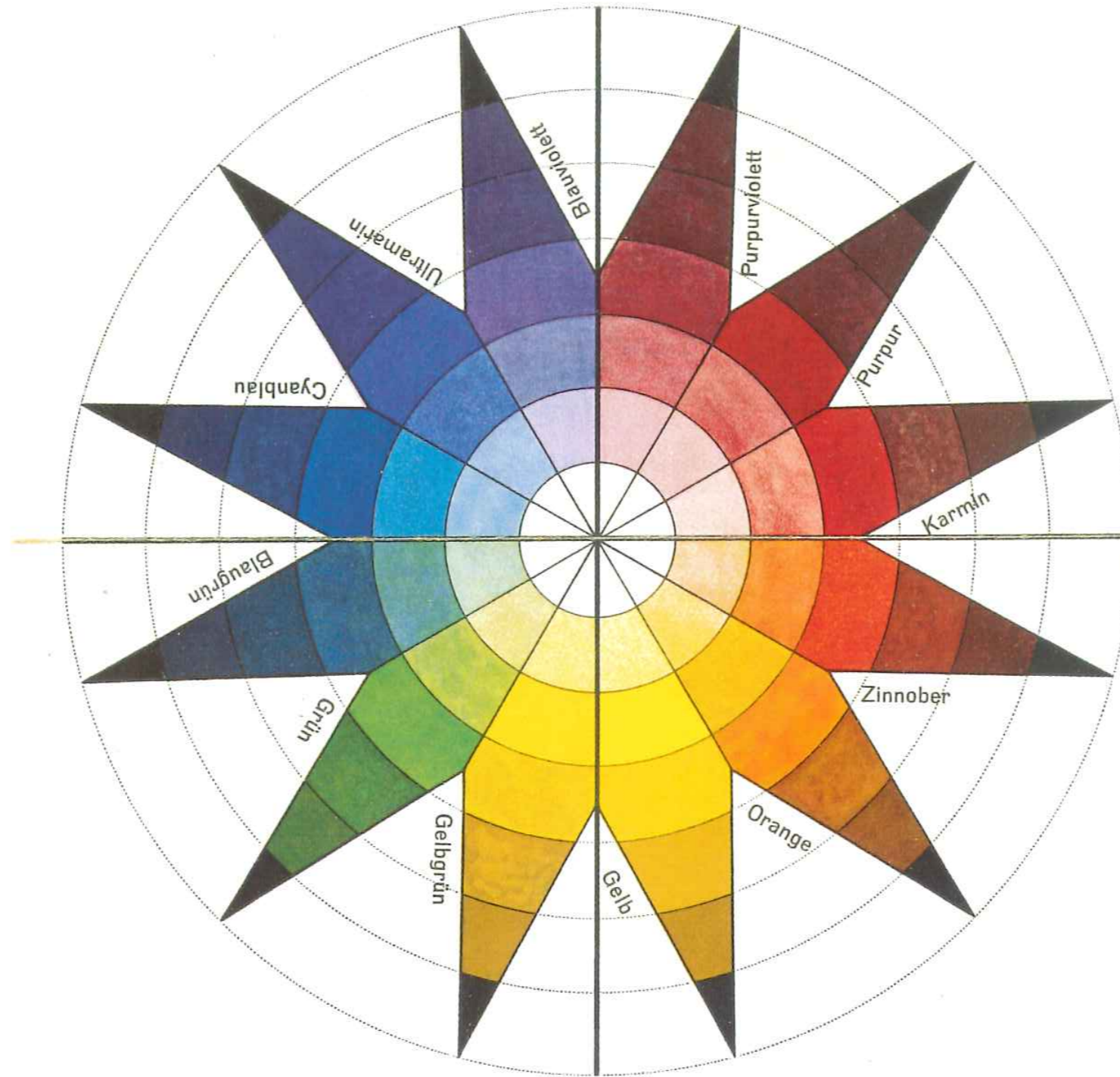


Basic Shapes

*h.f.*fullmann

www.kunstbuch-shop.de

source: [8]



Color Sphere

source: [7]



Marcel Breuer

http://www.boecker-buerogestaltung.de/images/designer/marcel_breuer.01.jpg

source: [8]



Chair B3 "Wassily"

http://upload.wikimedia.org/wikipedia/commons/1/19/Bauhaus_Chair_Breuer.png

source: [8]

Design and Simplicity

- Bauhaus: History and Directors
- Bauhaus: Structure and Products
- From Bauhaus to Braun



http://www.impressionen.de/medias/sys_impressionen/8468670013361232.image.jpg



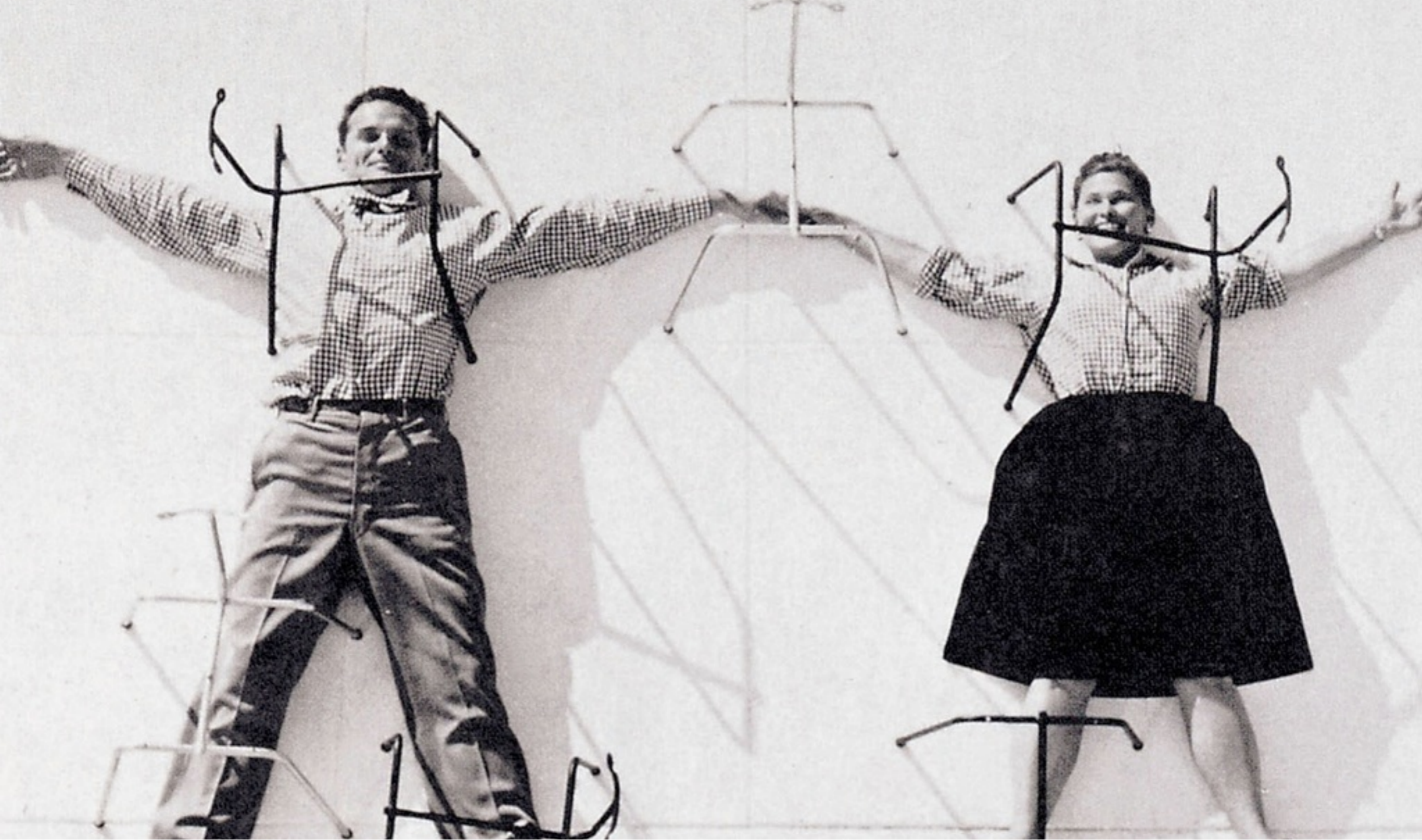
<http://remodelista.com/img/sub/oilcruet2.jpg>



http://www.bauhaus-shop.de/templates/xt_bauhaus/img/categories/bauhaus_silberteekanne_pr.jpg

Requirements:

- Type(s) (variations of the original design)
- Basic shape(s) - few simple parts (industrial manufacturing)
- Functionality (design for human needs)

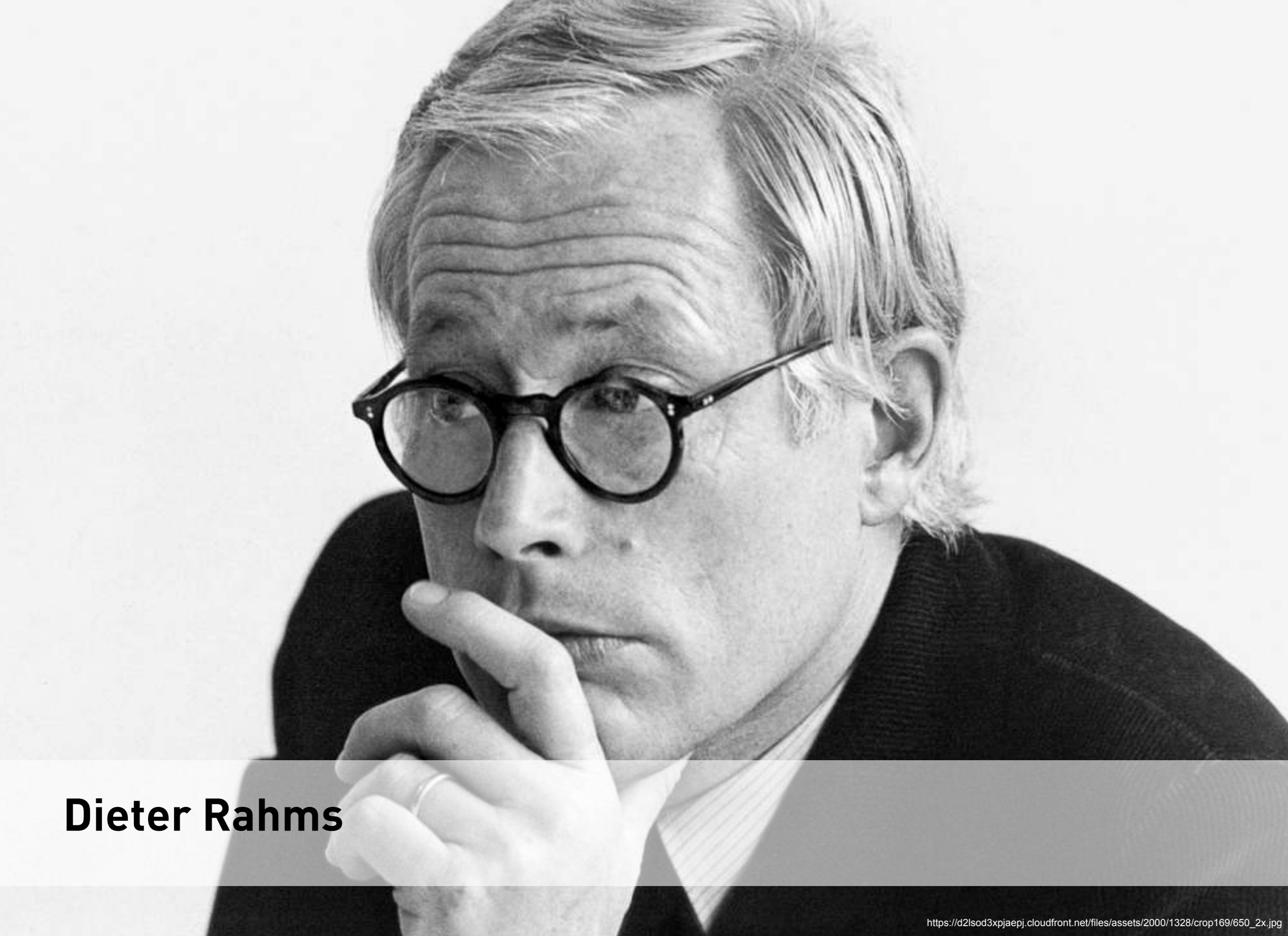


Charles and Ray Eames

<http://luciotraficante.files.wordpress.com/2009/11/charles-ray-eames.jpg>

Ray & Charles Eames





Dieter Rahms

Ten Principles: Good design...

- 1. is innovative** – The possibilities for progression are not, by any means, exhausted. Technological development is always offering new opportunities for original designs. But imaginative design always develops in tandem with improving technology, and can never be an end in itself.
- 2. makes a product useful** – A product is bought to be used. It has to satisfy not only functional, but also psychological and aesthetic criteria. Good design emphasizes the usefulness of a product whilst disregarding anything that could detract from it.
- 3. is aesthetic** – The aesthetic quality of a product is integral to its usefulness because products are used every day and have an effect on people and their well-being. Only well-executed objects can be beautiful.
- 4. makes a product understandable** – It clarifies the product's structure. Better still, it can make the product clearly express its function by making use of the user's intuition. At best, it is self-explanatory.
- 5. is unobtrusive** – Products fulfilling a purpose are like tools. They are neither decorative objects nor works of art. Their design should therefore be both neutral and restrained, to leave room for the user's self-expression.
- 6. is honest** – It does not make a product appear more innovative, powerful or valuable than it really is. It does not attempt to manipulate the consumer with promises that cannot be kept.
- 7. is long-lasting** – It avoids being fashionable and therefore never appears antiquated. Unlike fashionable design, it lasts many years – even in today's throwaway society.
- 8. is thorough down to the last detail** – Nothing must be arbitrary or left to chance. Care and accuracy in the design process show respect towards the consumer.
- 9. is environmentally friendly** – Design makes an important contribution to the preservation of the environment. It conserves resources and minimizes physical and visual pollution throughout the lifecycle of the product.
- 10. is as little design as possible** – Less, but better – because it concentrates on the essential aspects, and the products are not burdened with non-essentials. Back to purity, back to simplicity.

Lovell, S. (2011). *As little design as possible: the work of Dieter Rams*. Phaidon.



Braun SK6

<http://www.flickr.com/photos/faasdant/3974968657/>

Braun Radio



iPod (1st gen)



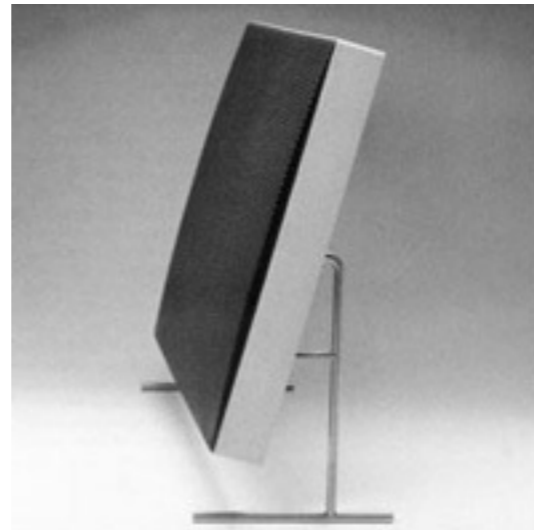
iPhone Calculator



Braun Calculator



Braun Speaker



iMac

Braun Radio



Powermac G5

Part Two

Graphical User Interface Design

- Principles
- Layout, Typography, Color & Contrast
- Controls and Widgets
- Simplicity

Like all forms of design, visual design is about problem solving, not about personal preference or unsupported opinion.

Bob Baxley

Interface design is only the **experienced representation** of the interaction, not the UX/interaction design itself.



User Interface (UI) Design focuses on anticipating what users might **need to do** and ensuring that the interface has elements that are **easy to access, understand, and use to facilitate those actions.** UI brings together concepts from interaction design, visual design, and information architecture.

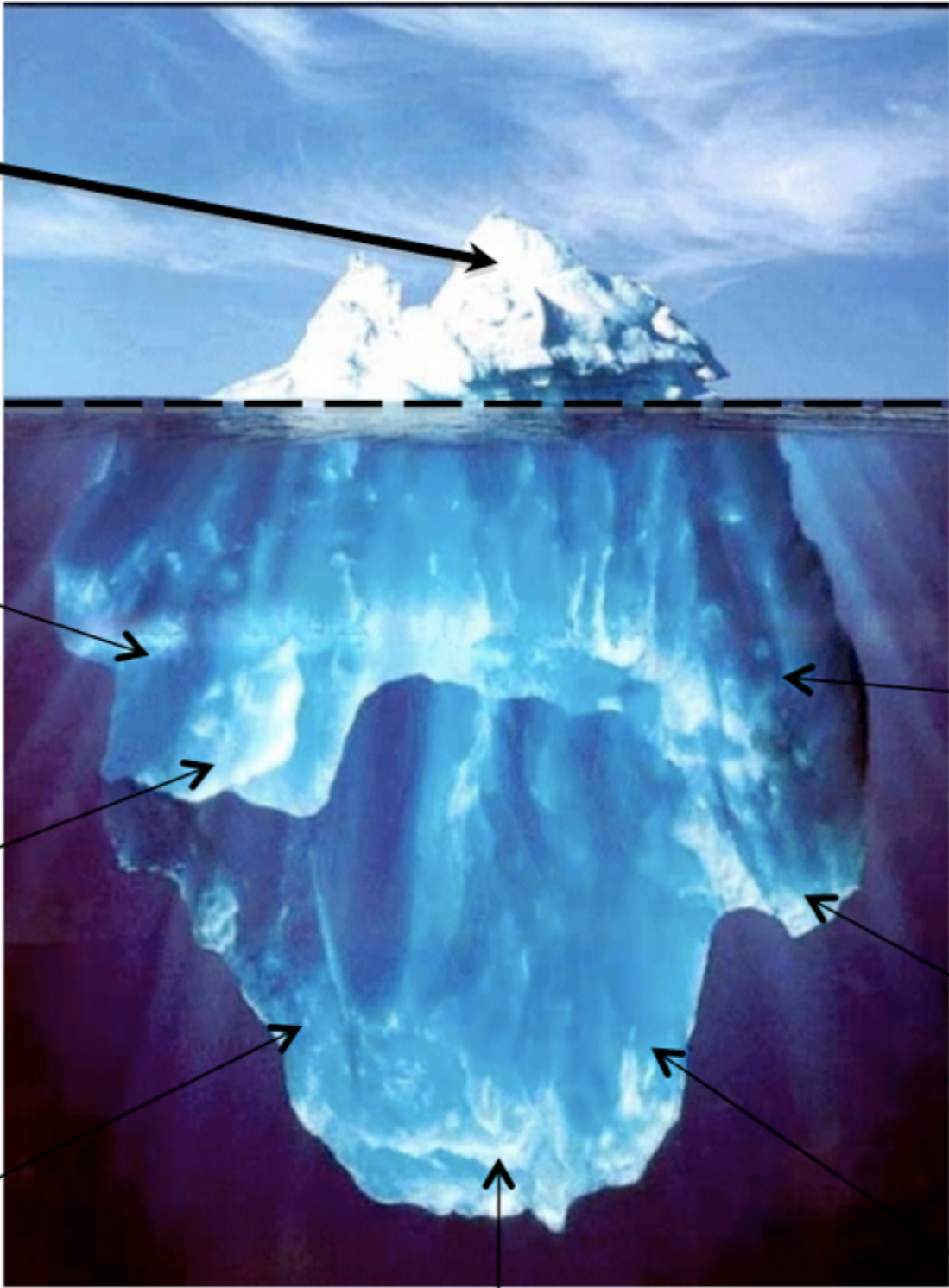


source : [13,14]

Users have become familiar with interface elements acting in a certain way, so try to be **consistent and predictable** in your choices and their layout. Doing so will help with task completion, efficiency, and satisfaction.



source : [13,14]



User Interface

Visible

Behind the Scenes

Capturing

Transferring

Connecting

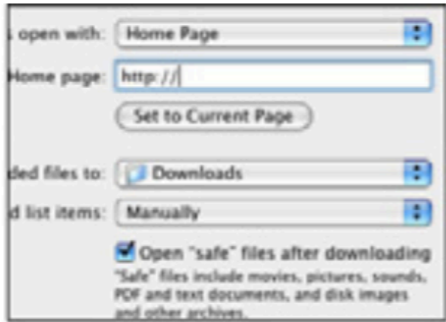
Coordinating

Combining

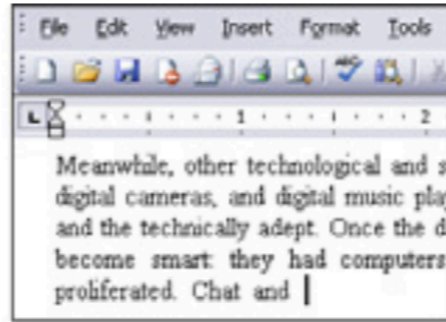
Contextualizing

Storing

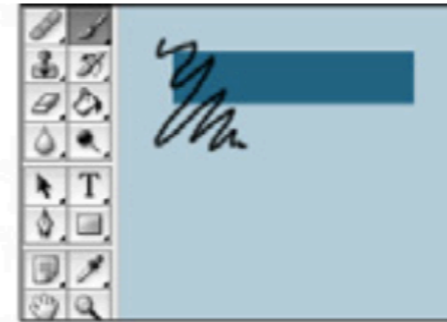
source : [4]



Forms



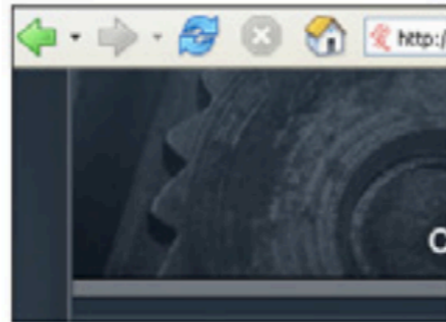
Text editors



Graphic editors

	A	B	C	
1	Time	XeX	XeY	XeZ
2		0	-12071.9	0 -30
3	5.12E-22	-12071.9	-5.7E-65	-30
4	1.54E-21	-12071.9	-9.8E-64	-30
5	3.6E-08	-12071.9	-1.1E-23	-30
6	2.16E-07	-12071.9	-2.5E-21	-30
7	1.12E-06	-12071.9	-3.4E-19	-30
8				
9				
10				

Spreadsheets



Browsers



Calendars



Media players



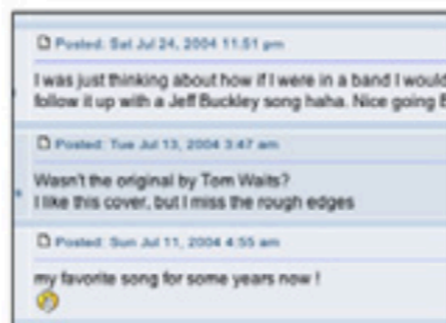
Information graphics



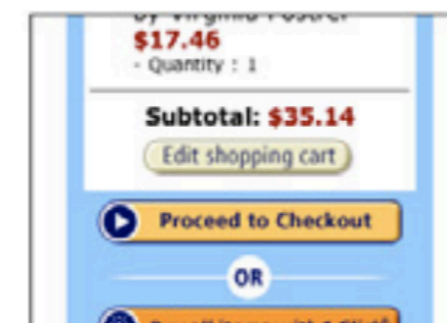
Immersive games



Web pages



Social spaces



E-commerce sites

- Desktop applications
- Websites
- Web applications or “rich internet applications” (RIAs)
Professional products or embedded devices
- Software for mobile devices
- Turnkey systems like kiosks
- Operating systems

UI design communicates attributes such as reliability, excitement, playfulness, energy, calmness, strength, tension, and joy.



CSS ZEN GARDEN

The Beauty of CSS Design

A demonstration of what can be accomplished visually through CSS-based design. Select any style sheet from the list to load it into this page.

Download the sample [HTML FILE](#) and [CSS FILE](#)

The Road to Enlightenment

Littering a dark and dreary road lay the past relics of browser-specific tags, incompatible DOMs, and broken CSS support.

Today, we must clear the mind of past practices. Web enlightenment has been achieved thanks to the tireless efforts of folk like the W3C, WaSP and the major browser creators.

The css Zen Garden invites you to relax and meditate on the important lessons of the masters. Begin to see with clarity. Learn to use the (yet to be) time-honored techniques in new and invigorating fashion. Become one with the web.

Select a design

UNDER THE SEA!
by [Eric Stoltz](#)

MAKE 'EM PROUD
by [Michael McAghon](#) and [Scotty Reifsnnyder](#)

ORCHID BEAUTY
by [Kevin Addison](#)

OCEANSCAPE
by [Justin Gray](#)

CSS CO., LTD.
by [Benjamin Klemm](#)

SAKURA
by [Tatsuya Uchida](#)

KYOTO FOREST
by [John Poltowski](#)

A WALK IN THE GARDEN



CSS Zen Garden

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<http://csszengarden.com/>



Tools

source : [4]

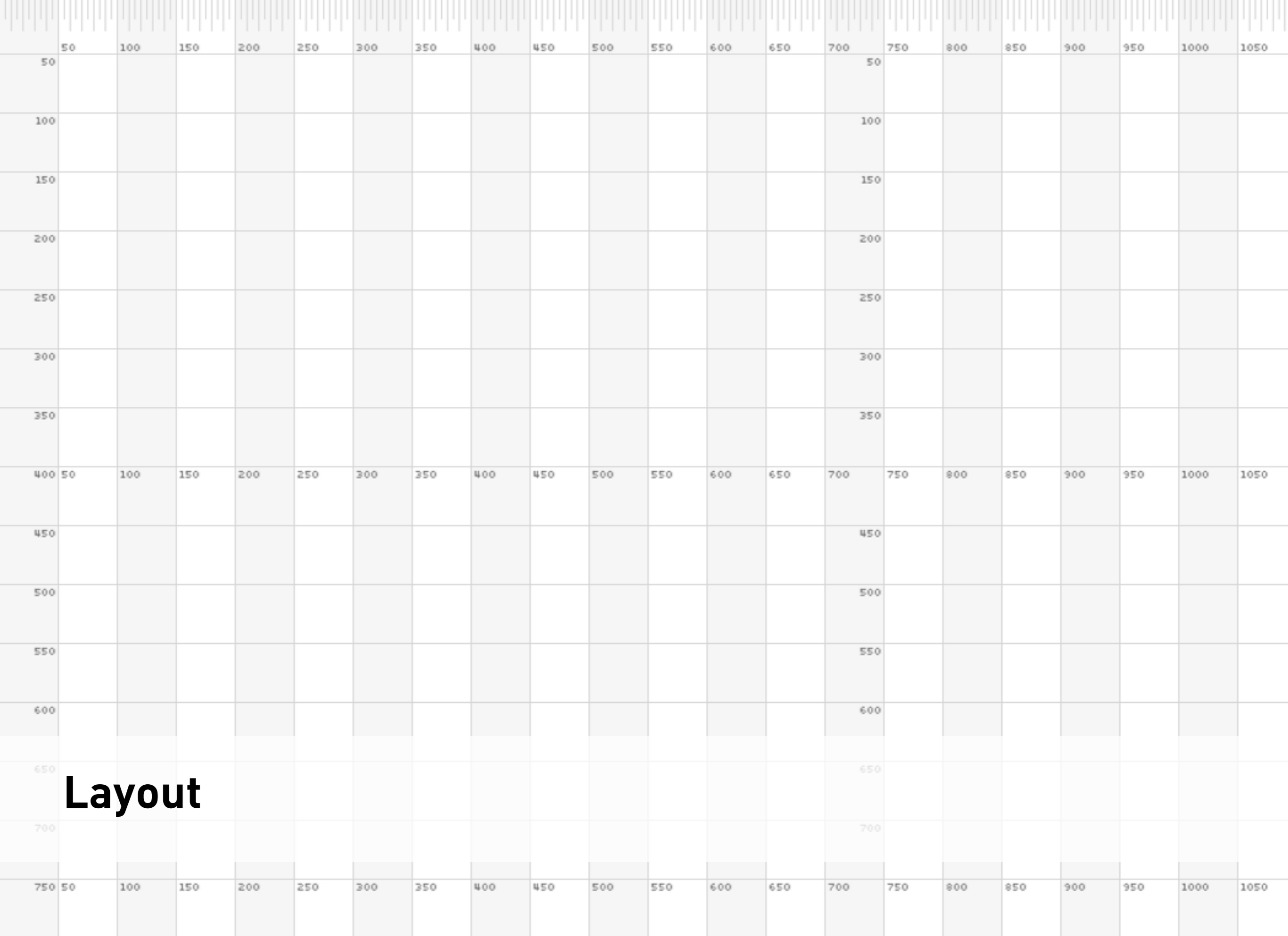


UI Toolboxes

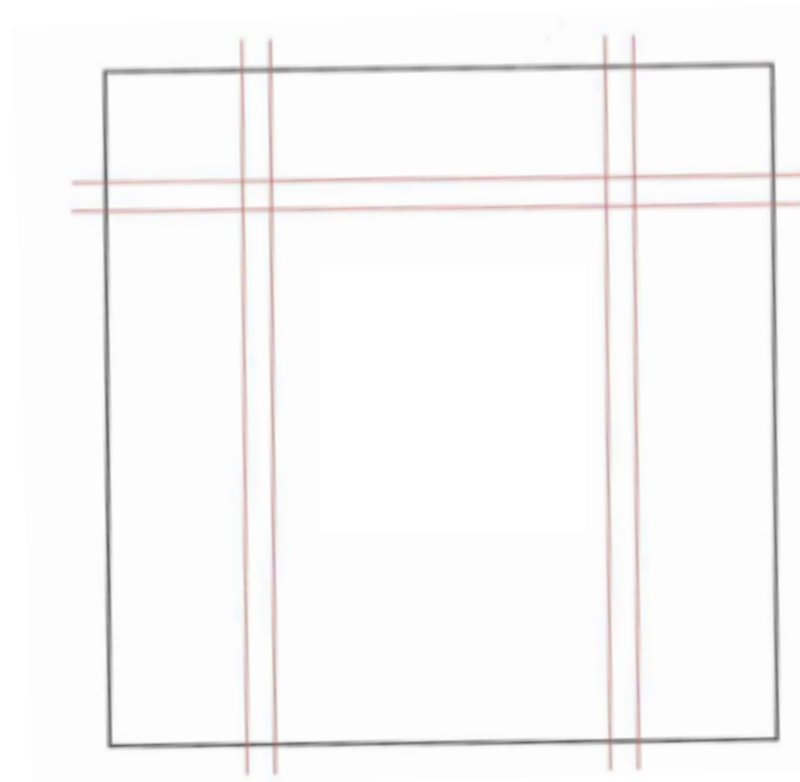
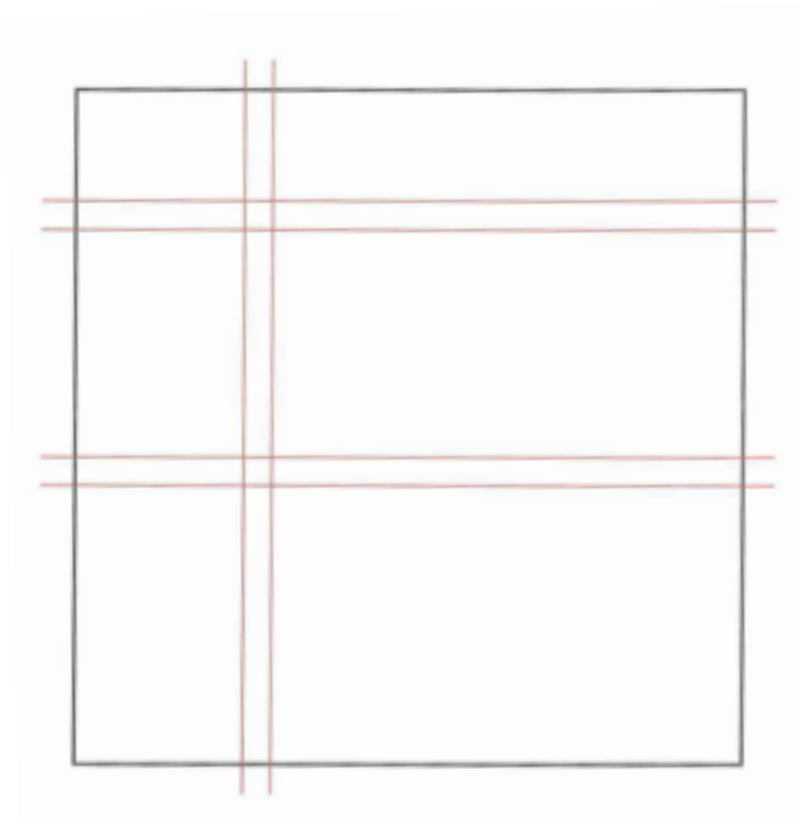
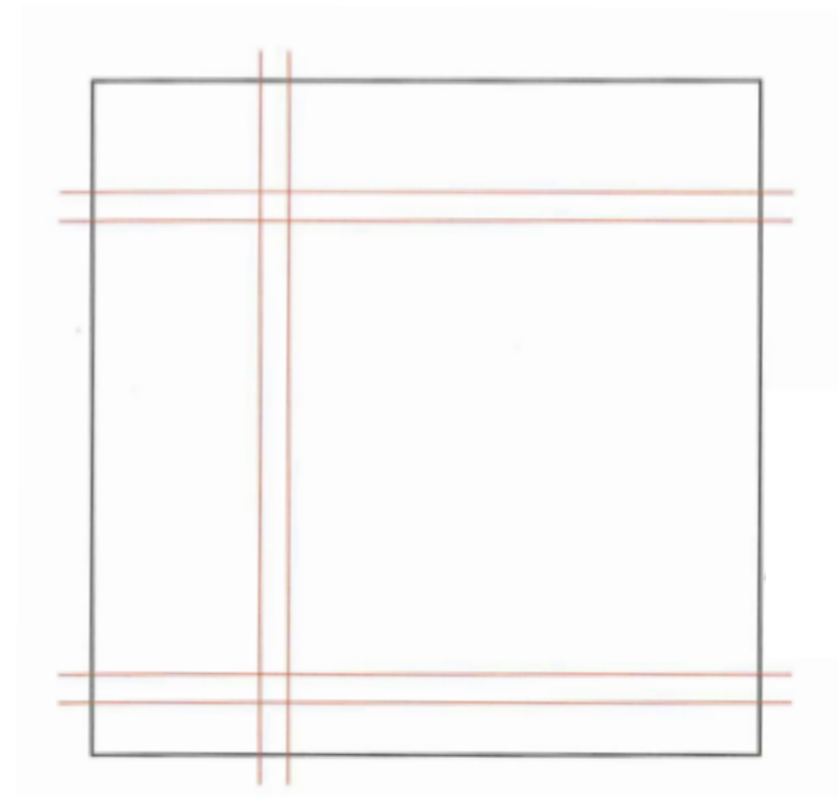
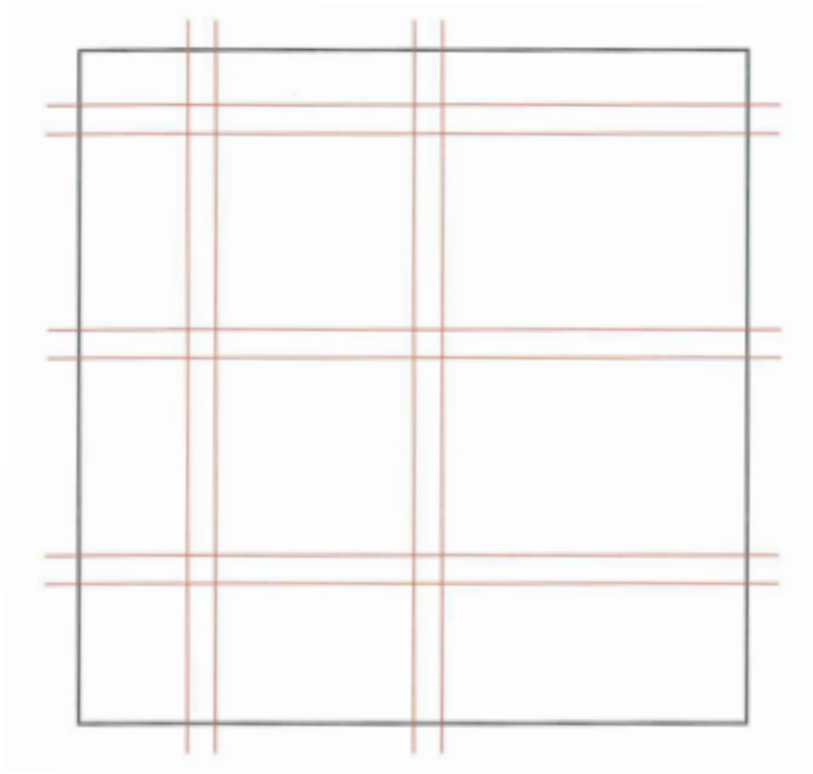


Graphical User Interface Design

- Principles
- **Layout, Typography, Color & Contrast**
- Controls and Widgets
- Simplicity



Layout



source : [4]

The screenshot shows a presentation software interface. On the left, there is a 'Master Slides' panel with a vertical scrollbar. It contains two master slide thumbnails: 'SS10-Master' (checked) and 'SS10-Master copy'. Below this is a 'Slides' panel with a vertical scrollbar, listing 14 slides. Slide 11 is highlighted with a yellow border. The main workspace is a large white area with a horizontal ruler at the top showing measurements from 0 to 70. At the bottom of the workspace, there is a footer text: 'LMU München – Medieninformatik – Alexander Wiethoff + Heinrich Hussmann + Aurelien Tabard – Interaction Design – SS2012' followed by the slide number '11'.

Grids



WIKIPEDIA The Free Encyclopedia

Welcome to Wikipedia, the free encyclopedia that anyone can edit. 3,994,652 articles in English

- Arts
- Biography
- Geography
- History
- Mathematics
- Science
- Society
- Technology
- All portals

- Main page
- Contents
- Featured content
- Current events
- Random article
- Donate to Wikipedia

- Interaction
 - Help
 - About Wikipedia
 - Community portal
 - Recent changes
 - Contact Wikipedia

- Toolbox
- Print/export

- Languages
 - Simple English
 - العربية
 - Bahasa Indonesia
 - Bahasa Melayu
 - Български
 - Català
 - Česky
 - Dansk
 - Deutsch
 - Eesti
 - Ελληνικά
 - Español
 - Esperanto
 - Euskara
 - فارسی
 - Français
 - Galego
 - 한국어
 - עברית

Today's featured article



The Cross of Gold speech was delivered by William Jennings Bryan, a former congressman from Nebraska, at the Democratic National Convention in Chicago on July 9, 1896. In the address, Bryan supported bimetallism or "free silver", which he believed would bring the nation prosperity. He decried the gold standard, concluding the speech, "you shall not crucify mankind upon a cross of gold". Bryan's address helped catapult him to the Democratic Party's presidential nomination; it is considered one of the greatest political speeches in American history. For twenty years, Americans had been bitterly divided over the nation's monetary standard. Many Americans believed bimetallism (making both gold and silver legal tender) was necessary to the nation's economic health. Bryan's speech, delivered at the close of the debate on the party platform, electrified the convention and is generally credited with getting him the nomination for president. However, he lost the general election to William McKinley and the United States formally adopted the gold standard in 1900. (more...)

Recently featured: Dendrocollybia – Killer7 – Calgary Stampede

Archive – By email – More featured articles...

Did you know...

From Wikipedia's newest content:

- ... that during the Antinomian Controversy, Anne Hutchinson (pictured) withstood two separate trials without counsel before being banished from Massachusetts?
- ... that Argentine nationalism sees José de San Martín, Juan Manuel de Rosas and Juan Perón as a line of historical continuity?
- ... that one of the most popular Polish cabarets, Pod Egidą, performing since 1967, has faced persecution from the communist authorities in the People's Republic of Poland?
- ... that 2012 College World Series Most Outstanding Player Robert Refsnyder was born in South Korea and adopted by a California couple when he was three months old?
- ... that the print identity of UK music newspaper The Stool Pigeon is modelled on Victorian tabloids?
- ... that 2012 Australian Olympic canoeist Hannah Davis won a bronze medal in the sport at the 2008 Summer Olympics?
- ... that the starfish Anasterias rupicola feeds on the limpet Nacella macquariensis, sometimes hunting it in groups?



In the news

- At least 141 people are killed in a flash flood in the Krasnodar Krai region of Russia.
- The Shard (pictured) in London is inaugurated as the tallest building in Europe, with a height of 310 metres (1,020 ft).
- In association football, the Copa Libertadores concludes with Corinthians defeating Boca Juniors in the Finals.
- CERN announces the discovery of a new particle with properties consistent with the Higgs boson after experiments at the Large Hadron Collider.
- GlaxoSmithKline pleads guilty to criminal charges of health care fraud and is fined a record US\$3 billion.
- In association football, UEFA Euro 2012 concludes with Spain defeating Italy in the final to win a second consecutive European Football Championship.



Wikinews – Recent deaths – More current events...

On this day...

July 9: Independence Day in Argentina (1816) and South Sudan (2011)

- 455 – Roman military commander Avitus was proclaimed Emperor of the Western Roman Empire.
- 869 – An earthquake and subsequent tsunami struck the area around Sendai, Japan, leaving sand deposits up to 2.5 miles (4 km) inland.
- 1850 – Following Zachary Taylor's death, Millard Fillmore (pictured) became President of the United States, the last member of the Whig Party to hold that office.
- 1962 – In a seminal moment for pop art, Andy Warhol's Campbell's Soup Cans exhibition opened at the Ferus Gallery in Los Angeles.
- 2008 – Under the belief that Israel and the United States were planning to attack its nuclear programme, Iran conducted the Great Prophet III missile test and war games exercise.



More anniversaries: July 8 – July 9 – July 10

Archive – By email – List of historical anniversaries

Grids

INTERNET BUZZ METER
HOCKEY | BASEBALL
TYPE IN TWO THINGS TO COMPARE

WORLD ENERGY USED NOW (TONS COIL EQ)
128,87 | 95,785 | 100,43
20,214 | 23,088

The New York Times SMALL BUSINESS UPDATE
Shifting Careers: The Care and Feeding of Entrepreneurs. An interview with Guy Kawasaki, a best-selling author of seven books on entrepreneurship and a popular [Read more...](#)

CURRENT WORLD POPULATION
6707221920

NIAGRA FALLS CAM
LIVE 11:14 PM

COFFEE CUPS BEING PRODUCED
105K -
103K -
102K -
100K -
99K -
97K -
96K -

911 CALLS BEING MADE
260

CNN BUSINESS
Genworth stock hits all-time low. [Read full story for latest details.](#) [Read more...](#)

ON SALE NOW
Penguin The Scotty Directors Coat
[Go buy it →](#)

HABITABLE PLANETS
1

EGGS BEING PRODUCED
640 (TONS)

YOU, NOW
CLICK TO ADD YOURSELF
WEBFORM REQUIRED

BICYCLES BEING PRODUCED WORLDWIDE
3940

CARS BEING PRODUCED WORLDWIDE
1537

STICKY NOTES BEING PRODUCED
55K -
46K -
37K -
28K -
18K -
9K -
0 -

TOP WORDS BEING USED ONLINE
is

PLAY NOW
-

FORESTS CUT NOW (IN SQ. MILES)
141

SHOPPING DAYS 'TIL CHRISTMAS
44

MONEY BEING SPENT ONLINE (USD)
180068.35

PEOPLE STUCK IN ELEVATORS
6
5
4
3
2
1

BABIES BEING BORN
840

WORLD MOOD
ADD YOURS!

HOUSES BUILT NOW
3.1

LIBERTY CAM
LIVE 11:14 PM

U.S. MOON

LISTEN NOW
LET'S STAY FRIENDS
LES SAVY FAV
1. POTS & PANS
2. THE EQUESTRIAN
3. THE YEAR BEFORE...
4. PATTY LEE
5. WHAT WOULD HOLVES DO
6. BRACE YOURSELF
[BUY ALBUM @ FRENKISS](#) [VIEW BAND @ MYSPACE](#)

NEW CASES OF MALARIA
12891

VIDEOS NOW PLAYING
YouTube

CURRENT TEMP
120
100
80
60
40
20
0
-20
-40
MEXICO CITY

Visual Clutter

CURRENT NATIONAL DEBT YOUR SHARE
0.00000005

TRANSPLANTS TODAY
6
HEARTS

EMAILS BEING SENT
1156

SPAM EMAILS BEING RECEIVED
481

DRY OF WONDERFUL THINGS
Director, Gerald Yorke was a... Crowley (The Beast 666, etc.)

SECONDS UNTIL DOUGHNUT DAY
17711126

FOX SPORTS
Cubs, Braves in running to get Pate's Peavy. In the first big showdown of the offseason, it's the Braves vs. the Cubs for Padres right-hander Jake Peavy. [Read more...](#)

**Clutter creates visual noise and
makes an application hard to use**

Gestalt Psychology

- The Gestalt laws prescribe for us what we are to recognise as one thing' (Köhler,1920)
- How smaller objects are grouped to form larger ones
- Rules of the organisation of perceptual scenes (Heuristics)

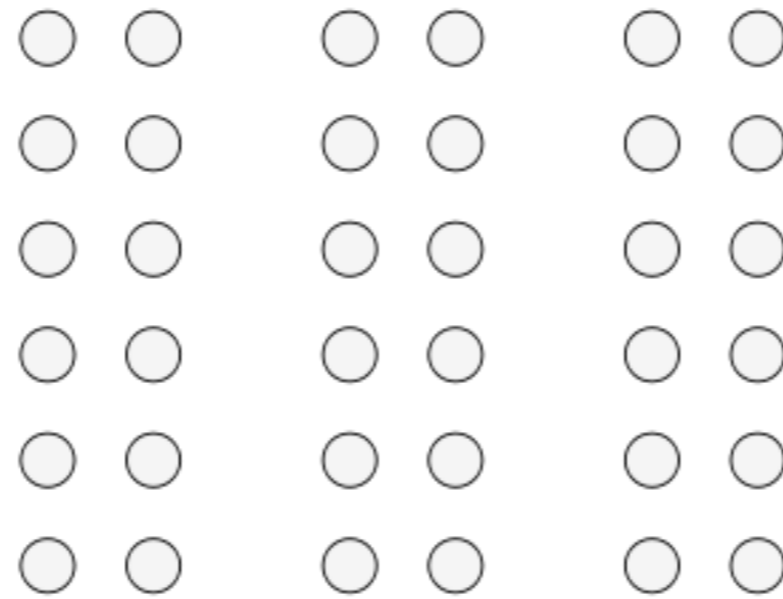
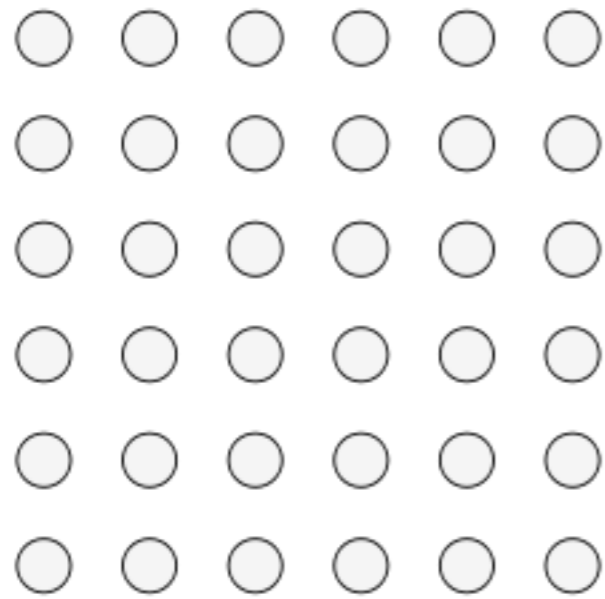
Gestalt Laws

- Proximity
- Collinearity
- Co-circularity
- Continuity
- Parallelism
- Symmetry
- Closure
- Convexity

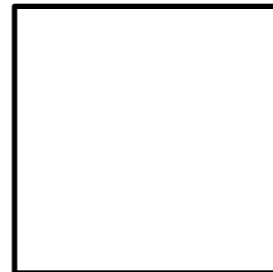
...

In summary the Gestalt Theory believes individuals use insight and their prior experiences to determine the **response to stimuli...**

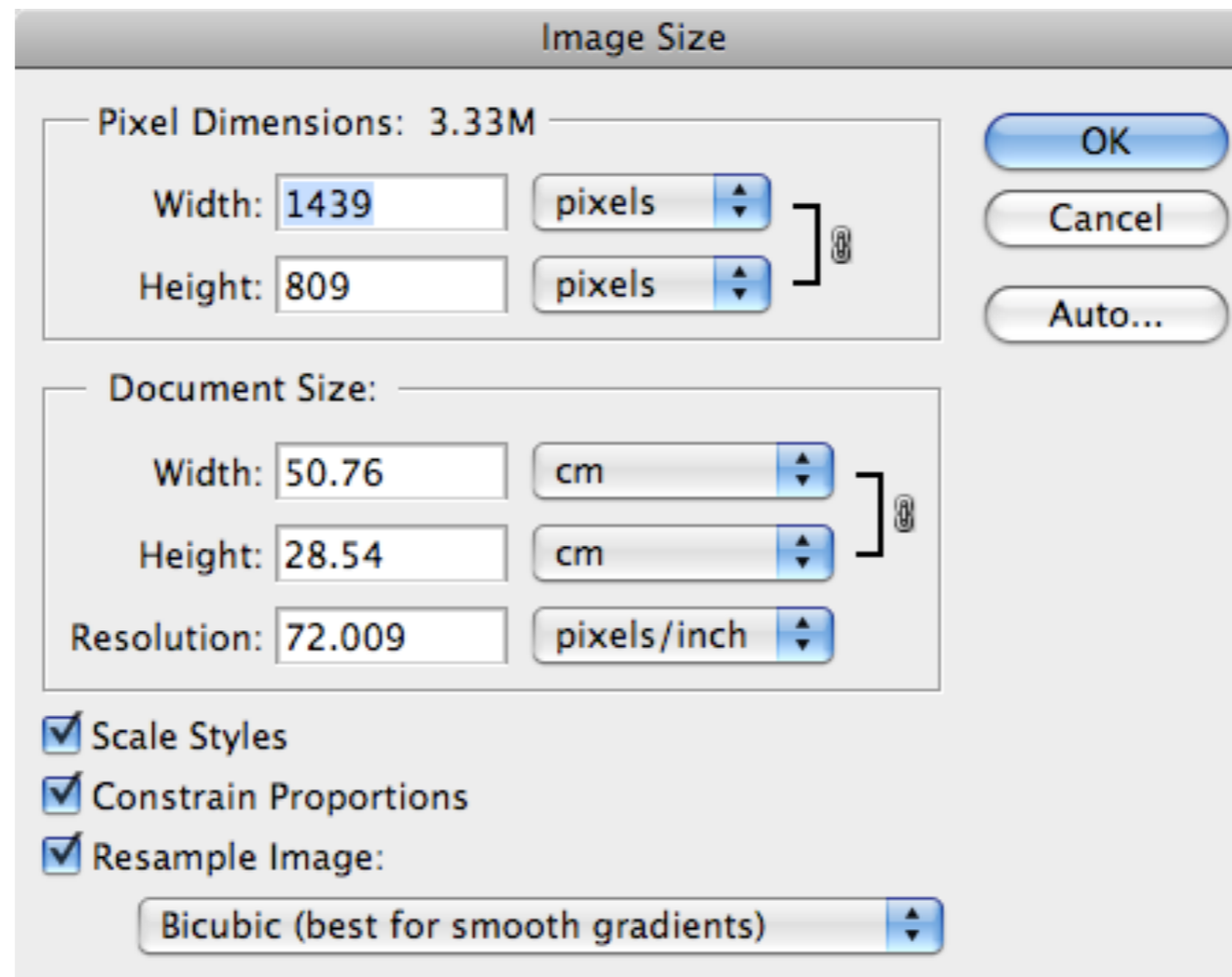
....(uses) Gestalt Theory to try to **make sense** of, and provide order to, information in their perception.



Proximity & Grouping



Alignment



By grouping similar elements together, the designer helps the user deal with a **complex information** display by reducing it to a manageable number of units.



Primary Action / Secondary Action



All form actions are not equal, and therefore the visual presentation of actions should match their importance to make it easier to complete a form.

Visual distinction helps users **make “good” choices.**



Example: "Web Design, Filling the Blanks"



Yammer



Constraint

source : [2]

Constraints are closely related to **real affordances**: For example, it is not possible to move the cursor outside the screen: this is a physical constraint.

Locking the mouse button when clicking is not desired would be a physical constraint. Restricting the cursor to exist only in screen locations where its position is meaningful is a physical constraint.

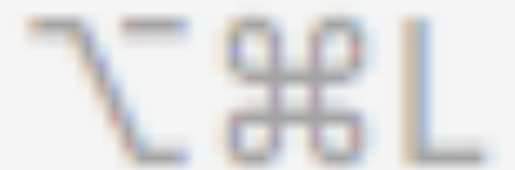
Flip Horizontally

Flip Vertically

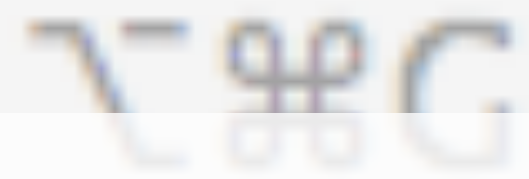
Lock



Unlock

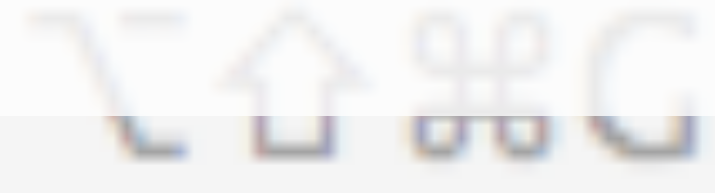


Group



Visual Constraint

Ungroup



source : [2]

Scalability of Interfaces / Flexibility



80/20 rule

source : [1]



A principle for setting priorities: users will use 20% of the features of your product 80% of the time. Focus the majority of your design and development effort (80%) on the most important 20% of the product.

source : [1]

URL:

Hosts
 Span All
 Allow List ->

Reject List ->

Accept/Reject
 Accept: Reject:
 htm(l) gif
 jpg txt
 zip exe
 doc All
Custom list:

Special
Retries:
Additional Parameters:

 Act like a browser
 Convert links
 Ignore robots.txt

Running Options
 Go 2 background
 No info
 All info
 Some info
 Append to logfile
 Overwrite Logfile
Logfile:

Retrieval Options
 No clobber
 Timestamping
 Continue file download
Quota (kB):
 Spider (check for files)
 No directories
 Force directories
 Save to custom dir:

 Clear Server Cache
 Recursive Retrieval
Depth:
 Download "as-is"
 Mirror site
 add HTML suffix
 Only go deeper

Overcrowded Widget

Users are overwhelmed by options, limitless flexibility

Only show me what I need to see

Implement one easy to discover and easy to learn core pattern for common actions across the platform.

Adjust to users' preferences.

Make less common actions harder to reach.



Aesthetic-Usability Effect

source : [1]



Aesthetic-Usability Effect

Aesthetic designs are perceived as easier to use than less-aesthetic designs.

Aesthetic designs look easier to use and have a higher probability of being used, whether or not they actually are easier to use.

source : [1]

The flexibility-usability tradeoff is exemplified in the well known maxim “jack of all trades, master of none”.

Flexible designs can perform more functions than specialised designs, but they perform the functions **less efficiently**.





Akkolade (Nasenklammer, geschwefte Klammer, geschwungene Klammer, Binde, systematische Klammer) → Metazette, Seite 365

In Manuskripten sind mehrezellige Akkoladen schwer zu setzen und später noch schwerer in das Layoutprogramm zu konvertieren. Man behilft sich, indem man ans Ende jeder Zeile, die »akkoladiert« (Susanne Fischer) werden soll, eine einzelne Akkolade setzt: so } wie } hier }

Akkoladen können nach links, rechts, oben oder unten weisen, je nach Art und Ausrichtung der zusammenzufassenden Elemente. Sie weisen von den Listenelementen zu den Erklärungselementen, nicht umgekehrt.

Oft ist es schöner und kaum mühsamer, große Akkoladen aus alten Schriftmusterbüchern zu scannen und als Bild einzubauen; die zusammengebastelten Nasenklammern sind meist nicht sehr schwungvoll.

rechts oben: »englischer Schnitt«
rechts unten: »französischer Schnitt«

unten: Akkoladen aus einem Stück werden bei Skalierung, je nach Umfeld, fett und plump (Thesis Sans extraleicht in den Punktgrößen 10/12/14/18/24/36/48/60/72/96).



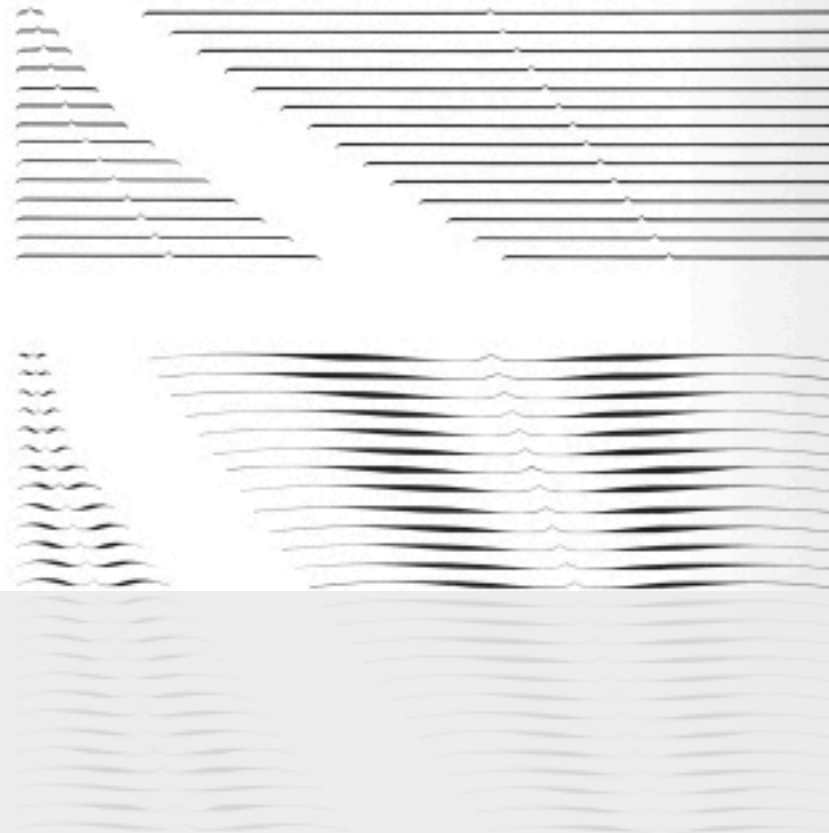
Fonts

Akkoladen in der Größe normaler Klammern werden gesetzt wie normale Klammern.

Akkoladen, die über mehrere Zeilen gehen, dienen als Zusammengehörigkeits-Zeichen über mehrere Zeilen hinweg, etwa in Personenverzeichnissen. Man muß sie nicht mühsam aus einzelnen Teilen zusammensetzen, die in Sonderfonten zu finden sind.

Wenn man eine Akkolade in der Größe einer normalen Klammer über mehrere Zeilen vergrößert, wird sie fett, groß und plump, sogar bei Verwendung eines extraleichten Schnittes. Statt einer Akkolade tut es übrigens auch eine Linie.

Hier ein hübsches Beispiel für Akkoladen-Verschachtelung im Tabellensatz. Die Auspunktierungen sind höchst verzichtbar, da Tabellen nicht mehr auf Spaltenbreite ausgeglichen werden müssen.



Die {Akkoladen} als Parenthesen im Text dienen der Differenzierung in wissenschaftlicher Typografie.

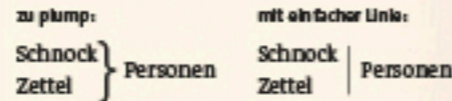
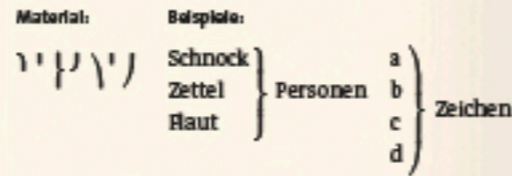


Table with 4 columns: Supervision of timber sales, 1-hour jobs, 2-hour jobs, 3-hour jobs, District 1-5, 1 1/2 hours' travel, 1 hour's travel, 2 hours' travel, Sales conducted monthly from May to July.

Alltägliche Sonderzeichen

- Gradzeichen ° und Hoch »0« °
- Minute ' und Sekunde '' / ASCII-Strichlein ' und ''
- Paragraphzeichen §
- Währungszeichen \$ € £ ¥ €
- Nummer-Zeichen #
- »Et«-Zeichen &
- »At«-Zeichen @, Mail- und Internet-Adressen
- Gleich = und Plus + und Minus -
- kleiner als < und größer als >
- höchstens ≤ und mindestens ≥
- Alinea-Zeichen ¶
- Kreuz † und Doppelkreuz ‡ und Stern *
- Copyright-Zeichen ©
- Eingetragene Marke ®
- Mal-Zeichen ×
- Unterstrich _
- Durchschnittlich ∅
- Unendlich ∞
- Akzente und ungefähr-Zeichen ≈
- Vorsicht bei Sonderzeichen auf dem Macintosh

Grad-Zeichen: °

Bei Winkelgraden wird das Grad-Zeichen unmittelbar an die Zahl gesetzt, vielleicht etwas spationiert.

Temperaturangaben ohne Einheit: Das Grad-Zeichen steht direkt an der Zahl. Mit Einheit: Es steht direkt vor dem Einheitskürzel, von der Zahl durch ein geschütztes Flexibles Leerzeichen getrennt.

Es ist kein hochgestellter Buchstabe »0«, sondern ein spezielles Zeichen.

Ein Winkel von 360°.

Bei 15° gehe ich nicht ins Wasser. Es müssen 25°C sein. Ein 15°-Bad. Ein 25°-C-Bad.

15°: richtig 15º: falsch

Hochgestellter Buchstabe 0 und weitere hochgestellte Buchstaben und Zeichen

→ Textbelegung, Seite 358

Das hochgestellte kleine »0« findet in Abkürzungen wie »Nº« oder »rº« Verwendung. Hier darf das Grad-Zeichen nicht stehen, das kein kleines »0« ist, sondern ein Kreis.

Nº 6: falsch Nº 6: richtig Gesprochen: »Numero 6« Band 1: 8º, Blatt 12 1º und 2 1º. Gesprochen: »Band eins: Octavo, Blatt 12 recto und 2 verso.«

Minute: ' und Sekunde: '' Fuß: ' und Zoll: '' Auch Orgelregister bezeichnet man mit diesen Strichen (Fuß-Länge der Orgelpfeifen). Die ASCII-Strichlein ' und '' sind hier und für Anführungen falsch.

→ Anführungen sehen, Seite 199

Die kleinen etwas schrägen Strichlein verwendet man nur für Zeit- und geographische Angaben sowie für Fuß und Zoll. Sie stehen direkt an der Zahl, vielleicht etwas spationiert, danach ein Wortzwischenraum. (Zeitangaben besser mit »:)«)

→ Zeitangaben, Seite 199

1. Satz Allegro 9' 40'' »neun Minuten vierzig Sekunden« 11' 14' 30'' östlich Greenwich, 47' 12' 7'' nördlicher Breite »elf Grad vierzehn Minuten dreißig Sekunden«

11º 14' 30'' 1º 14' 30'' 11' 14' 30'' alles falsch 11' 14' 30'' einzig richtig

Paragraph-Zeichen: § »das §-Zeichen hat auch so was wie halbFrau halb Sehpferdchen« Anno Schmidt

Das Paragraph-Zeichen steht immer vor einer Zahl. Es kann nicht das Wort »Paragraph« in einem Text ersetzen. Es ist von der Zahl durch ein gFL getrennt – wie auch ein eventuell folgender Buchstabe.

Ich zitiere hier § 59, vor allem § 59 b. Plural: Die §§ 59 bis 61 sind zu tilgen. falsch: 14 §§ nach dem ersten § tilgen! richtig: 14 Paragraphen nach dem ersten Paragraphen tilgen!

Währungszeichen: \$, €, £, ¥, € etc. → Unterbelegung von Zeichen, Seite 199

Wenn das Euro-Zeichen in der verwendeten Schrift nicht existiert (bei neu gekauften Schriften sollte man darauf bestehen), muß man es aus einer ähnlichen Schrift nehmen, oder man nimmt das geometrische Euro-Zeichen der EU. Die EU-Kommission akzeptiert auch die Schreibweise »EUR« als offizielle Kurzform mit...

Währungs-Zeichen oder Währungs-Abkürzungen wie »\$Fr.« stehen mit gFL hinter oder vor dem Betrag. Reihenfolge in Texten: »Summe-Währung« (noch besser: ausschreibbar). In Listen: »Währung-Summe«. Währungsabkürzungen wie »dkr«, »\$Fr.« oder »kan\$« setzt man ohne Abkürzungspunkt.

Ausgeschriebene Währungen setzt man nach der Summe und einem Wort zwischenraum.

Text: Geben Sie mir 50.000 \$ in kleinen Scheinen! – In meinem Geldbeutel waren 76 \$Fr, 63 €, 63.000 ¥ und 480 kan\$.

Urte: \$ 3.455,00 \$ 30.985,60

Geben Sie mir 50.000 Dollar in kleinen Scheinen!

Rule of thumb

Courier
CourierBold
CourierBoldOblique
Helvetica
HelveticaBold
HelveticaBoldOblique
HelveticaOblique
TimesBold
TimesBoldItalic
TimesItalic
TimesRoman

- two general groups: serif & sans serif
- sans serif can be scanned quickly
- avoid very heavy or light typefaces for UIs
- avoid combining too similar typefaces
- stick with standards first

- On computer displays, sans-serif fonts often work better at very small point sizes, unlike print, in which the serified fonts tend to be more readable as body text.
- Avoid italicised, cursive, or otherwise ornamental fonts;
- Highly geometric fonts tend to be difficult to read at small point sizes, as the circular letters (e, c, d, o, etc.).

Courier
CourierBold
CourierBoldOblique
Helvetica
HelveticaBold
HelveticaBoldOblique
HelveticaOblique
TimesBold
TimesBoldItalic
TimesItalic
TimesRoman

Courier
CourierBold
CourierBoldOblique
Helvetica
HelveticaBold
HelveticaBoldOblique
HelveticaOblique
TimesBold
TimesBoldItalic
TimesItalic
TimesRoman

- All-caps is too hard to read for body text, though it works fine for headlines and short texts. Capital letters tend to look similar, and are hard for a reader to differentiate.
- Set large amounts of text in a medium-width column when possible—say, around 10 to 12 English words on average.

A B C D E F

A B C D E F

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed a sem. Nullam nonummy libero id libero. Donec libero erat, consequat in, tincidunt at, malesuada id, urna. Fusce tincidunt consectetur ante. Nam sit amet lorem. Nulla nec ante ac risus tincidunt suscipit. Aliquam luctus. Vivamus lobortis odio at risus porttitor ultrices. Maecenas odio libero, rhoncus et, dignissim id, rhoncus at, quam. Vivamus dolor. Quisque feugiat fringilla enim.

Didot

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Georgia

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Goudy Old Style

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed a sem. Nullam nonummy libero id libero. Donec libero erat, consequat in, tincidunt at, malesuada id, urna. Fusce tincidunt consectetur ante. Nam sit amet lorem. Nulla nec ante ac risus tincidunt suscipit. Aliquam luctus. Vivamus lobortis odio at risus porttitor ultrices. Maecenas odio libero, rhoncus et, dignissim id, rhoncus at, quam. Vivamus dolor. Quisque feugiat fringilla enim.

Futura

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Verdana

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Arial Narrow

THIN

Roboto

BLACK SMALL CAPS

SUNGLASSES

ITALIC

Self-driving robot ice cream truck

BOLD

Fudgesicles only 25¢

BOLD CONDENSED

ICE CREAM

MEDIUM

Marshmallows & almonds

LIGHT

#9876543210

BOLD ITALIC

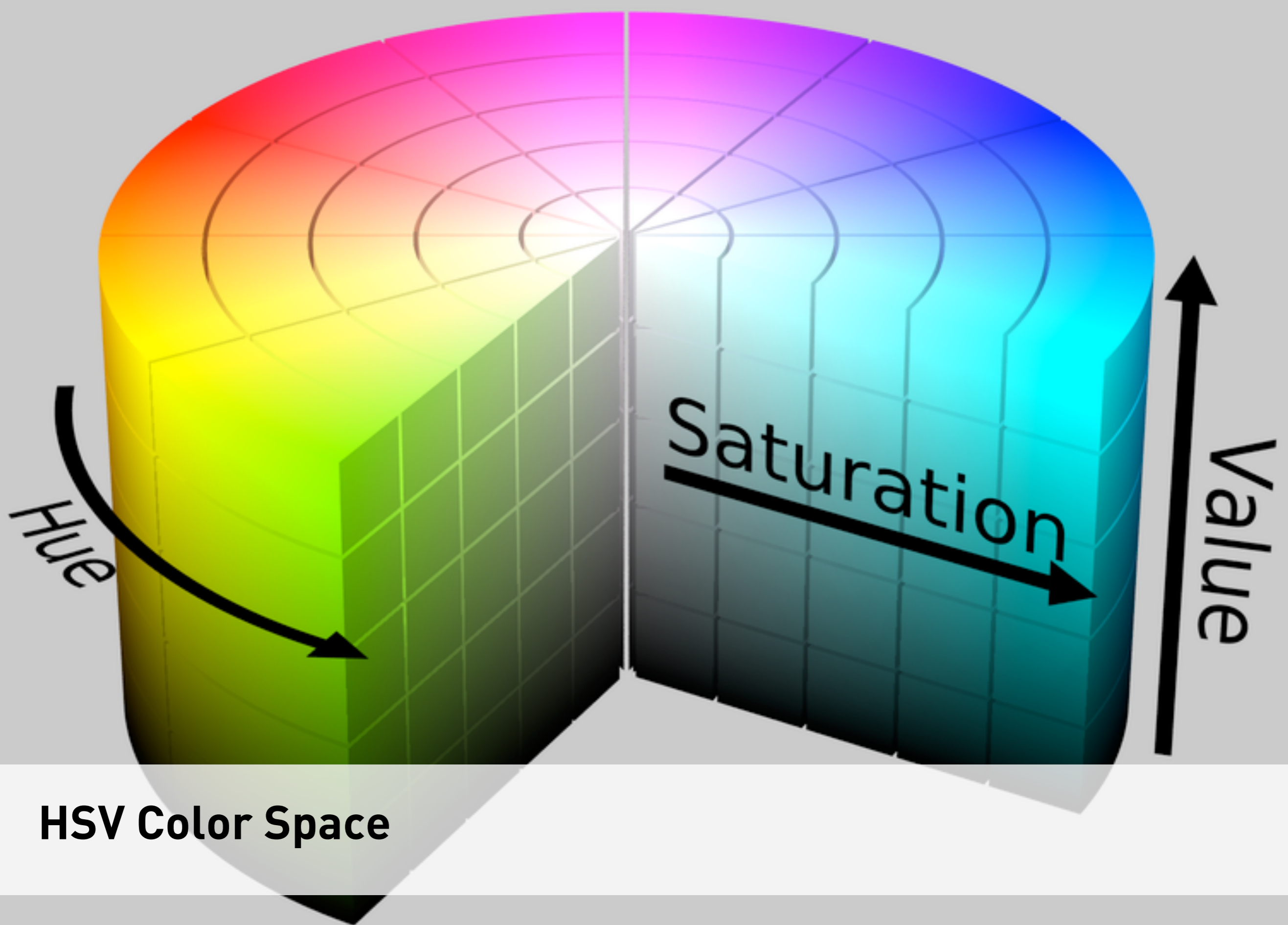
Music around the block

REGULAR

Summer heat rising up from the sidewalk

source : [5]

Color



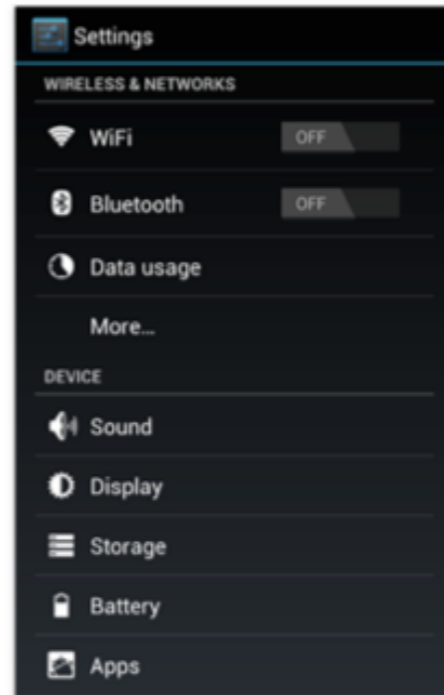
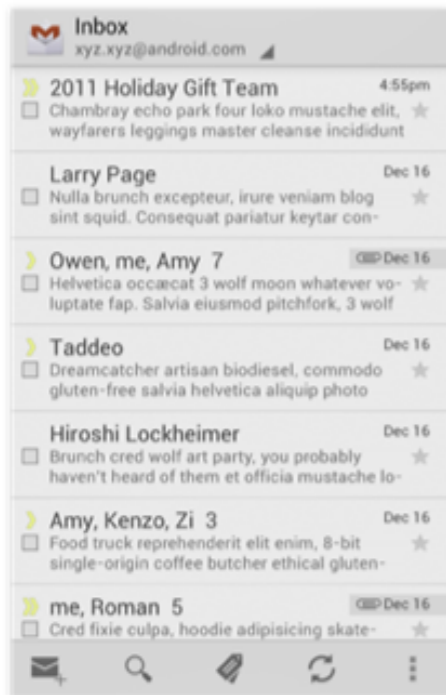
HSV Color Space

- three main properties: hue, saturation (or intensity) and value (or brightness)
- hue refers to the color itself (the particular color within the optical (visible) spectrum of light), saturation refers to the brightness, value refers to the amount of black in a color

- color can provide cues for use
- color can establish a relationship
- color can indicate importance
- consider human factors such as color blindness and cultural differences

Warm versus cool
Dark versus light background
High versus low contrast
Saturated versus unsaturated
Combinations of hues

Colors



source : [5]

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Home of AAA World Wide Web Design
& Hosanna Afghan Hounds

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| Mahadi | Polo ~ BIS National Specialty 2003
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HORSES: Step Of Faith Farm | SPIRITUAL: 911 | AALF

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EMAIL ARTIST AT: kvalimaki@aol.com

SOME SAY TIMES ARE CHANGING,
Hosanna Afghans HISTORY Page [CLICK HERE](#)

From the Mouths of Babes
~~~~~  
My daughter said, 'I wonder...'  
~~~~~  
I had NEVER thought of
that, so I did a Bible Search...

NEVER FORGET!



LOST AFGHAN HOUNDS
Joy - in Indiana
[CLICK HERE](#)

[PRECIOUS is still lost](#)

We have **BEAUTIFUL PUPPIES** available
SOON, whelped JUNE 17, 2010, with AKC Champion sire & dam!

We also have some **BEAUTIFUL** Champion sired young male and female Afghan Hounds **AVAILABLE NOW.** If you have room in your heart to love one of these 'most beautiful dogs in the world, please check out **[THIS PAGE](#)**

COME SEE THE MOST BEAUTIFUL ART CAR IN THE WORLD, AWARD WINNING PARADE CAR, AND OUR HOSANNA AFGHAN HOUNDS DOG SHOW

Questionable Website



Google

Google Search

I'm Feeling Lucky

Googles Search Page



Inter



Show All

Language For

Region: Custom

Dates

Saturday, 5 January 2008

5 January 2008

5 Jan 2008

Contrast

source : [2]

Effective design creates **no more contrast than necessary.**

This allows the viewer to easily identify the elements in question as a strongly defined subset of the available information.



Show All

Language For

Region: Custom

Dates

Saturday, 5 January 2008

5 January 2008

5 Jan 2008



Symmetry

source : [2]

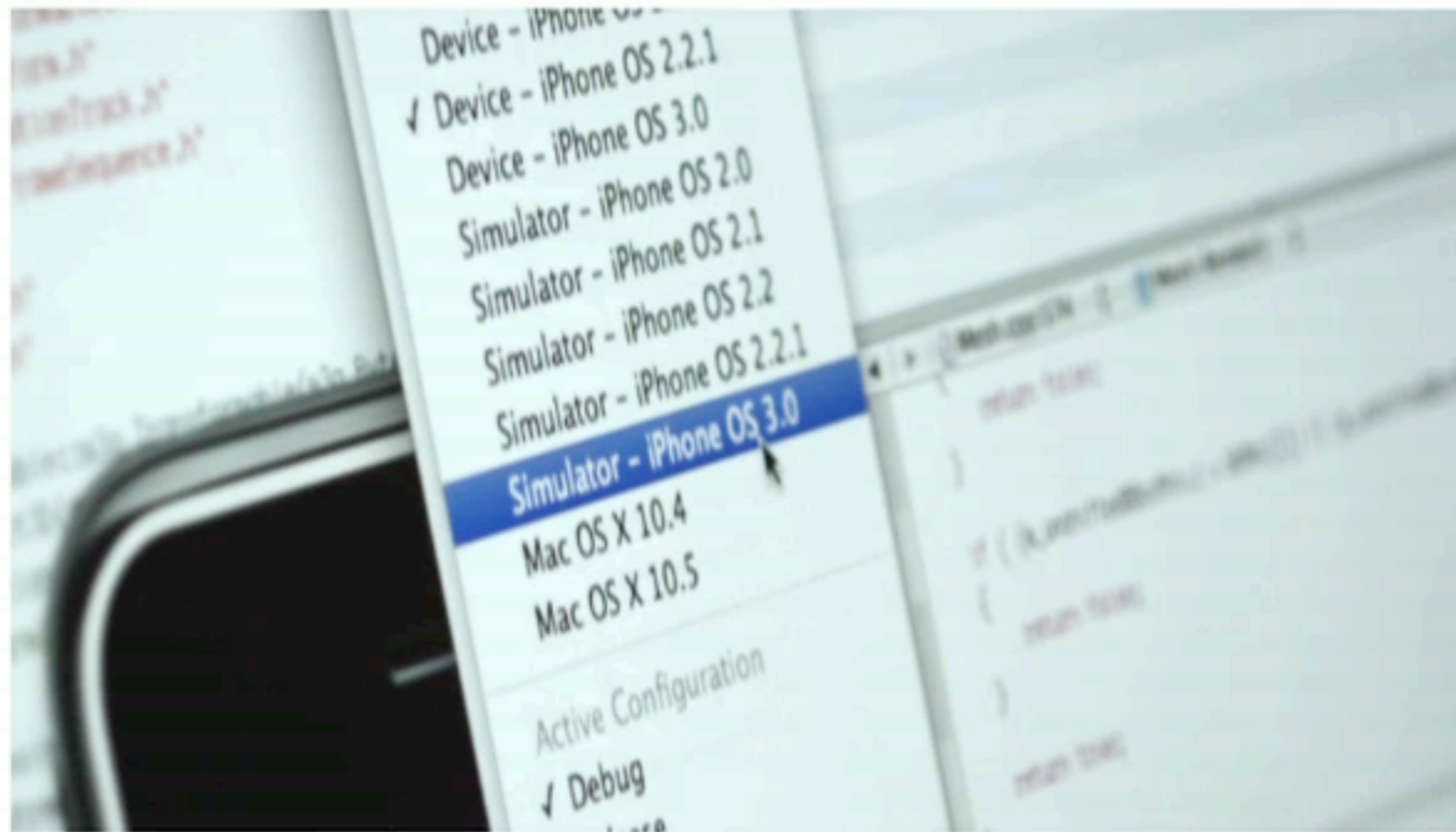


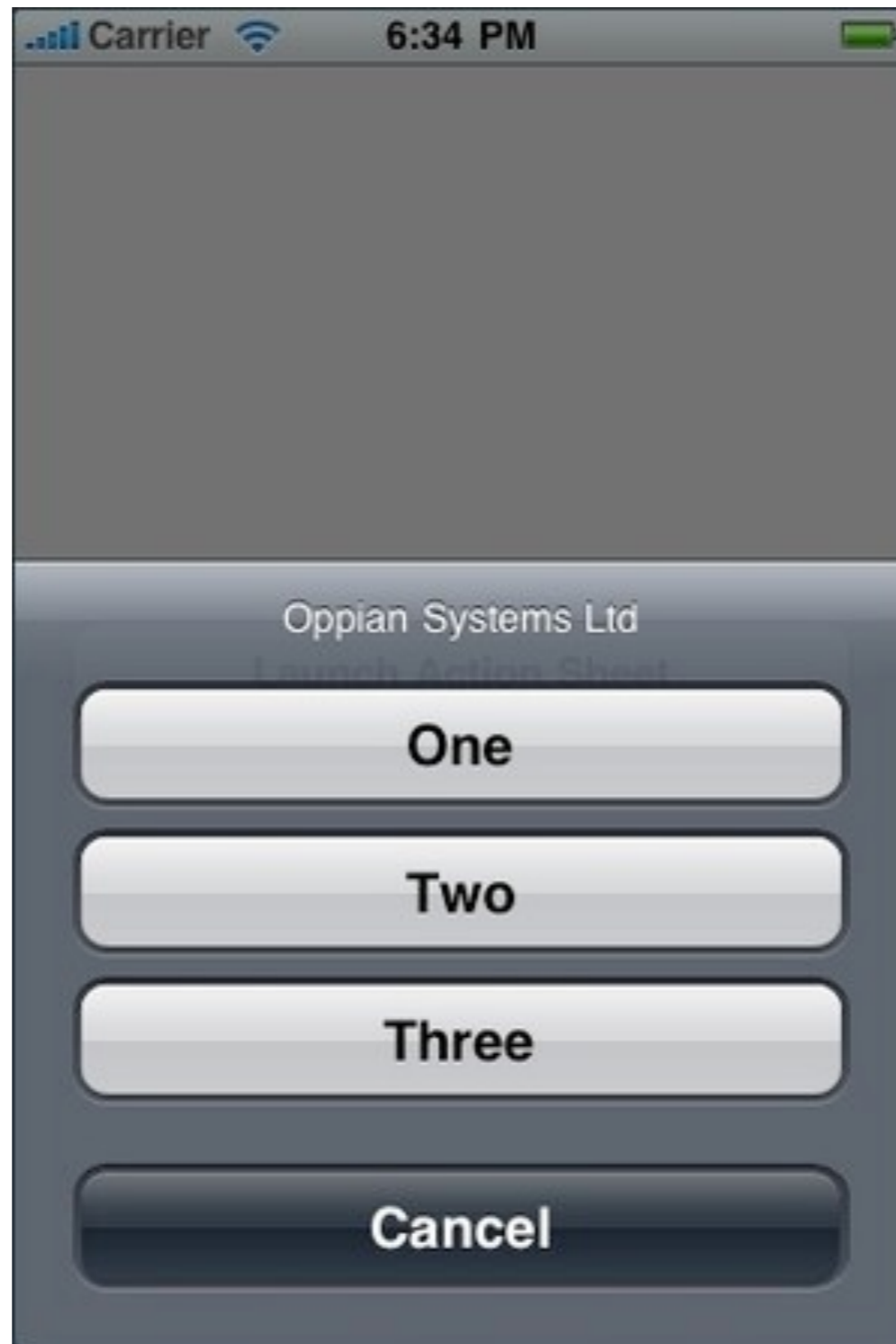
Symmetry ensures **balance and clear organisation**, if sometimes at the expense of visual interest. While this may be a drawback for a poster or retail packaging, it is perfectly appropriate for a user interface.

UI Kits

iPhone

Developing Apps for iPhone





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[WEEK](#)
[MONTH](#)
[ALL](#)

- Giant Goldfish** by manekineko

508	3005	232796	3510
COMMENTS	FAVORITES	VIEWS	LOVES
- Thought Provoking** by Miss_Anthropy

285	1938	139170	2738
COMMENTS	FAVORITES	VIEWS	LOVES
- Terra?** by GlueStudio

442	1567	89562	1463
COMMENTS	FAVORITES	VIEWS	LOVES

RECENT PALETTE COMMENTS

huege POSTED 2 MINUTES AGO

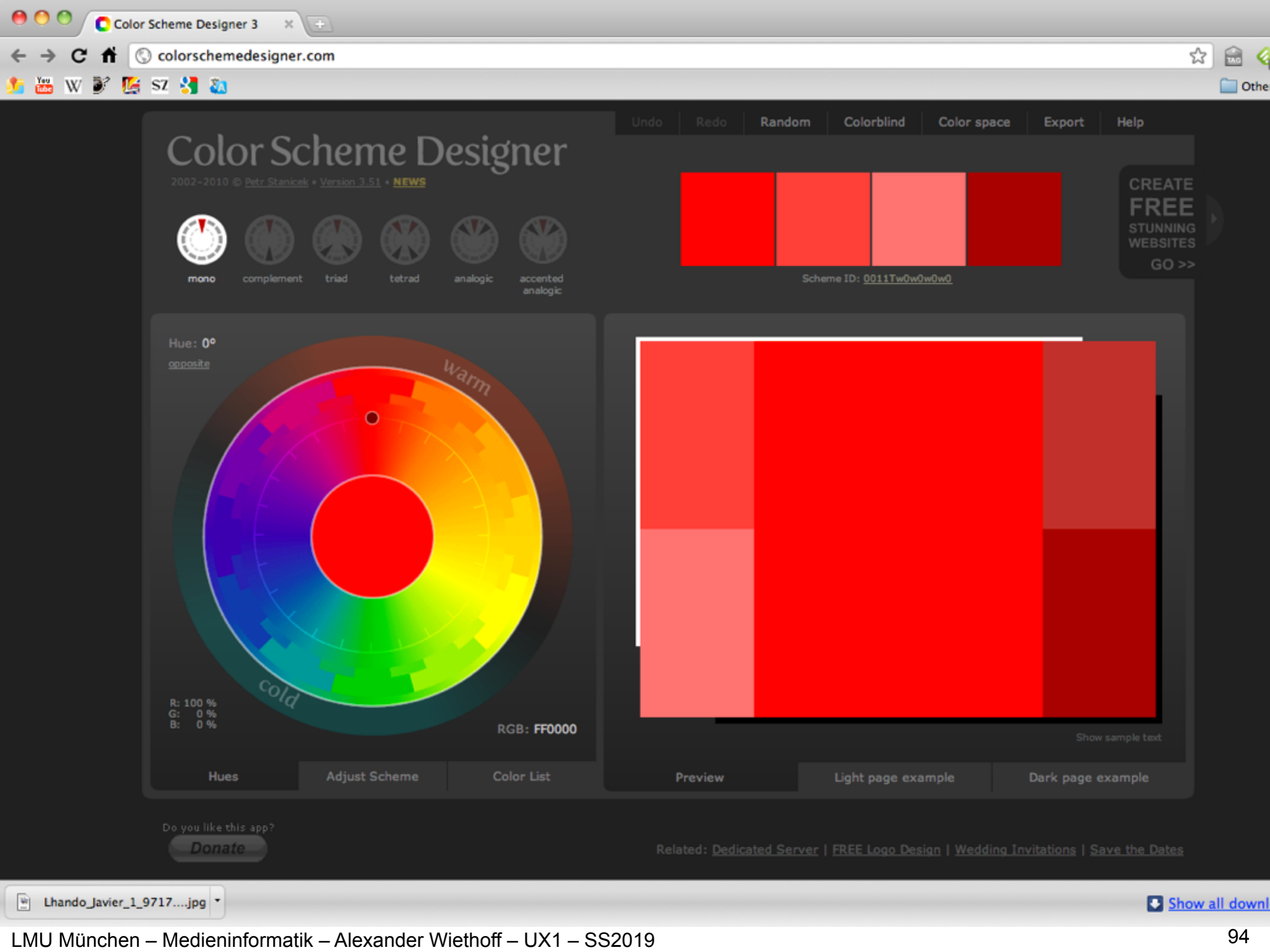
Lovely pattern Dawn! After a few minutes of looking at it, I realized she had a cigarette :) American Women wrote:

Smoking Lady by American Womer

3
 0
 Rank #137256
 COLOURlovers.com

huege wrote:

I love it! I don't know why, but to me this looks like the palette should on a package of cigarettes. I don't even smoke, but I love the palette so much that I think it's making me want to start smoking?!?!



Color Scheme Designer

2002-2010 © Petr Stanicek • Version 3.51 • [NEWS](#)



mono



complement



triad



tetrad



analogic



accented analogic

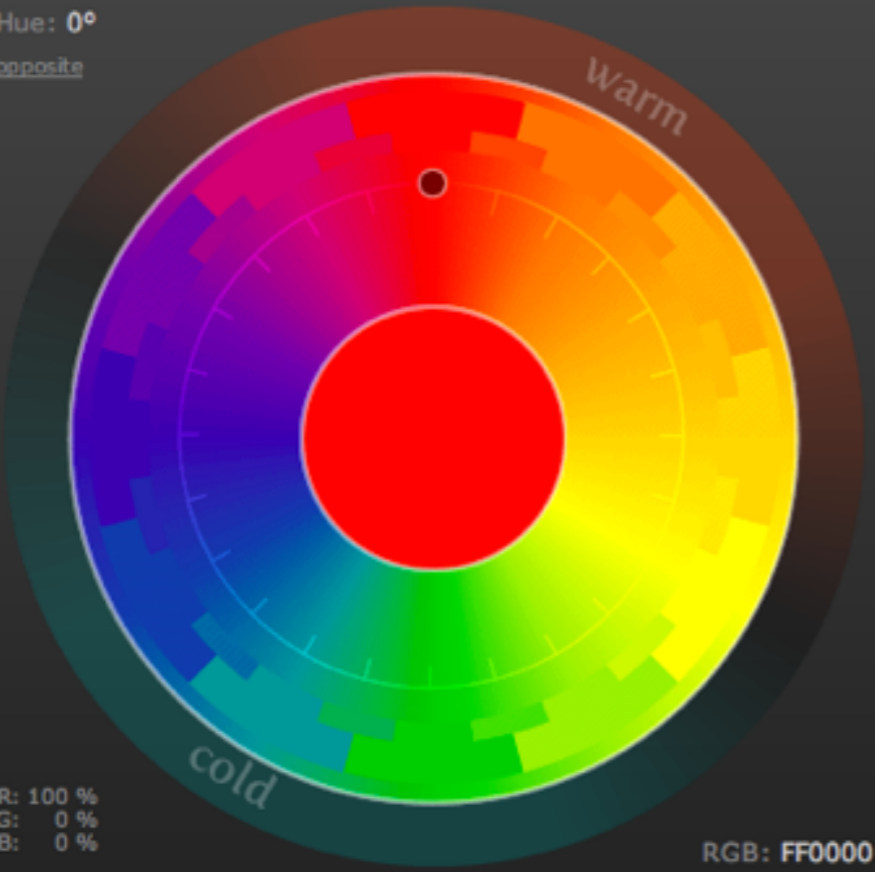


Scheme ID: [0011Tw0w0w0w0](#)

CREATE
FREE
STUNNING
WEBSITES
GO >>

Hue: 0°

[opposite](#)



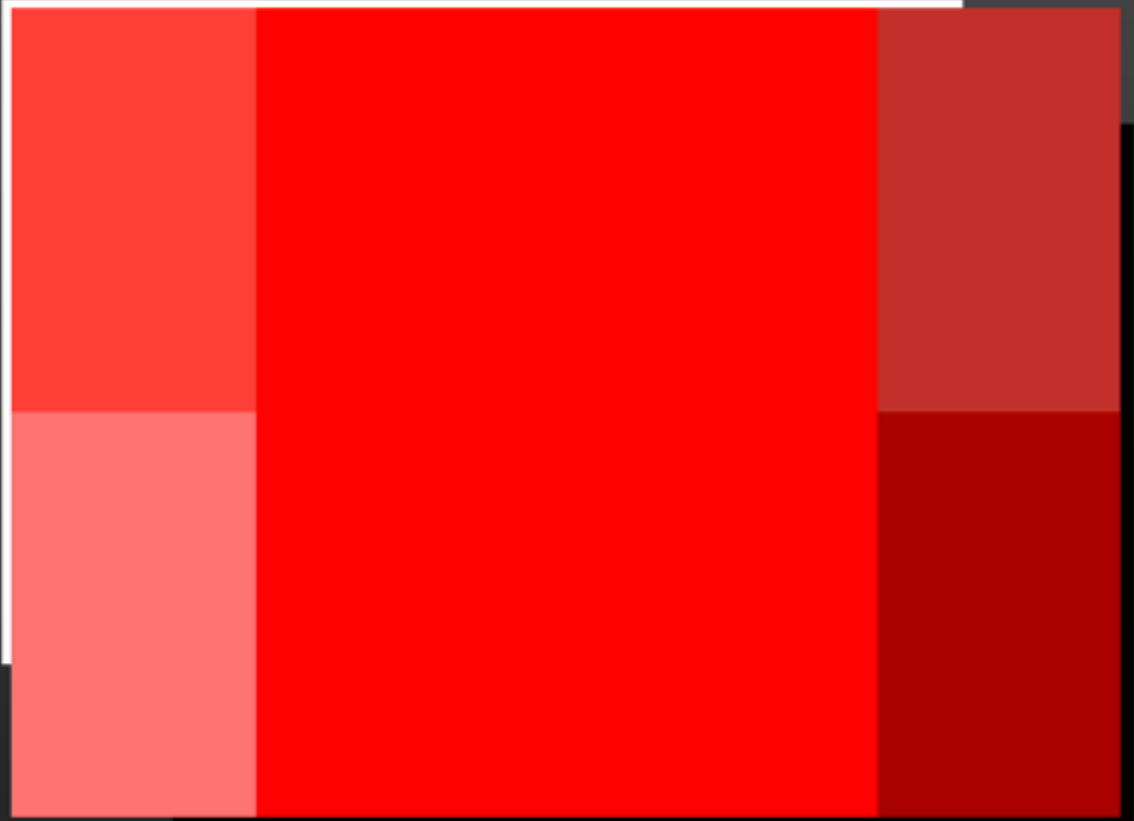
R: 100 %
G: 0 %
B: 0 %

RGB: FF0000

Hues

Adjust Scheme

Color List



Show sample text

Preview

Light page example

Dark page example

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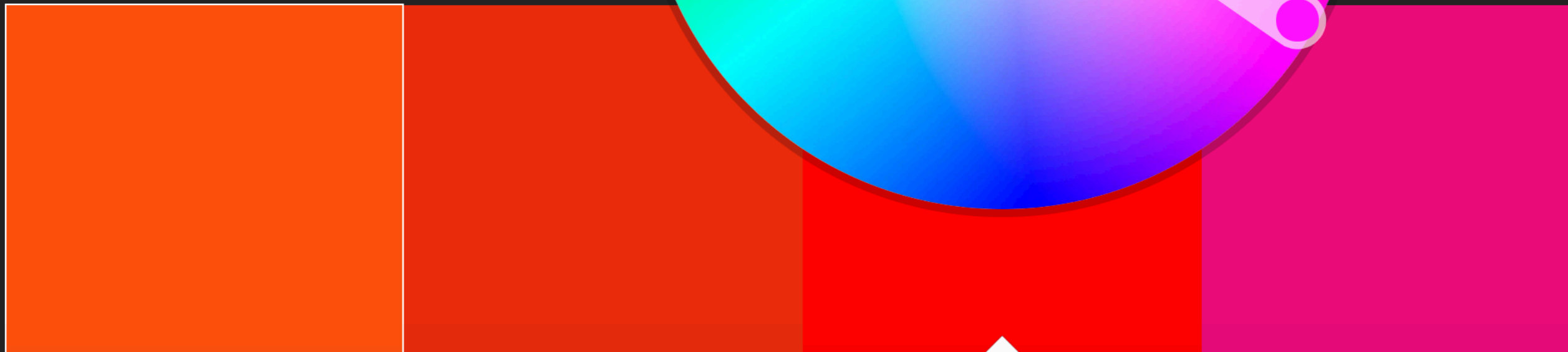
Lhando_Javier_1_9717....jpg

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IMPORT IMAGE COLOR WHEEL

Change Color Harmony

Analogous



Graphical User Interface Design

- Principles
- Layout, Typography, Color & Contrast
- Controls and Widgets
- Simplicity



Switch

<http://fbeleec.en.made-in-china.com/product/QeZnlxqKZikC/China-Switch.html>



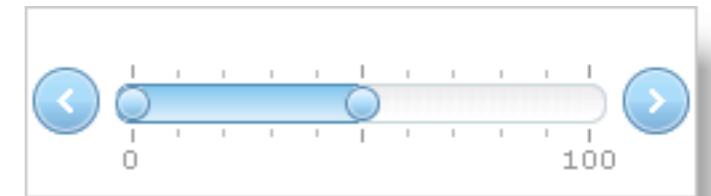
Button

[http://www.conrad.de/ce/de/product/701855/Vandalismusgeschuetzter-Taster-16-mm-mit-Ringbeleuchtung-48-VDC-2-A-GQ16F-10EJB12V-Loetpins-48-VDC-2-A/SHOP_AREA_17386&promotionareaSearchDetail=005](http://www.conrad.de/ce/de/product/701855/Vandalismusgeschuetzter-Taster-16-mm-mit-Ringbeleuchtung-48-VDC-2-A-GQ16F-10EJB12V-Loetpins-48-VDC-2-A/)



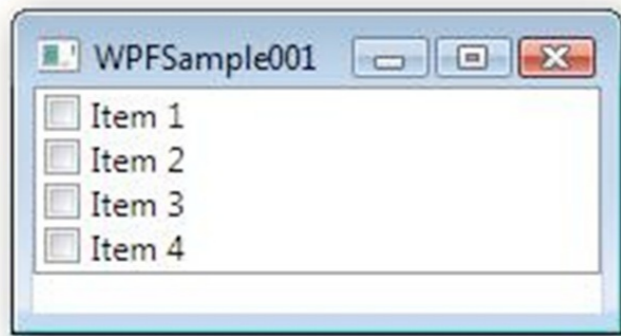
Dial

<http://www.conrad.de/ce/de/product/718295/Universal-Geraetknopf-mit-Skala-A-x-B-x-C-mm-23-x-37-x-233-Aluminium-eloxiert-Aluminium-eloxiert-Achs-Durchmesser/?ref=search>

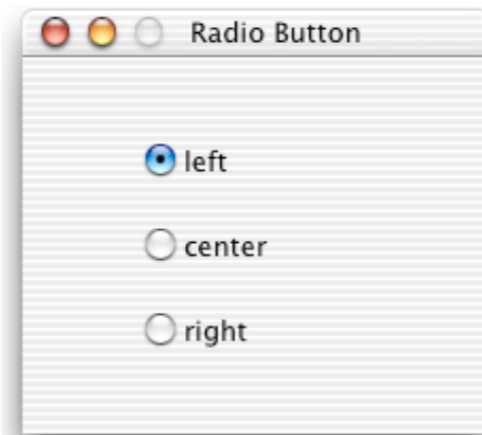


Slider

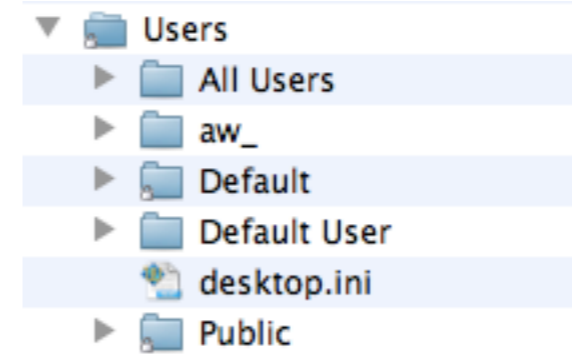
http://help.infragistics.com/Help/NetAdvantage/ASPNET/2011.2/CLR4.0/html/images/Web_New_WebSlider_Control.png



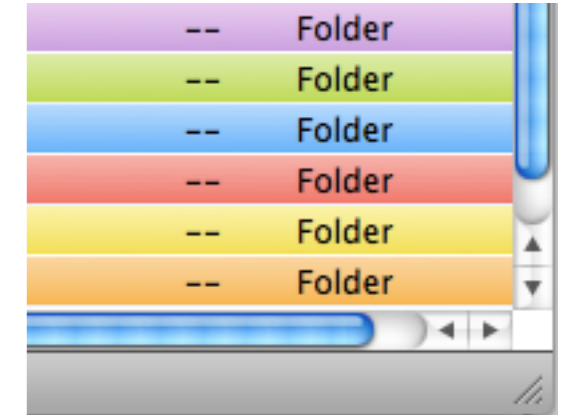
Checkbox



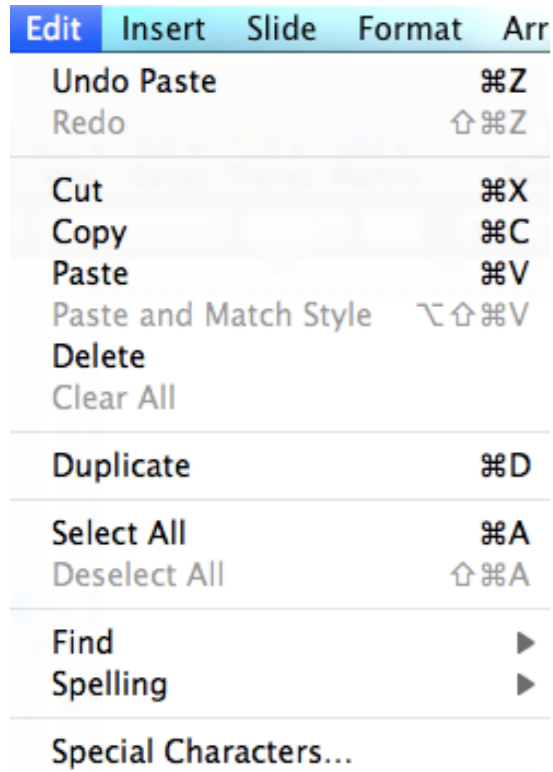
Radio Button



Twist



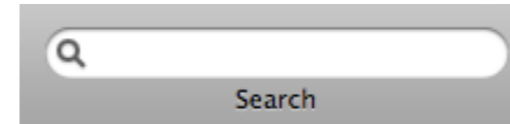
Scroll Bar



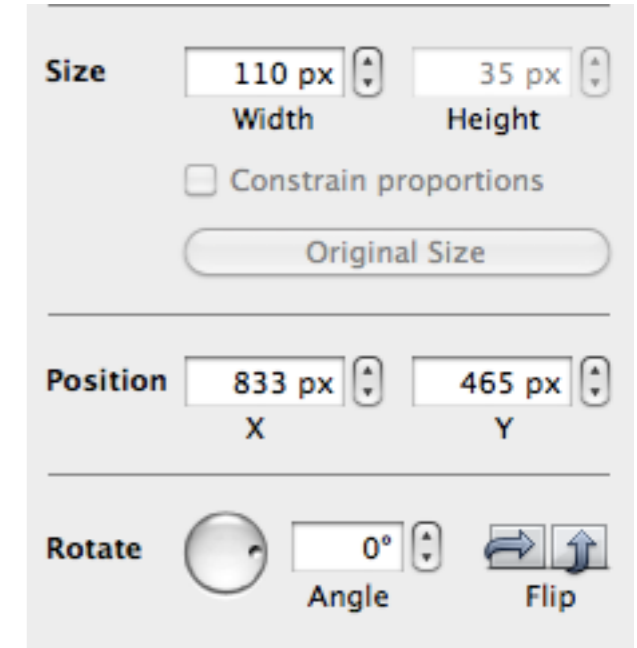
Drop-down menu

Collection	Typeface
All Fonts	Arial 14.0 pt.
English	Arial 18.0 pt.
Favorites	Times New Roman 288.0 pt.
Recently Used	Verdana 24.0 pt.
Fixed Width	Verdana 36.0 pt.
Fun	
Modern	
PDF	
Poppi	
Traditional	
Web	
Windows Office Con	

Multiple Selection List



Text Box



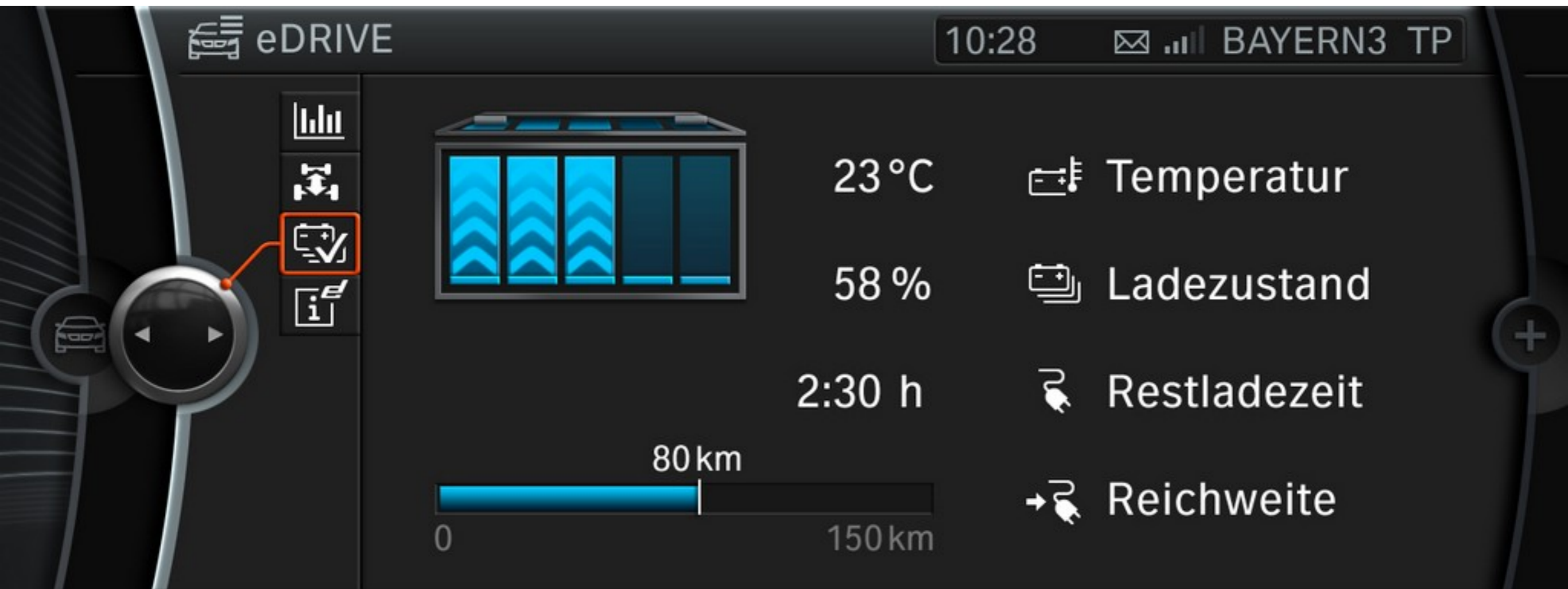
Spin Box



Controls



Controls



Mapping of Representation and Control

Graphical User Interface Design

- Principles
- Layout, Typography, Color & Contrast
- Controls and Widgets
- Simplicity



Simplicity



Approachability

Simple designs can be rapidly apprehended and understood well enough to support immediate use or invite further exploration.



Recognisability

Simple designs can be recognised more easily than their more elaborate counterparts. Because they present less visual information to the viewer, they are more easily assimilated, understood and remembered.



Immediacy

Simple designs have a greater impact than complex designs, precisely because they can be immediately recognised and understood with a minimum of conscious effort.



Usability

Improving the approachability and memorability of a product necessarily enhances usability as well. Simple designs that eliminate unnecessary variation or detail make the variation that remains more prominent and informative.

source : [2]

Reduction through successive refinement is the only path
to simplicity

Reduction means that you eliminate whatever isn't necessary. This technique has three steps: (1) decide what essentially needs to be conveyed by the design; (2) critically examine every element (feature, label, UI widget, etc.) to decide whether it serves an essential purpose; (3) remove it if it isn't essential.

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