



Human computer interaction Lecture 11

KASSYMOVA AIZHAN BAKHYTZHANOVNA, PHD,
ASSOCIATE PROFESSOR

A.KASSYMOVA@SATBAYEV.UNIVERSITY

Lesson plan

Visual Design

- Typography

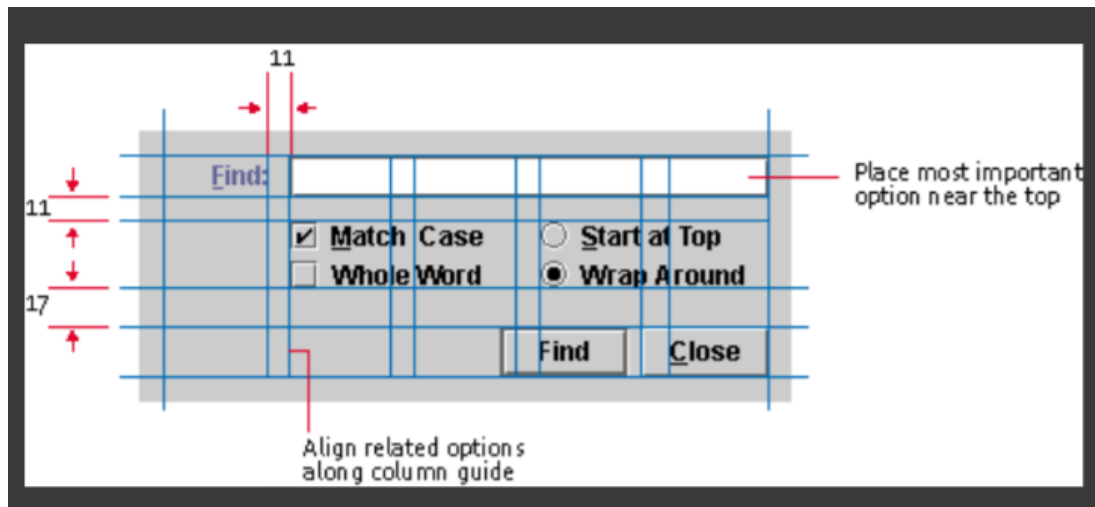
Information Design

- Grids and Grouping, Alignment
- Reading and Navigating

Information design

Grids and Grouping,
Alignment

Grid Systems (Java L&F, 2001)



Java Look and Feel Design Guidelines, 2001,
<http://java.sun.com/products/jlf/ed2/book>

Jan Tschichold's Bauhaus Revolution



Grids comprise...

Lorem ipsum dolor sit amet.

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FATHER'S DAY GIFT GUIDE



If your dad is like one of these celebrity dads, we've got the perfect (last minute) gift for you to get him!

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ATTILA VERDI

"Enthralling masterpiece."
-NY Times

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SAN FRANCISCO OPERA

MYSAPCE MUSIC PLAYER

[LAUNCH >](#)

'THE ART OF RAP' PLAYLIST

Listen to the journey of rap's legacy with old and new school artists [▶](#)

'THE ART OF RAP' PREMIERE

We were there, find out all about it! [LOOK >](#)

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Ian Smith, Diana Thai and 2 others use Myspace

NEW MYSAPCE PLAYLISTS [▶](#)

MUSIC SONG CHARTS [▶](#)

MUSIC VIDEO CHARTS [▶](#)

MUSIC NEWS



EXCLUSIVE: TRAVIS PORTER INTERVIEW
Started here, now compared to Beastie Boys [READ >](#)

WHAT'S HOT



THREADS THURSDAY: SELENA GOMEZ
Turns up the heat, Katy Perry does Halloween? [LOOK >](#)

AROUND HERE



FANSWERS: THAT'S MY BOY
ADAM SANDLER & ANDY SAMBERG
The guys and the cast uncensored [▶](#)



DRAKE VS. CHRIS BROWN
Heartpounding footage surfaces online [READ >](#)



NEW SHOW REPORT CARD: DALLAS
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ONE TO WATCH
MEET THEM HERE FIRST
Amazing artists, incredible music [▶](#)



ADELE
Tops charts, makes history tying with Prince [READ >](#)



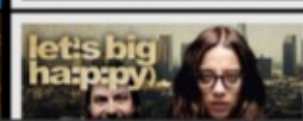
RECAP: DUETS
Things get tense after another is sent home [READ >](#)



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let's big happy

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TOP DESTINATIONS



SCHOOLS & DEPARTMENTS

- » Business
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- » Engineering
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HOSPITALS

- » Stanford Hospital & Clinics
- » Lucile Packard Children's

LIBRARIES

- » Stanford University Libraries

RESEARCH

- » Independent Labs
- » Research Centers

SLIDESHOW



STAY CONNECTED



TS



MFA Documentary Film Screening 7:30 p.m.

Robert Hue Morgan, organ 8 p.m.

Stanford Design Program - Final Presentations 1:30 p.m.

EVENT CALENDAR

TS



GOSTANFORD.COM

UNIVERSITY NEWS



Economics of the sun

Stanford professor delves into the prospects for cost-competitive solar power.



Dissecting a classic

Students explore product design through restoration of a '12 Cadillac DeVille.

MORE STORIES

- » In countries where cooking can kill, trying to promote safer stoves
- » Stanford researchers help visualize California's changing delta
- » Taking the sting out of summer: Advice from Stanford wilderness medicine experts

MORE NEWS

AT STANFORD



Stanford on iTunes U

Now featuring full courses on the new iTunes U app.

SEE ALL

Court Dissolves Parliament in Egypt in Blow to Islamists

By DAVID D. KIRKPATRICK
 5 minutes ago
 Egypt's high court, which also blessed the presidential bid of Hosni Mubarak's last prime minister Thursday, appeared to be engaged in a frontal legal assault on the Muslim Brotherhood.

[Post a Comment](#) | [Read \(189\)](#)

The Lede: Reaction in Egypt 5:37 PM ET

With Justices Set to Rule on Health Law, 2 Parties Strategize

By JONATHAN WEISMAN and MICHAEL D. SHEAR
 If the measure is not thrown out, House Republicans plan to force a repeal vote, while top officials at the White House are projecting confidence that the justices will rule in their favor.
Interactive: How the Supreme Court Could Rule

U.N. Monitors Find Vast Devastation in Syrian Village

By RICK GLADSTONE 3:19 PM ET
 Stores were looted and homes abandoned in Al Heffa, besieged for days by Syrian forces, and the smell of death hung in the air, said United Nations monitors.
Syrian Liberators, Bearing Toy Guns 5:45 PM ET

MORE NEWS
Jury Sides With Costner in BP Spill Lawsuit 18 minutes ago
Mets Sweep the Rays 6:42 PM ET

VIDEO »



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CAMPAIGN 2012



Doug Mills/The New York Times; Kirk Stein for The New York Times

Candidates Go Head to Head on Economy

By HELENE COOPER and MICHAEL BARBARO 57 minutes ago
 President Obama acknowledged that the election would turn on the divergence between him and Mitt Romney, who was also in Ohio, on how to achieve economic revival.

[Post a Comment](#) | [Read \(203\)](#)

Romney Says Obama's Actions Don't Match Words

Tests Put Cave Art in the Age of Neanderthals

By JOHN NOBLE WILFORD
 Paintings on cave walls in Spain are far older than previously thought — some of them more than 40,000 years old, scientists said.



Merkel Stresses Limits to Germany's Strength

By NICHOLAS KULISH and PAUL GEITNER 48 minutes ago
 Chancellor Angela Merkel told German lawmakers the country cannot prop up the faltering euro zone.

Switzerland and Britain Gird Against the Storm 3:05 PM ET
Noria: Conspiracy Theories Fly | [Graphic: The Crisis Now](#)

At U.S. Airports, a Building Boom Takes Hold

By JAD MOUAWAD
 The nation's biggest airports are in the midst of major renovations or expansions that, taken together, amount to some of the largest infrastructure projects in America.



Stanford Gets 110 Years in \$7 Billion Ponzi Case

By CLIFFORD KRAUSS 7:36 PM ET
 A federal jury had convicted R. Allen Stanford of 13 out of 14 counts of fraud in connection with a global scheme.

ON THE BLOGS
On Par: Live Blog on the U.S. Open
Bits: Apps I Want to Go Away

Armstrong Seems to Be Ready for Battle

By JULIET MACUR 1 minute ago
 Lance Armstrong, the seven-time Tour de France winner, said he was "exploring all my options" in dealing with new charges brought by the United States Anti-Doping Agency.



SundayReview

WILLIAM J. BROAD
News Analysis: Iran's High Card at the Nuclear Negotiation Table
 Iran has increased uranium enrichment and is now producing a form close to bomb grade.

OPINION »
 - Kristof: Hugs From Iran | Persian Translation
 - Editorial: Jamie Dimon
 - Greenhouse: Proxy War?
 - Townies: Russian Heart
 - Op-Ed: How Drones Help Al Qaeda
 - Taking Note: Gingrich

MARKETS »

JAPAN		CHINA	
Nikkei	HangSeng	Shanghai	
8,576.65	16,806.40	2,395.95	
+1.7%	-218.12	+0.0%	
+0.02%	-1.15%	+0.05%	

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 Ready for Real Business **xerox**

MOVIES »

Heroes, Villains and the Invisible
 A look at the offerings in the 2012 Human Rights Watch Film Festival.



A Smell of Wine and Cheap Perfume
 Tom Cruise stars in "Rock of Ages."
Skit Show



A Solitary Retreat
 "Your Sister's Sister" is Lynn Shelton's new comedy.
 - Interview: Lynn Shelton
 - Scriptless in Seattle

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YOUR SISTER'S SISTER
 IN SELECT THEATERS JUNE 15

REAL ESTATE AUTOS JOBS ALL CLASSIFIEDS

House Hunting in ... Italy
 It's a buyers' market in Italy, where house prices have steadily declined since 2010.
Skit Show



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Classifieds
Crosswords
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Event Guide
Fashion & Style
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Jobs
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Interactives
Photography
Podcasts
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Interactive: How the Supreme Court Could Rule

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MORE NEWS

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18 minutes ago

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Switzerland and Britain Get Aggravated at the Storm 8:05 PM ET
Norris: Conspiracy Theories Fly Like Graphs: The Crisis Now

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WILLIAM J. BROAD
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Iran has increased uranium enrichment and is now producing a form close to bomb grade.

MARKETS

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Nikkei	HangSeng	Shanghai
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+1.76	-219.12	+0.80
+0.02%	-1.15%	+0.00%

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MOVIES

Heroes, Villains and the Invisible

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A Smell of Wine and Cheap Perfume

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House Hunting in ... Italy

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Room for Debate: Did Any Good Come of Watergate?

ARTS »



A Hip-Hop Star Is Pushing the Boundaries

N.Y. / REGION »




A Profitable Vestige of Cold War Precaution

OPINION »

Op-Ed: Give Obama Elbow Room on Iran


Washington needs to change its negotiation strategy in next week's nuclear talks with Iran.

TELEVISION »



Repentant? No Way, Man

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Sports
moments ago

Woods Plays First Round With Precision

By BILL PENNINGTON



Harry How/Getty Images

Tiger Woods, playing with Phil Mickelson and Bubba Watson, showed who was in charge with a one-under par 69 in the featured pairing of the first round of the 112th United States Open.

U.S.
moments ago

Senate Panel Blocks Rules on Seasonal Jobs

By THE ASSOCIATED PRESS

The vote would delay rules designed to make it more difficult for businesses like seafood processors to exploit foreign workers and to get more Americans into seasonal jobs.

N.Y. / Region
moments ago

Parlors Face Age-Limit Bill Over Tanning by Teenagers

By ERIC P. NEWCOMER

Teenagers under 17 would be able to get suntans only the old-fashioned way under a bill working its way through the New York State Legislature.

Opinion
moments ago

Ground Zero Cancers

Adding 50 cancers to the list of illnesses covered by a health fund was the right thing to do because we have an obligation to help those harmed by exposure at ground zero.

Business Day
moments ago

Smithfield Foods' Profit Drops on Lower Margins for Pork

By THE ASSOCIATED PRESS

The pork producer's net income fell to 49 cents a share from 59 cents a share last year.

Business Day
moments ago

Anything-but-Ordinary Mom Pitches for Chobani Yogurt

By STUART ELLIOTT

Chobani, the market leader in Greek yogurt in the United States, is advertising its new children's product with a campaign that features the former Olympian Jennie Finch.



Sports
moments ago

Armstrong Seemingly Readies for Battle

By JULIET MACUR



World »

- **New Political Showdown in Egypt as Court Invalidates Parliament**



- Libya Refuses to Release Hague Staff in Custody
- Russian Official Apologizes for Threatening Journalist

Business Day »

- **Europe Braces for Greek Vote — and Maybe More**

- Switzerland and Britain Gird Against the Storm
- High & Low Finance: As Europe's Currency Union Frays, Conspiracy Theories Fly

Opinion »

- **Op-Ed Columnist: Hugs From Iran**



- Editorial: Mr. Dimon on the Hill
- Op-Ed Contributor: Give Obama Elbow Room on Iran

U.S. »

- **In the Facebook Era, Reminders of Loss if Families Fracture**



- With Justices Set to Rule on Health Law, 2 Parties Strategize
- Church Battles Efforts to Ease Sex Abuse Suits

Technology »

- **Time Inc. to Sell Its Magazines on Apple's Newsstand**



- Nokia to Cut 10,000 Jobs and Close 3 Facilities
- Bits Blog: Google Wants Love and 100 Other Things

Arts »

- **Art Review: Islands Buffeted by Currents of Change**



- Living in the Past Is a Full-Time Gig
- Critic's Notebook: Heroes, Villains and the Invisible

Politics »

- **Obama Says Election Will Shape the Economy for Years**



- Romney Assails Obama for Favoring Words Over Action
- Campaign Aid Is Now Surging Into 8 Figures

Sports »

- **Mets 9, Rays 6: Mets Get Just Enough Hitting to Sweep the Rays**



- Mets Say Wright (and Scorer) Erred
- Burnett Brings a Steady Presence to the Pirates

Movies »

- **Critic's Notebook: Heroes, Villains and the Invisible**



- Movie Review | 'Rock of Ages': A Smell of Wine and Cheap Perfume
- Movie Review | 'Your Sister's Sister': Solitary Retreat to a Remote Island Leads to Many Mix-Ups

N.Y. / Region »

- **Behind Those Cool Squirts in Summer, Many Plumbers**



- After Century-Long Wait, Stage Is Set for Man Daring to Cross the Falls

Obituaries »

- **F. Herbert Bormann Dies at 90; Helped Discover Acid Rain Threat**



- Henry Hill, Mobster and Movie Inspiration, Dies at 69

Theater »

- **Theater Review: Drawing New Lines in a Romantic Triangle**



- Two Journeys Into O'Neill, via E-Mail

When creating templates, design for the longest text block

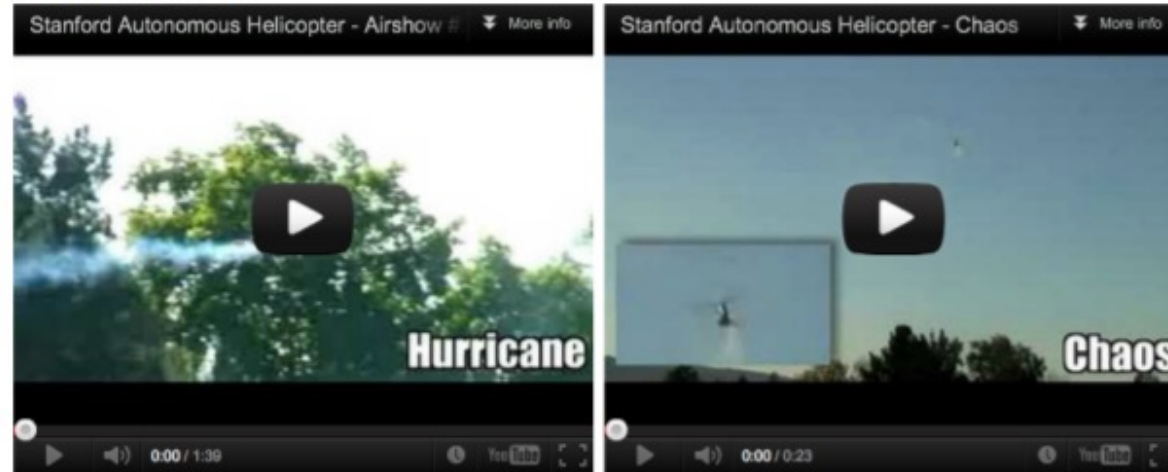
In general, left-aligned text is faster to skim (in places that read left-to-right)

STANFORD UNIVERSITY AUTONOMOUS HELICOPTER

Overview

The goal of this project is to push the state-of-the-art in autonomous helicopter flight: extreme aerobatics under computer control.

Featured Videos



Autonomous airshow

Autonomous Chaos

More videos (including autorotation) [below](#) or on our [YouTube Channel](#).

Publications

Autonomous Helicopter Aerobatics through Apprenticeship Learning, Pieter Abbeel, Adam Coates, and Andrew Y. Ng. *IJRR*, 2010. [[IJRR](#)] [Dataset](#)

Learning for Control from Multiple Demonstrations, Adam Coates, Pieter Abbeel, and Andrew Y. Ng. *ICML*, 2008. [[ps](#), [pdf](#)] [Talk PPT slides](#), [Supplementary Material \(Videos\)](#)
[Best Application Paper Award](#)

Autonomous Autorotation of an RC Helicopter, Pieter Abbeel, Adam Coates, Timothy Hunter, and Andrew Y. Ng. In *International Symposium on Robotics*, 2008. [[pdf](#)] [Supplementary Material \(Videos\)](#)
[Ben Wegbreit IFRR Student Fellowship Award](#)

An Application of Reinforcement Learning to Aerobatic Helicopter Flight, Pieter Abbeel, Adam Coates, Morgan Quigley, and Andrew Y. Ng. In *NIPS 19*, 2007. [[ps](#), [pdf](#)]

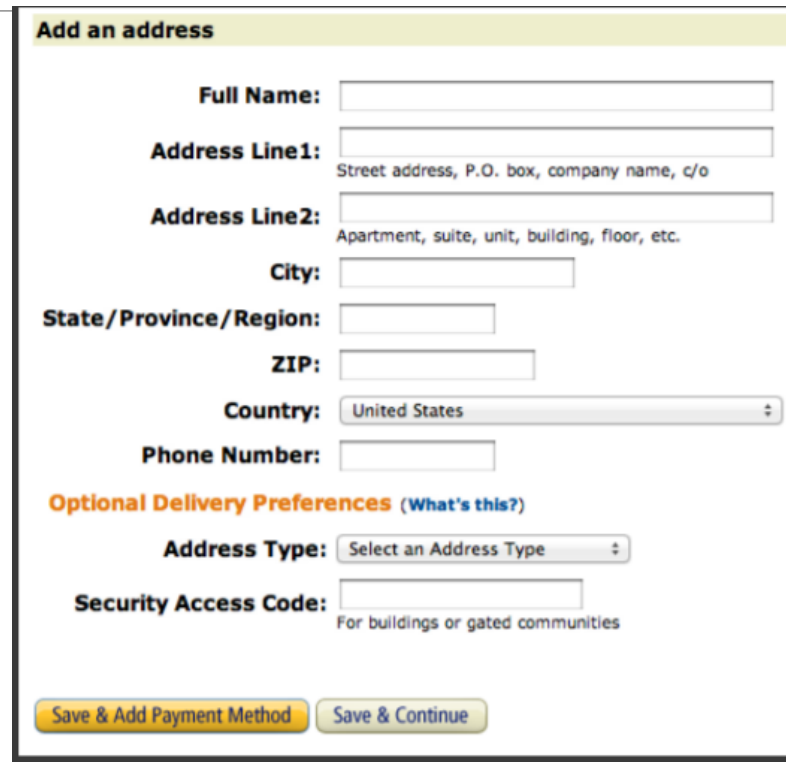
Learning vehicular dynamics, with application to modeling helicopters, Pieter Abbeel, Varun Ganapathi, and Andrew Y. Ng. In *NIPS 18*, 2006. [[ps](#), [pdf](#)]

Alignment guides the eye, reducing clutter

- Avoid slight misalignments
they undermine your ability to beacon organization.
- We ‘automatically’ notice patterns
and deviations
- So when you deviate from a pattern
do so strategically
- And use visual proximity and scale
to convey semantic information

When to use top, left, and
right alignment

Add an address: right aligned labels



The image shows a screenshot of the Amazon 'Add an address' form. The form is titled 'Add an address' and is enclosed in a light green header bar. The form fields are arranged vertically, with labels on the left and input fields on the right. The labels are right-aligned, meaning they are positioned to the right of the input fields. The fields include: Full Name, Address Line1 (with a sub-label 'Street address, P.O. box, company name, c/o'), Address Line2 (with a sub-label 'Apartment, suite, unit, building, floor, etc.'), City, State/Province/Region, ZIP, Country (a dropdown menu currently showing 'United States'), Phone Number, Optional Delivery Preferences (with a link 'What's this?'), Address Type (a dropdown menu currently showing 'Select an Address Type'), and Security Access Code (with a sub-label 'For buildings or gated communities'). At the bottom of the form, there are two buttons: 'Save & Add Payment Method' and 'Save & Continue'.

Add an address

Full Name:

Address Line1:
Street address, P.O. box, company name, c/o

Address Line2:
Apartment, suite, unit, building, floor, etc.

City:

State/Province/Region:

ZIP:

Country:

Phone Number:

Optional Delivery Preferences ([What's this?](#))

Address Type:

Security Access Code:
For buildings or gated communities

Amazon, Add an Address. To learn more, see Luke Wroblewski, Web Form Design

Account: Left-aligned labels

The screenshot displays the Amazon account management interface. At the top, there's a navigation bar with the Amazon Prime logo, user location (Scott's Amazon.com), and links for Today's Deals, Gift Cards, and Help. A search bar is present with a 'Go' button. The main content area is titled 'Your Account' and is organized into a grid of sections, each with a left-aligned label and a list of actions:

- Orders** (See & Modify Recent Orders): Includes a 'Your Orders' button and links for Order History (View Open Orders, View Your Digital Orders, Download Order Reports, View Your Kindle Orders) and More Order Actions (Return Items or Gifts, Manage Subscribe & Save Items, Manage Magazine Subscriptions, Leave Seller Feedback, Leave Packaging Feedback, Manage Prime Membership, View Your E-mails with Sellers).
- Payment** (Credit Cards & Gift Cards): Includes links for Payment Methods (Manage Payment Options, Add a Credit or Debit Card, Amazon Credit Cards, Shop with Points, Use Purchase Delegation) and Gift Cards (View Gift Card Balance, Apply a Gift Card to Your Account, Manage Scheduled Gift Cards, Manage Bulk Gift Card Orders, Purchase a Gift Card).
- Settings** (Password, Prime & E-mail): Includes links for Account Settings (Change Account Settings, Name, e-mail, password and mobile phone), Address Book (Manage Address Book, Add New Address), and E-mail from Amazon (E-mail Preferences & Notifications, AmazonLocal and Amazon Delivers, E-mail Subscriptions).

Additional sections on the right include a login form (E-mail Address, Password, Sign In), 'Your Other Accounts' (Your Seller Account, Your Trade-In Account, Corporate Customers, Web Services Account, Amazon Payments Account, Sell Your Stuff), and 'Kindle Support' (Kindle Help Home, Get to know your Kindle).

Amazon, Add an Address. To learn more, see Luke Wroblewski, Web Form Design

Sign-in: top-aligned labels

The screenshot displays the Amazon 'Your Account' page. At the top, there is a navigation bar with the Amazon Prime logo, user name 'Scott's Amazon.com', and links for 'Today's Deals', 'Gift Cards', and 'Help'. A search bar is present with a 'Go' button. On the right, there are links for 'Hello, Scott Your Account', a shopping cart icon, and a 'Wish List' link.

The main content area is titled 'Your Account' and is organized into a grid of sections:

- Orders**: Includes a link to 'View, Modify, Track or Cancel an Order' with a 'Your Orders' button, a search box for orders, and a list of 'More Order Actions' such as 'Return Items or Gifts' and 'Manage Subscribe & Save Items'.
- Payment**: Contains 'Payment Methods' (Manage Payment Options, Add a Credit or Debit Card, Amazon Credit Cards, Shop with Points, Use Purchase Delegation) and 'Gift Cards' (View Gift Card Balance, Apply a Gift Card to Your Account, Manage Scheduled Gift Cards, Manage Bulk Gift Card Orders, Purchase a Gift Card).
- Settings**: Includes 'Account Settings' (Change Account Settings, Forgot Your Password?, 1-Click Settings, Manage Prime Membership) and 'Address Book' (Manage Address Book, Add New Address).
- Sign-in Form**: Located on the right side, it features 'E-mail Address' and 'Password' labels positioned above their respective input fields, with a 'Sign In' button below.
- Your Other Accounts**: Lists 'Your Seller Account', 'Your Trade-In Account', 'Corporate Customers', 'Web Services Account', and 'Amazon Payments Account', with a 'Sell Your Stuff' button.
- Kindle Support**: Includes 'Kindle Help' with links to 'Kindle Help Home' and 'Get to know your Kindle'.

Amazon, Add an Address. To learn more, see Luke Wroblewski, Web Form Design

A brief word on color

- Pay attention to it
- Design in grayscale first
- Keep luminance values from grayscale when moving to color

Amazon in Grayscale

The screenshot shows the Amazon website interface in grayscale. At the top, the Amazon logo is on the left, and navigation links for 'Scott's Amazon.com', 'Today's Deals', 'Gift Cards', and 'Help' are in the center. On the right, there's a promotion for 'Amazon Gift Cards for Dad' with a button to 'E-mail or print now'. Below the header, a search bar contains the text 'Web Form Design' and a 'Go' button. To the right of the search bar are links for 'Hello, Scott Your Account', a shopping cart with '1' item, and a 'Wish List'. A secondary navigation bar includes 'Books', 'Advanced Search', 'Browse Subjects', 'New Releases', 'Best Sellers', 'The New York Times® Best Sellers', 'Children's Books', 'Textbooks', and 'Sell Your Books'. On the left side, there are filters for 'New Releases' (Last 30 days, Last 90 days, Coming Soon), 'Department' (Any Department), and a list of sub-departments under 'Books' such as 'Computers & Technology', 'Education & Reference', etc. The main content area is titled 'Books > "Web Form Design"' and shows 'Showing 1 - 12 of 452 Results' with a 'Sort by Relevance' dropdown. Below this is a 'Format' section with buttons for 'Paperback (385)', 'Hardcover (43)', 'Kindle Edition (9)', 'HTML (3)', and 'PDF (2)'. Two book results are visible: 1. 'Web Form Design: Filling in the Blanks by Luke Wroblewski (May 2, 2008)' with a 'LOOK INSIDE!' button, a star rating of 4.5, and a price table showing Paperback at \$39.00 (Prime) and \$38.98 (Used), and Kindle Edition at \$12.10. 2. 'Forms that Work: Designing Web Forms for Usability (Interactive Technologies) by Caroline Jarrett, Gerry Gaffney and Steve Krug (Nov 26, 2008)' with a 'LOOK INSIDE!' button, a star rating of 4.5, and a price table showing Paperback at \$43.24 (Prime) and \$29.41 (Used), and Kindle Edition at \$41.04 (or rent from \$19.07). Both results include an 'Excerpt - Front Cover' and a 'See a random page' link.

Amazon in Color

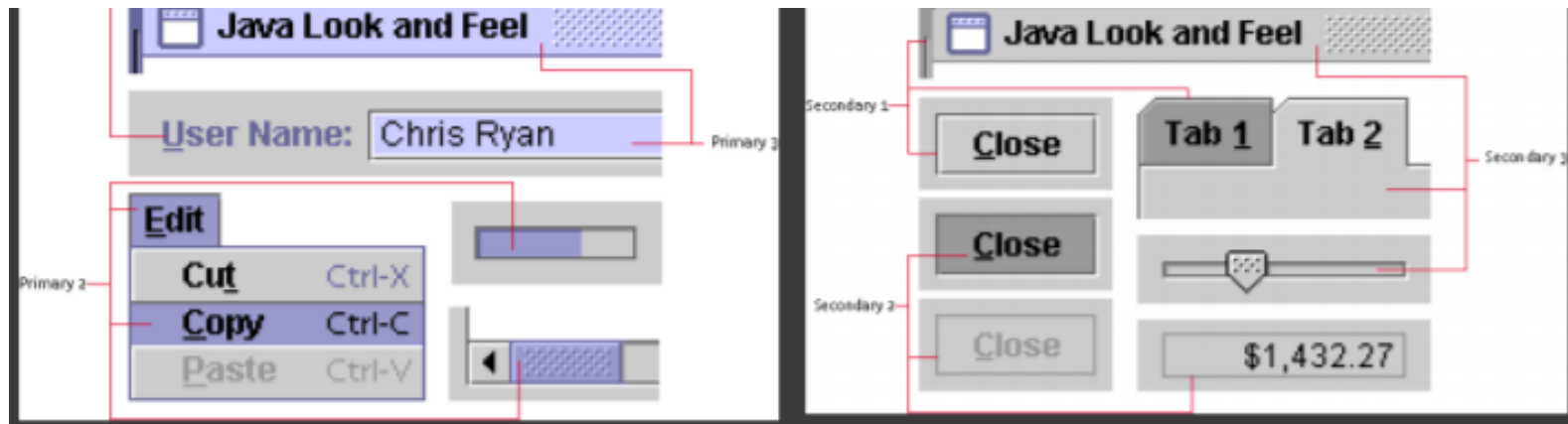
The screenshot shows the Amazon.com website interface. At the top, the Amazon Prime logo is on the left, and navigation links for 'Scott's Amazon.com', 'Today's Deals', 'Gift Cards', and 'Help' are in the center. On the right, there's a promotion for 'Amazon Gift Cards for Dad' with a 'E-mail or print now' link. Below the navigation, a search bar contains 'Books' and 'Web Form Design', with a 'Go' button. To the right of the search bar, it says 'Hello, Scott Your Account' and shows a shopping cart icon with '1' item and a 'Wish List' icon.

The main content area is divided into a left sidebar and a main results area. The sidebar has a 'Shop by Department' dropdown set to 'Books'. Below it, there are links for 'Advanced Search', 'Browse Subjects', 'New Releases', 'Best Sellers', 'The New York Times® Best Sellers', 'Children's Books', 'Textbooks', and 'Sell Your Books'. The sidebar also features 'New Releases' (Last 30 days (1), Last 90 days (4), Coming Soon (1)), 'Department' (Any Department), and a list of 'Books' sub-categories: Computers & Technology (362), Education & Reference (268), Arts & Photography (53), Professional & Technical (106), Business & Investing (71), Law (5), Science & Math (26), Politics & Social Sciences (30), Teens (1), Crafts, Hobbies & Home (6), Literature & Fiction (6), Humor & Entertainment (5), Comics & Graphic Novels (1), Children's Books (2), Health, Fitness & Dieting (1), Medical Books (7), History (5), Cookbooks, Food & Wine (1), Christian Books & Bibles (1), Religion & Spirituality (1), and Calendars (1). At the bottom of the sidebar is a 'Format' section with counts: Paperback (385), Hardcover (43), Kindle Edition (9), HTML (3), and PDF (2).

The main results area is titled 'Books > "Web Form Design"' and shows 'Showing 1 - 12 of 452 Results'. A 'Sort by' dropdown is set to 'Relevance'. Below this is a 'Format' filter section with buttons for 'Paperback (385)', 'Hardcover (43)', 'Kindle Edition (9)', 'HTML (3)', and 'PDF (2)'. The results list two books:

- 1. Web Form Design: Filling in the Blanks** by Luke Wroblewski (May 2, 2008). It has 33 customer reviews. The price table shows Paperback at \$39.00 (with a Prime discount to \$38.98), and Kindle Edition at \$12.10. An excerpt from the front cover is visible.
- 2. Forms that Work: Designing Web Forms for Usability (Interactive Technologies)** by Caroline Jarrett, Gerry Gaffney and Steve Krug (Nov 26, 2008). It has 27 customer reviews. The price table shows Paperback at \$54.95 (with a Prime discount to \$43.24), and Kindle Edition at \$41.04 (or rent from \$19.07). An excerpt from the front cover is visible.

Color (Java L&F)



- Six colors in two groups
- Clean, consistent look
- Easy on eyes (mostly gray)

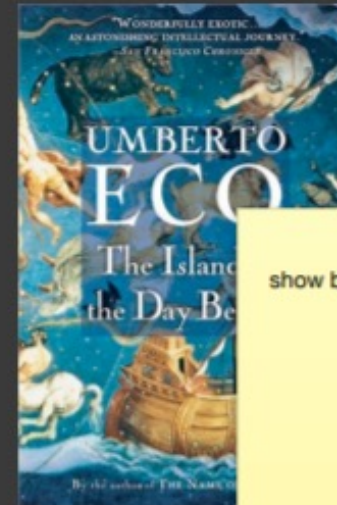
Make space, guide the eye

I take pride withal in my humiliation, and as I am to this privilege condemned, almost I find joy in an abhorrent salvation; I am, I believe, alone of all our race, the only man in human memory to have been shipwrecked and cast up upon a deserted ship.

THUS, WITH UNABASHED conceits, wrote Roberto della Griva presumably in July or August of 1643.

How many days had he been tossed by the waves, feverish surely, bound to a plank, prone during the hours of light to avoid the blinding sun, his neck stiff, strained unnaturally so as not to imbibe the water, his lips burnt by the brine? His letters offer no answer to this question: though they suggest an eternity, the time cannot have been more than two days, for otherwise he would never have survived the lash of Phoebus (of which he so poetically complains), he, a sickly youth, as he describes himself, a creature condemned by a natural defect to live only at night.

He was unable to keep track of time, but I believe the sea grew calm immediately after the tempest swept him from the deck of the *Amaryllis*, on that makeshift raft a sailor had



show book cover in person,

Grids: To learn more...

- Kevin Mullet and Darrell Sano, *Designing Visual Interfaces*
- Luke Wroblewski, *Web Form Design*
- Jan Tschichold, *The New Typography*

Informavores!



Information Scent

- Can people figure out how to get to the information they want?
- Do they realize what options are available?

How can you detect poor scent?

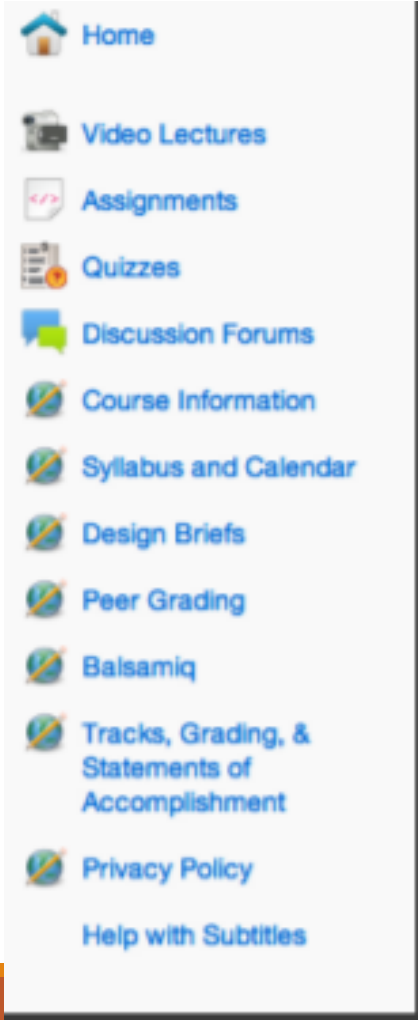
- Flailing
- Low confidence
- Back button

Low-Scent Navigation



- Surprising categories
- Short links
- Hidden navigation
- Icons provide little additional information

Generic Icons Rarely Help

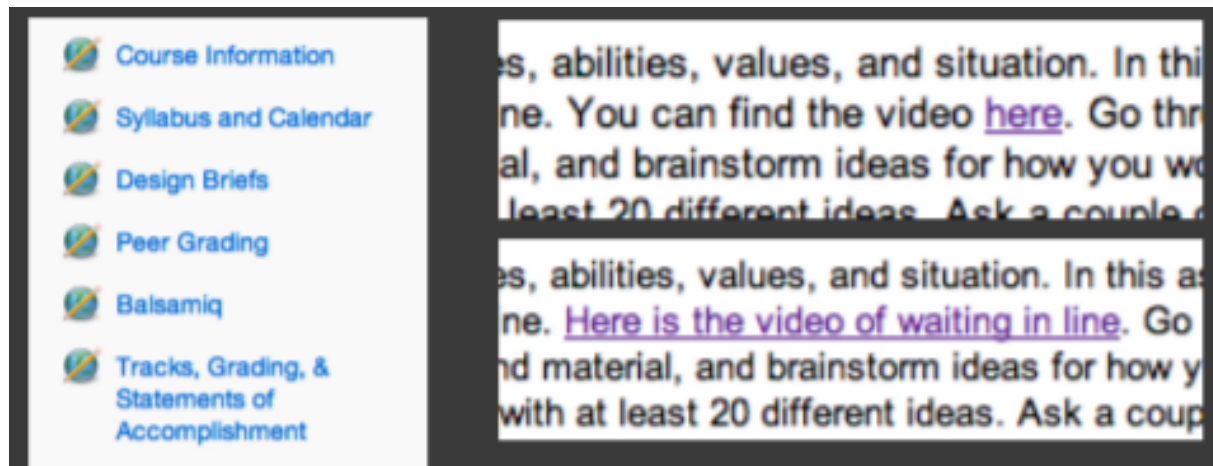


Icons help when...

- they facilitate repeat recognition
- when you know what something looks like but not what it's called
- Good redundant coding can help

Improving scent: multi-word links

- With specific, recognizable terms
- Trigger words, not “clever” terms
- This also helps accessibility



Improving scent: Speaking Block Navigation



Does location matter?

Eyetracking



Image courtesy Ed Cutrell, Microsoft Research

Design for glanceability



Prime Real Estate

- Above the fold
- Where people expect
 - Where other pages put similar content
 - Not where ads usually

People are more than happy to scroll if they think they'll be rewarded

How People Read Online



End of lecture
