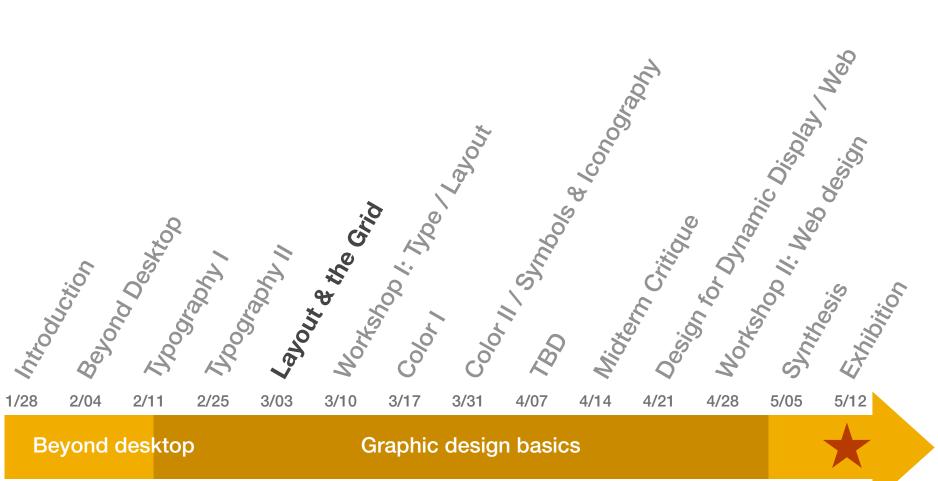
Interface Aesthetics Week 5 Layout

Course schedule



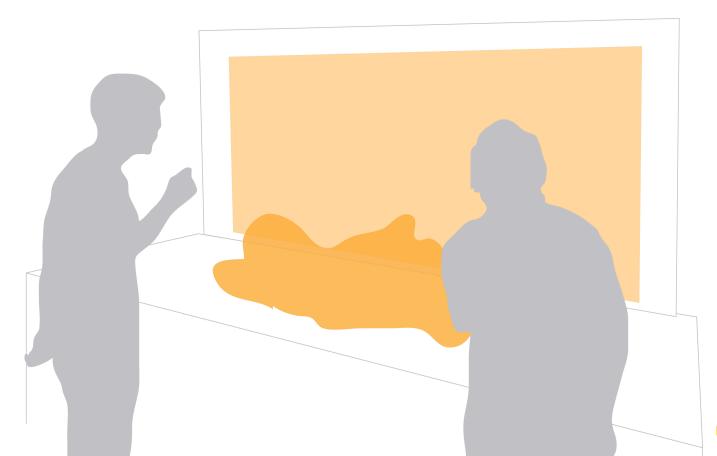
Beyond desktop

Graphic design basics



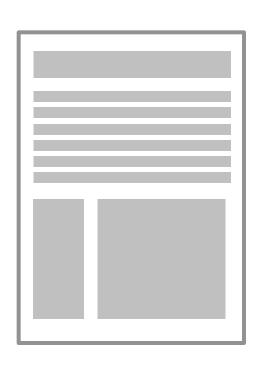
Course exhibition

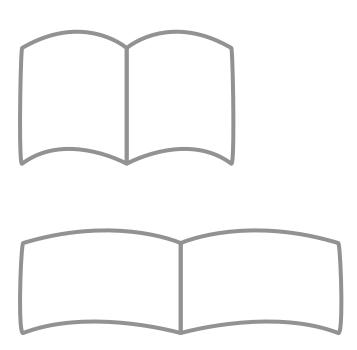
- 1. Artifact
- 2. Print media



1. Artifact Website or a physical artifact you are working on.

2. Print media Describe the process of your design work.





INTRODUCTION

Layout

Layout Typographic composition

Typographic composition Reading, like walking, involves navigation. Needs basic landmarks and clues.

[Bringhurst, 2002]



Breaking the sameness Give the reader a sense of direction, and the page a sense of liveliness and poise.

[Bringhurst, 2002]

LAYOUT

New balance A visual chord that generates both energy and harmony in the page.

[Bringhurst, 2002]

New balance A visual chord that generates both energy and harmony in the page.

[Bringhurst, 2002]

Walking Skyscrapers New York City Walking Tours NYU School of Architecture Continuing Education Program Experience the history and variety of Manhattan's noteworthy architectural wonders—the skyscrapers that have given the city its signature skyline and inspired its residents for nearly one hundred years. The Flatiron District September 17 New York's first scyscraper and the industrial buildings of the early 20th Century Lower Manhattan September 24 Explore the concrete canyons that rose up on the site of New Amsterdam Midtown October 5 The corporate megaliths of the 1970s and 1980s Sign up now! Space is limited. \$125 per three-hour tour. Purchase the package of three for \$275 Call the office of Continuing Education at NYU: 212.555.2259 or visit us on the Web at www.nyu.edu/arch/walk.html One academic credit Tours are open to the public

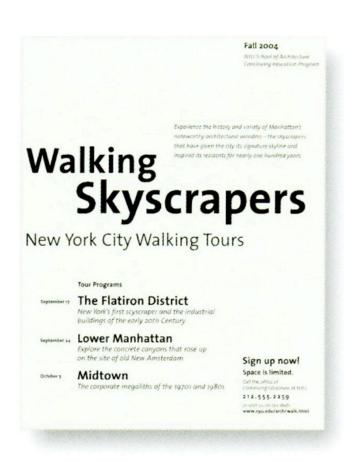




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Micro and macro views Seeing the whole and its parts.





Developing hierarchy

Help a viewer understand information through a logical and meaningful journey

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Fall 2004

Continuing Education Program

Walking Skyscrapers New York City Walking Tours

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Tour Programs

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Lower Manhattan September 24 Explore the concrete canyons that rose up on the site of New Amsterdam

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Call the office of Continuing Education at NYU. 212-555-2259 or visit us on the www.nyu.edu/arch/walk.html

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Fall 2004

Experience the history and variety of Manhattan's

noteworthy architectural wonders - the skylcraper Walking Skyscrapers

New York City Walking Tours

Tour Programs

September 17 The Flatiron District

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Explore the concrete canyons that rose up on the site of old New Amsterdam

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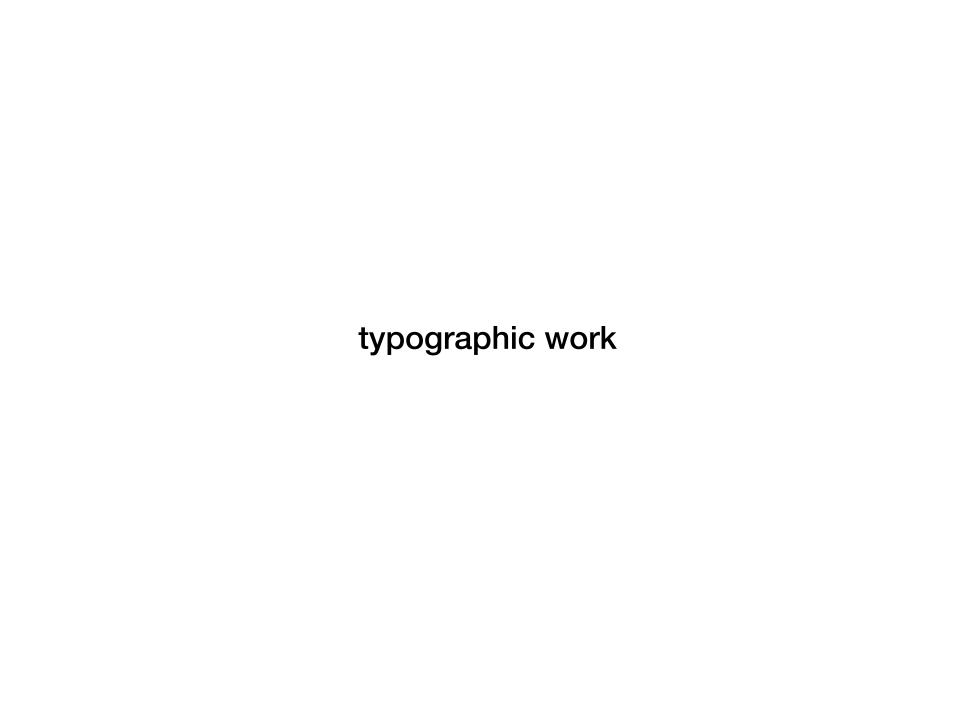
The corporate megaliths of the 1970s and 1980s

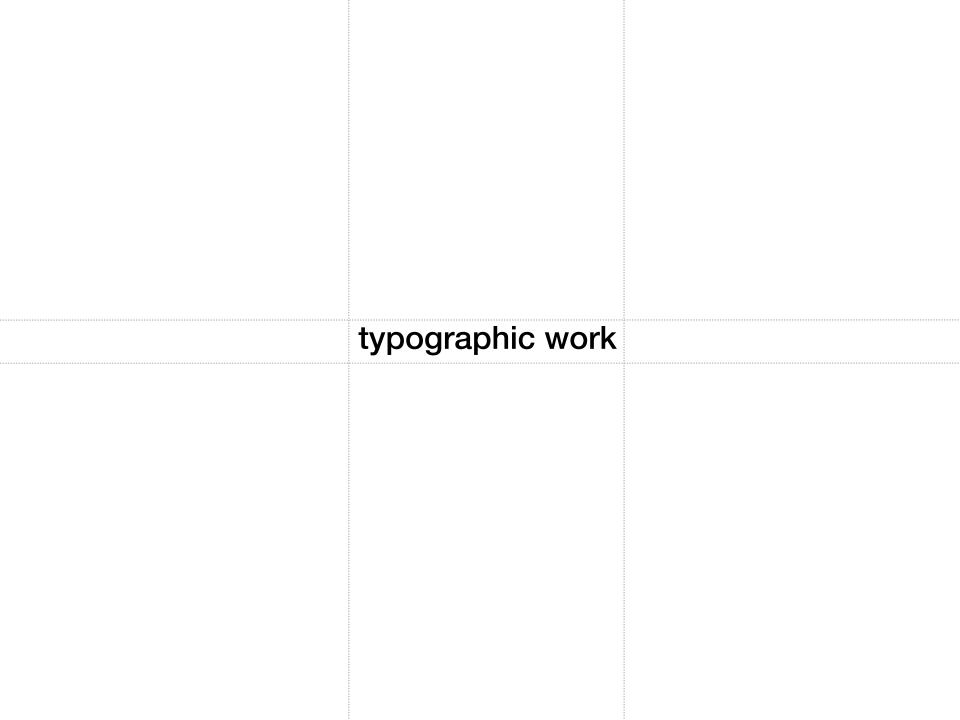
Sign up now! Space is limited. 212.555.2250

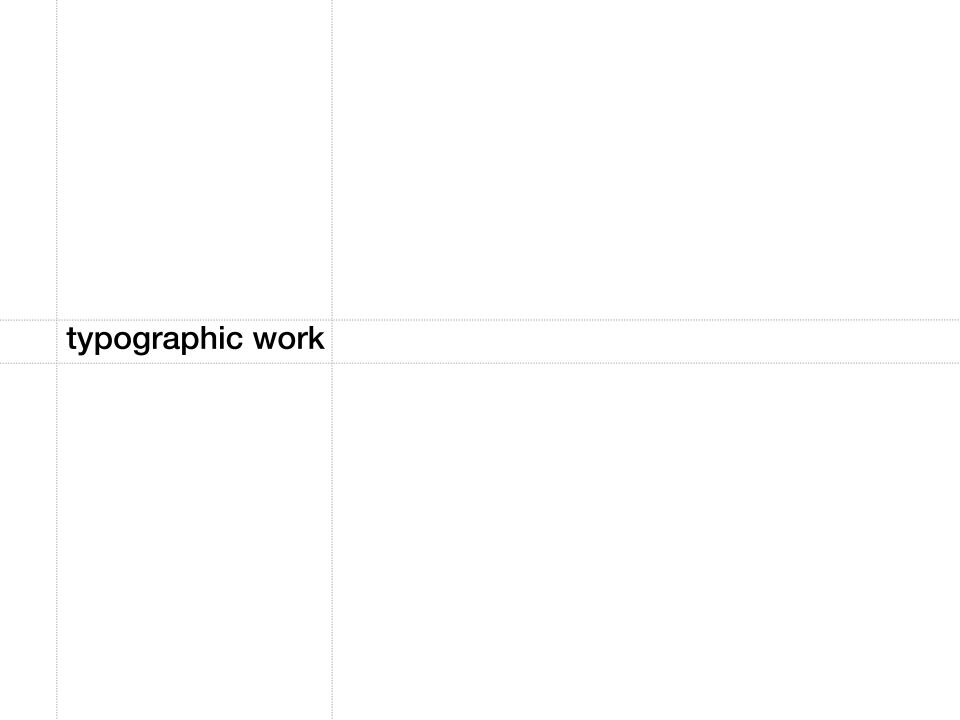
Order and level of importance Establish the visual levels of dominance and subordination

Typographic hierarchy

Typographic hierarchy Space and position









Typographic hierarchy Grouping

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January 3, 2007
8am, South Hall

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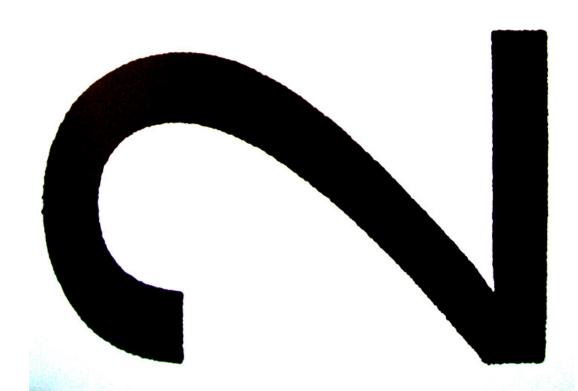
8am, South Hall

Typographic hierarchy Scale

SAN FRANCISCO ASIAN AMERICAN FESTIVAL



20 Jahre Buchdruckfachklasse Basel Typographische Monatsblätter Oktober 1967



Typographic hierarchy Typographic color

Typographic color is independent of chroma

Typographic color is independent of chroma

the subtlety of form in small-size lines of type is exaggerated in larger sizes and more so in bold weight but ambiguous when tinted

Kunstgewerbemuseum Zürich Ausstellung

OET M

10. Januar bis 30. April 1960

Offen: Montag 14-18, 20-22 Dienstag-Freitag 10-12, 14-18, 20-22 Samstag-Sonntag 10-12, 14-17

Typographic hierarchy Typographic space

VORZUGS-ANGEBOT

IN VERLAG DES BILTANDRYERRANDES DU DIVINCAN BUCHOLINA. Bartin Sitt St. Drubundutt. S. arachairt alamedichet.

JAN TSCHICHOLD

Letter an der Malateracture für Deutschleisige Bestelnicher in Williamen.

DIE NEUE TYPOGRAPHIE

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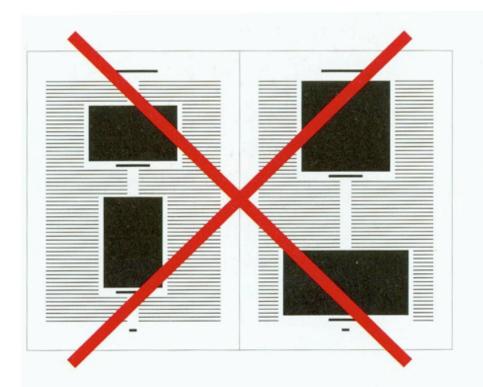
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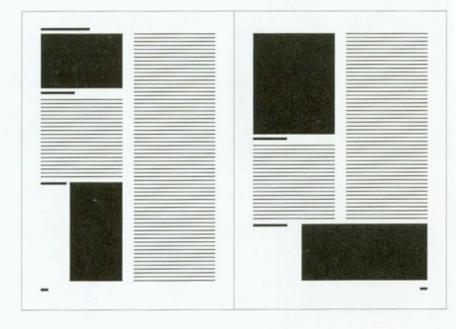
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THE NEW TYPOGRAPHY Diagram, 1928 (redrawn) Designer and author: Jan Tschichold Tschichold's diagram of good and bad magazine design advocates staggering images in relation to content instead of forcing text to wrap around blocks moored at the center of the page. Explaining this experiment, Tschichold wrote that his redesigned pages would be even more effective if the photographic halftones (called "blocks") were produced in fixed rather than arbitrary sizes.

Typographic hierarchy Positive and negative space

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User Interfaces and Aesthetics

Free lecture series

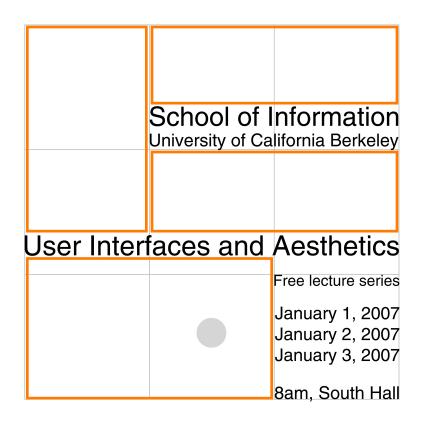
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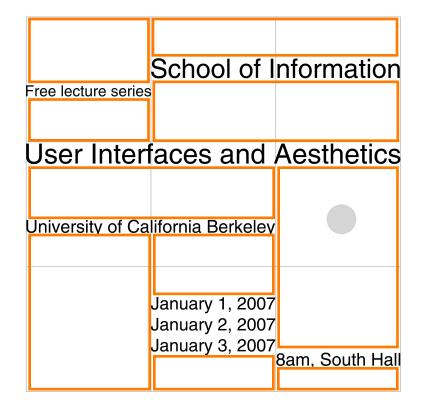
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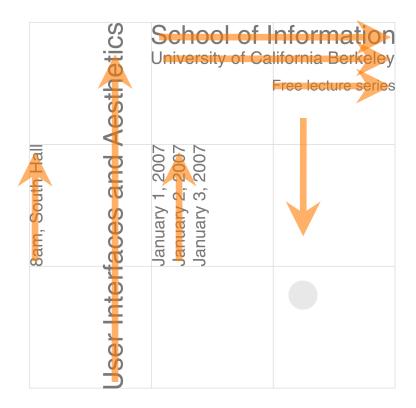


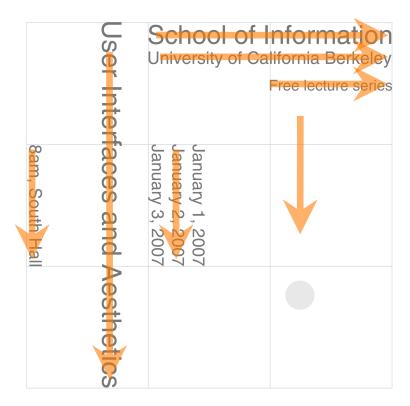


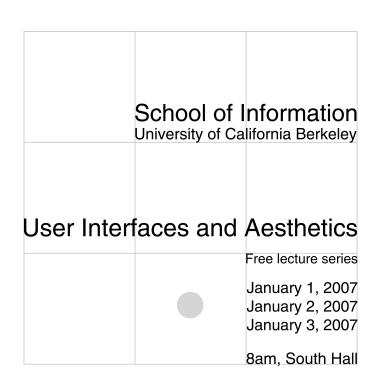
Typographic hierarchy Orientation

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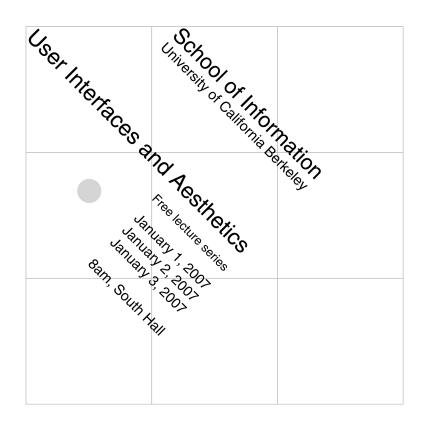
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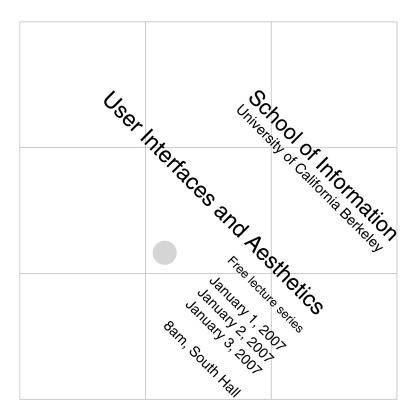


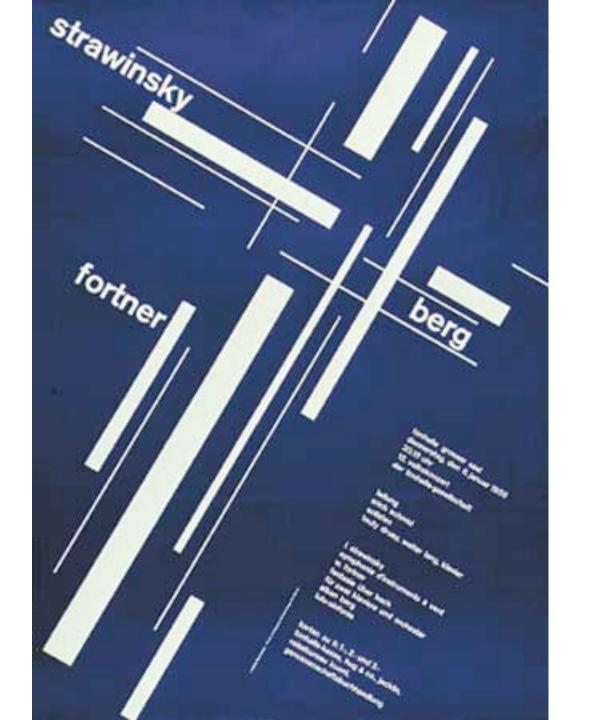














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GEMALDE AQUARELLE

KANDINSKY

JUBILÄUMS-AUSSTELLUNG

GEBURTSTAG

	- hm
	Wochentage: 2 - 5 nachm.
Geöffnet:	Mittwoch u. Sonntag 11-1
	Mitelieder: Frei
Eintritt:	auchtmitglieder: 50 Ptg.

Nichtmitglieder: 50 Pfg.

Typographic hierarchy Depth, dimension, and perspective



Typographic hierarchy Point, line, and plane

User Interfaces, Design, and Aesthetics	User Interfaces, Design, and Aesthetic
University of California Berkeley	University of California Berkeley
April 16 , 2007	April 16 , 2007
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W. Amadeus Mozart Symphonie nº 34 Concerto en la Majeur Symphonie nº 39

Mozarteum de Salzbourg

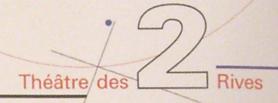
Le Mozarteum de Salzbourg ou le garant de la tradition mozartienne, telle pourrait être en effet l'appellation intégrale de cette formation qui comprend jusqu'à quatrevingt-onze musiciens tous imprégnés de l'atmosphère de Salzbourg et du fantôme de Wolfgang Amadeus. Cette soirée aux Docks Vauban du Havre pourrait aussi s'appeler «Mozart par des mozartiens».

Le Mozerteum fut fondé en 1880 par des professeurs, des élèves et des instrumentistes membres de la «Musique de la Cathédrales, appelée également Mozarteum, désireux de célébrer à Salzbourg les fêtes données en l'honneur de Mozart. C'est donc tout naturellement que l'orchestre pris part au premier festival de Salzbourg en 1920. Bernard Paumgartner confia à l'orchestre les fameuses «matinées Mozart» mais aussi des soirées d'opéra, des concerts de musique de chambre et des concerts spirituels. Encore de nos jours, c'est l'orchestre régulier du devenu très célèbre Festival de Salzbourg.

En 1939, l'orchestre devient professionnel. Vingt ans plus terd, il sera placé sous l'égide et la protection financière (ndfr. les princes se faisant plus rares) de la province et de la ville de Salzbourg.

La vie de Wolfgang Amadeus Mozart fut une succession interminable de voyages. L'orchestre, lui aussi, tient à être présent partout dans le monde pour les fâtes en l'honneur de Mozart. La dernière tournée du Mozarteum en France date d'il y a trois ans. C'est un chef viennois, Hans Graf, qui dirige désormais le Mozarteum. Il a fait ses débuts aux opéras de Vienne et de Salzbourg en 1981. Les Français l'ont découvert plus récemment : c'était en 1986 à Aix-en-Provence dans «Idomeneo», puis au Théâtre Musical de Paris, en 1987, dans le cycle

Le génie de la musique sera donc pour notre plus grand plaisir interprété par ses



1984, une grande fête du théâtre se préparait, un pari un peu fou comme les aime le festival et Alain Bézu: après plusieurs années de collaboration entre le Théâtre des 2 Rives et le Festival d'Été, ce projet de monter les trois dernières comédies de jeunesse de Pierre Corneille redonnait une envia neuve de travailler ensemble. Oui, travailler, car il s'agissait de rassembler toutes les énergies pour que cette idée puisse se réaliser dans la ville de Corneille. Après hésitation, c'est le lycée Corneille, et plus précisement la chapelle, qui fut le décor de ce projet. La suite, nous la connaissons: quelques nuits blanches de théâtre magnifiquement interprétées, la chapelle qui, depuis, a accueilli les meilleures formations musicales du monde.

On ne revit jamais deux fois un projet semblable, mais l'envie était trop forte d'essayer. Nouvelles discussions, nouveaux émorveillements et le projet naît petit à petit. Ce sera «La Place Royale», cinq ans après, pas à Rouen mais au Havre cette fois, et exceptionnellement pour deux soirées dans ces magasina publics étonnants, construits en 1850: les Docks Vauban.

La Place Royale de Pierre Corneille

As Vauban of 12 juin. 3 scred 13 jui

KINNEAR CARELL COLLETTE DANG BRESLIN ARKIN

"THE FUNNIEST LAUGH-OUT-LOUD AUDIENCE PLEASER
AT THE SUNDANCE FILM FESTIVAL."

----- CHUCAGO SUNTIMES

"THE ROAD IS TWISTED AND SO ARE THE LAUGHS.

THIS ONE IS A WINNER."

---- RollingStone

"A HILARIOUS TALE ABOUT WINNING, LOSING AND THAT NETHER STATE IN BETWEEN WHERE MOST OF US MUST LEARN TO LIVE."

"A MAGICAL EXPERIENCE."

..... San Francisco Chronicle

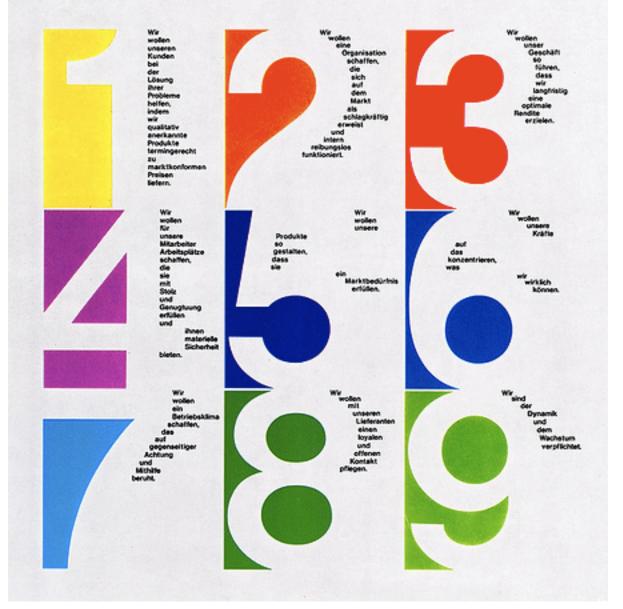


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Typographic hierarchy Contrast

Nothing is an important something The opportunity lost by increasing the amount of blank space is gained back with enhanced attention on what remains.

[Maeda, 2006]

Contrast, contrast, contrast















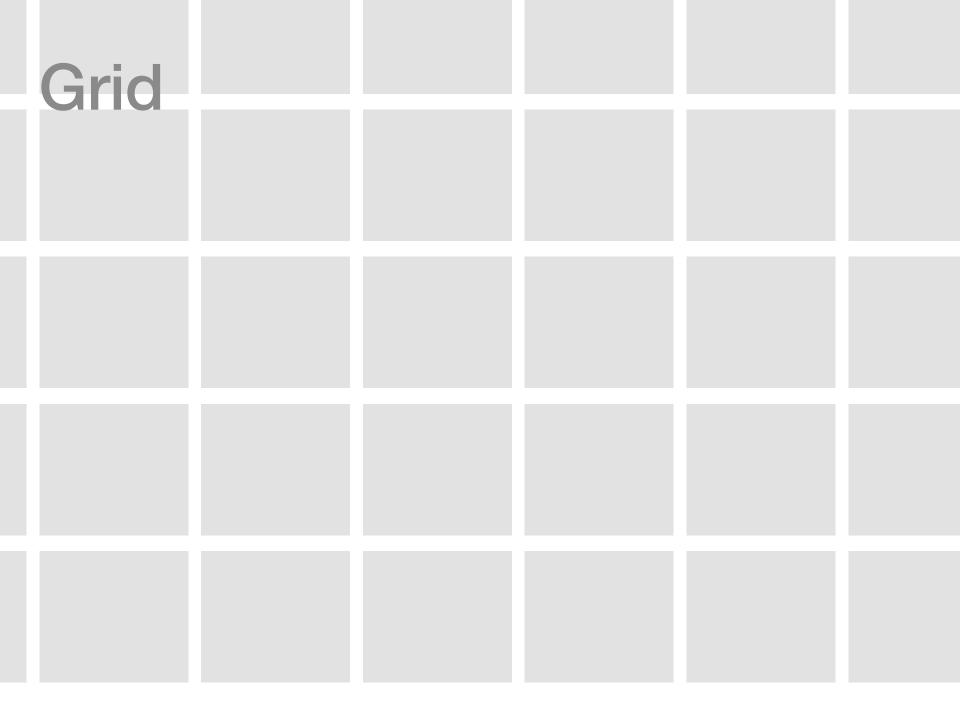


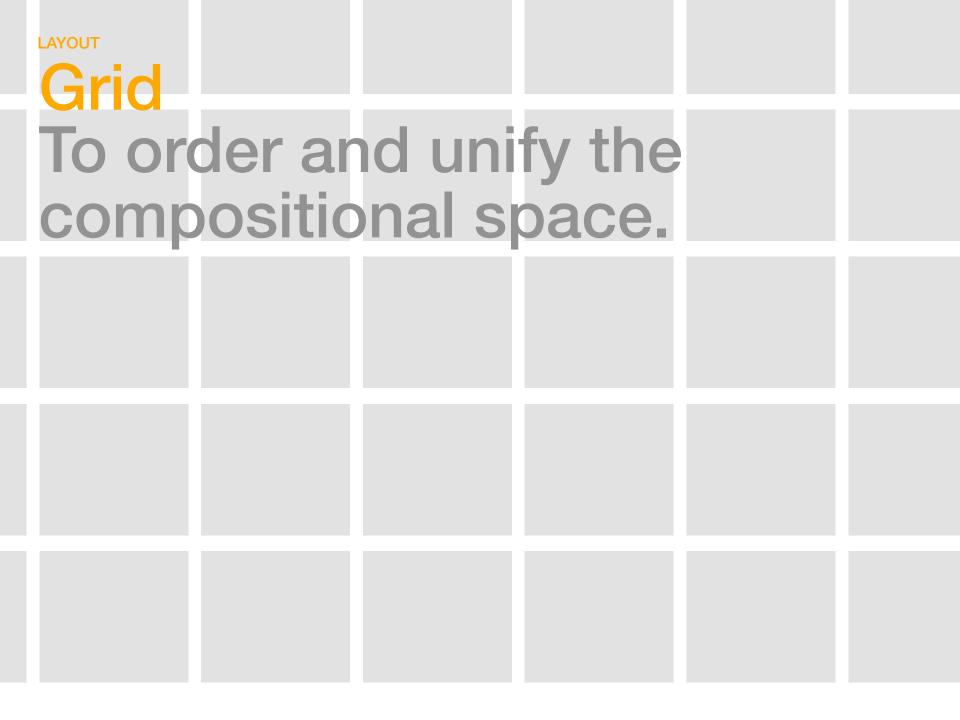






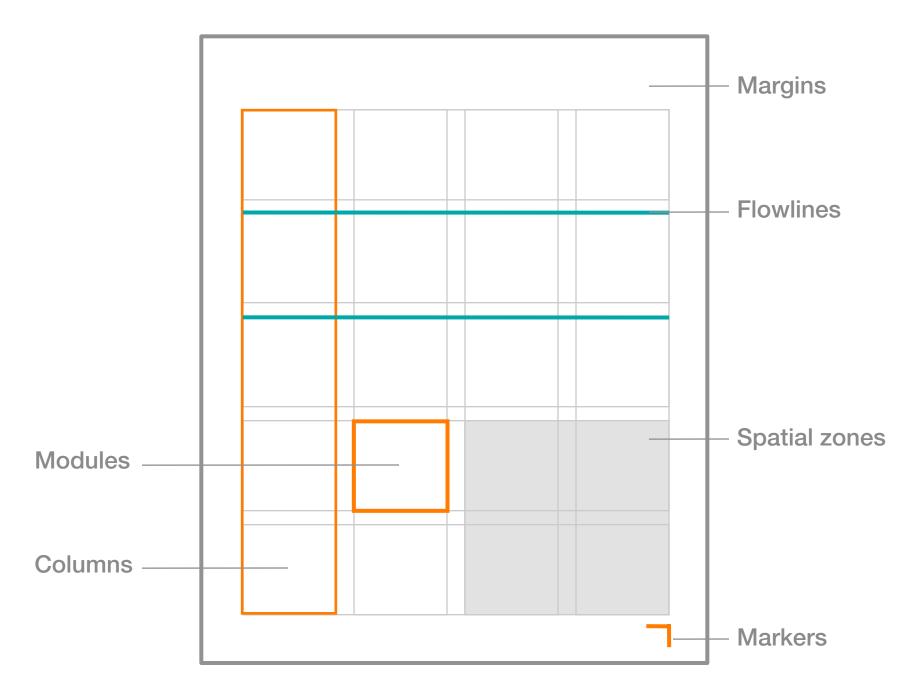
Grid





LAYOUT

A neutral spatial field of regularity that permits accessibility.



Grid Columns

The iSchool is a small, multi-disciplinary collective of scholars and practitioners with backgrounds in the social sciences, engineering, computer science, law, and information science. In UC Berkeley's South Hall, roughly 100 graduate students and 13 faculty members share ideas and challenge each other to excel in a culture that values technical skill and breakthrough thinking, individual creativity and collaboration, relevant results, and a commitment to enhancing the quality, usefulness, and accessibility of information. As you'll see as you visit our home on the Web, we're proud of our community. You can hear from iSchool stars and associates through 10Qs, a recurring feature on our site, or meet students, faculty, staff, and alumni profiled here. You'll discover that iSchool faculty members are exceptional scholars and educators, specialists in leading areas of information research and practice. iSchool educators are also dedicated mentors with a deep interest in the success of their students. As iSchool alumni, our students go on to careers as diverse and challenging as information itself. You'll find them in start-ups and major corporations, including many of today's leading-edge technology firms, in government, media, libraries, and academic settings. They are consultants and project managers, usability experts and information designers. As Ph.D. graduates, they teach at leading research universities as well as in corporate and nonprofit think-tanks. Most broadly, iSchool graduates are

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Grid Leading

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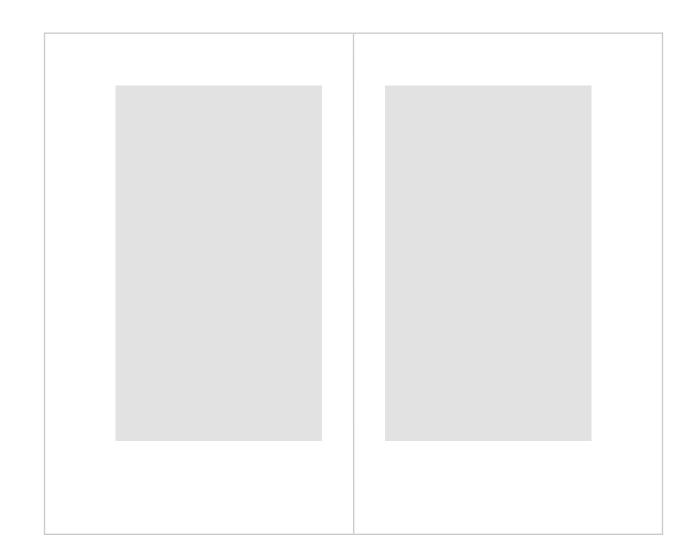
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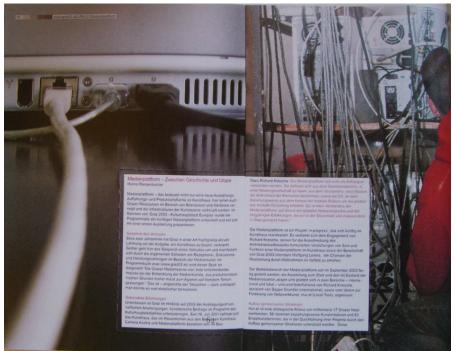
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Grid Manuscript grid









Grid Column grid



HANDS ON: ELEGANT INNOVATION FROM LAMPS AND CHAINSAWS TO SAVING THE PLANET.

ertain Areas of the World HAVE an innately MAKE-like approach to life.

Northern Italy (where I'm writing this installment of my column) is one of those places. Case in point, tamed Milanese architect Michele De Lucchi.

For the Italian designer outfit Artemide, De Lucchi created the legendary Tolomeo work lamp. The Tolomeo is bright, sleek, and ductile, with long columnar metal arms and tendon-like wire, it silently bends and swivels at a touch, and stays poised in any position you may place it in. Since its creation in 1983, the Tolomeo has been the numberone work lamp that designers themselves buy for design labor. It's the designer's designer lamp and has been selling merrily for decades.

Oddly enough, De Lucchi is not a designer. He's a "radical architect" from the 1970s, when young italians rebelled at the constrictions of their discipline and exploded laterally into postmodern home décor, we'nd laminated bookcases, couture, electronics, graphics — in a word, most anything hackable. This eclectic approach has many practical benefits.

At Olivetti, where De Lucchi worked for 20 years, he involved himself in the production of some 240 products, finishing his career there as the corporation's creative director. He also designed door pulls, tape dispensers, laptops, chairs, vases, interior décor for banks and hotels, and much more.

So far, so good: we're describing a world-famous, multitalented Italian designer at the top of the profession. Now comes the really interesting part: explaining why De Lucchi spent much of 2005 making conceptual art with chainsaws.

Explaining the fondness for chainsaws comes easily enough. To make his point, De Lucchi produces a cherished 12-year-old Italian fountain pen from his immaculate jacket, it occurred to him that although pens and pencils are used with great grace, precision, elegance, and tenderness, no one has extended this approach toward the humble, industrial chainsaws. Why not? Are chainsaws less

worthy than pencils? There is no alternative to the presence of industrial objects in modern life.

A large tree fell near De Lucchi's home. That incident required a chainsaw. This was a chance to learn. Once he had his goggles and gloves on, De Lucchi knew that the chainsaw had been radically underexploited as a means of creative expression. The 55-year-old maestro soon made it his business to own and master a variety of chainsaws.

Like many architects. De Lucchi spends much of his professional life making small-scale models of housing. So he decided to refine his chainsaw skills by making model homes straight from the dead tree. No fussy stickler for mere handicrafts.

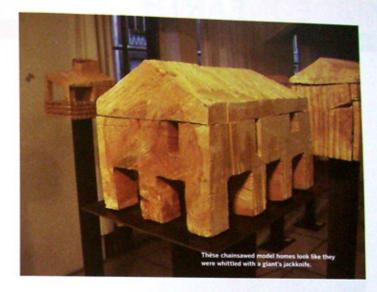
"Every project is a voyage from idea to realization. There is an ocean of compromise in the middle."

De Lucchi also added telling model details with a laser cutter and a water jet.

These chainsawed model homes look like they were whittled into shape with a giant's jackkinfe, but the unique models sold at once to eager art collectors. Some of the models were botched. Those, he discarded and wrote a book about: Twelve Stories About Little Houses. These chainsaw failures were outly to show in public or to display as art, but the effort to make them taught him useful lessons. This resulted in a good set of design war stories.

"Every project is a voyage from idea to realization," he tells me in careful English. "There is an ocean of compromise in the middle."

The architectural lessons from the chainsawed homes are now reflected in De Lucchi's ambitious Japanese eco-village development, outside Osaka. This is a big effort, an entire Japanese suburb, but he has learned, he says, to seek his inspiration for



bigness in that which is small, simple, and intuitive. Big. corporate research-and-design teams are all very well in their place, but they are big by nature, and concerned with big resources. So, they are always anxious to avoid big mistakes.

One cannot experiment properly in a state of anxiety. Creativity is closed off by fear. It's even worse to fail to be anxious at a big scale. It's wrong to arrogantly experiment with the lives and fortunes of a company's employees and stockholders — as if those many people didn't matter.

By their nature, big companies and mass production will "commercialize, marketize, banalize, and globalize." But if industry is to improve the world, industry needs something truly good to work on.

Therefore, De Lucchi has divided his own work into sets of physical scales. First, there are the small things he does alone in a home office: "experiments, searches, and fun." By design, these efforts have no deadlines, no clients, no deliverables, no budget, and they are done without commitment to anybody.

At the next level comes a small company called Produzione Privata (Private Production). This atelier features De Lucchi himself, his design assistant, a bookkeeper, and a producer, whose job it is to outsource the manufacturing of De Lucchi's designs. Produzione Privata is deliberately small, but it sells real products and it has a real budget. The next and final step is the De Lucchi architecture firm, aMDL, which does large-scale urban work in Germany, Russia, Japan, Italy, and elsewhere.

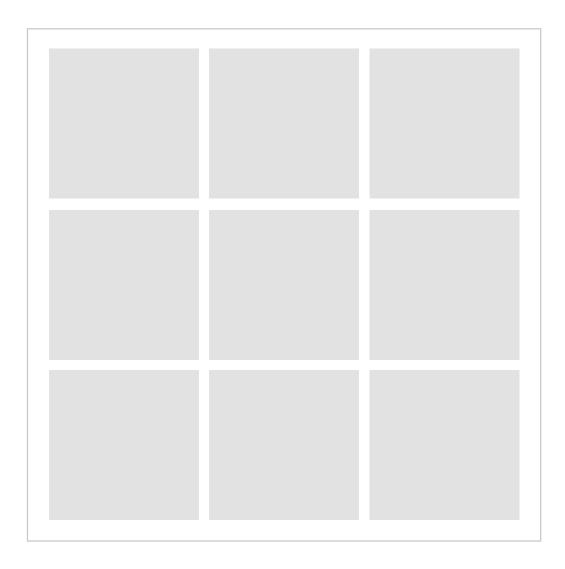
These different levels of creative scope do not conflict. Instead, they support and refresh one another. One level is no more or less "serious" than the next. They are a creative ecosystem, where the scale and muscle of the bigger firm can shelter the little greenhouse of the new, and where the small innovative experiments can provide a unique edge and unbeard-of innovations for the bigger outfit.

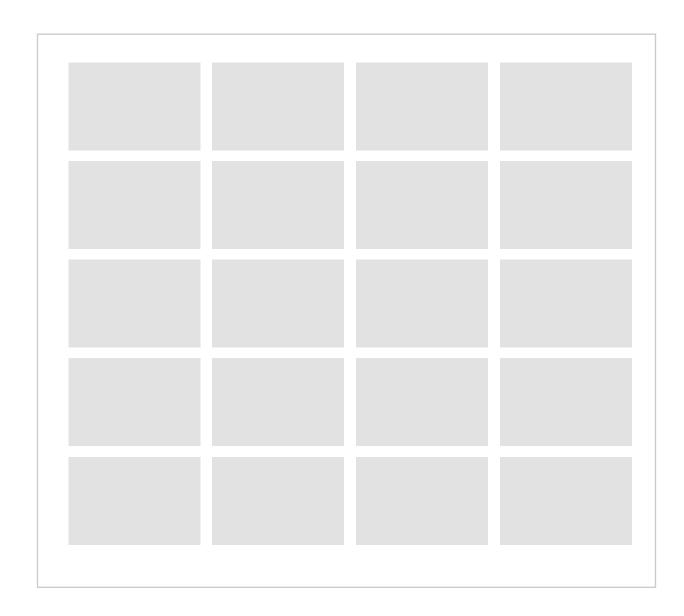
"There is no alternative to industrial organization," says De Lucchi. "But we must also believe that we have the chance to reach a better world through industry. An industry is more than a public investment. If man believes in industry, but industry fails to believe in humanity, the planet is finished."

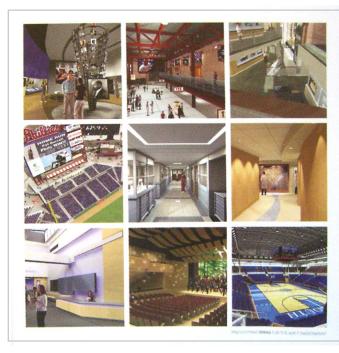
I don't know about the planet, but having met De Lucchi, I know that Milan and he are the polar opposite of "finished." They have found the means, motives, and opportunities for elegant innovation.

Bruce Sterling (truce/livel.com) is a science fiction writer and part-time design professor.

Grid Modular grid









LAYOUT

Grid Clarity, efficiency, economy, and continuity

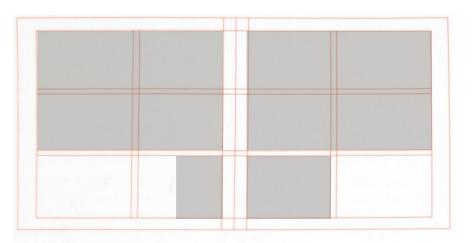
LAYOUT

Grid

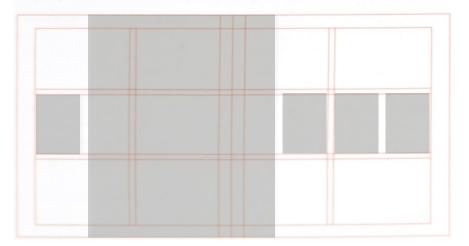
Effective grid is not a rigid formula but a flexible and resilient structure, a skeleton that moves in concert with the muscular mass of information.

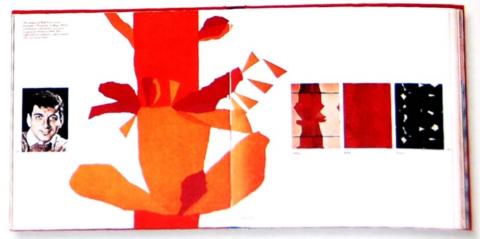
[Lupton, 2004]

Breaking the grid



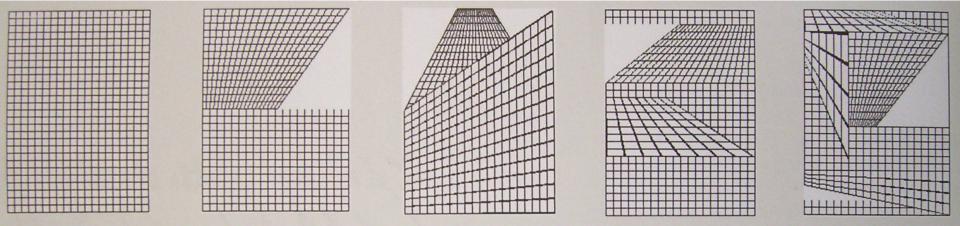






LAYOUT

Grid The designer uses, adapts, breaks, and abandons grids for the benefit of the design.







Breaking the grid Linguistic deconstruction

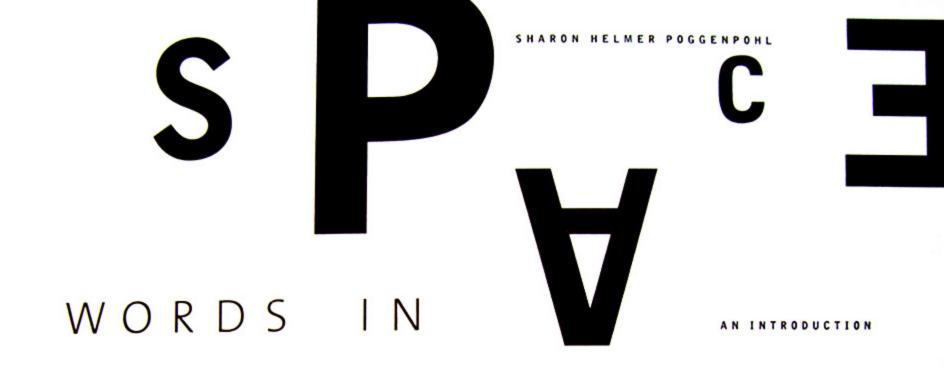
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Visible language

is ubiquitous, taken for granted;

it is often processed automatically rather than formally seen.

tion (in a secular sense), reference, transformation and freedom

whether vernacular or artful Each in its own way reminds us of Continuing the special two part series Words in reveals their approach whether vernacular or artful Each in its Space, these articles explore yet other themes:

transubstantiation (in a secular sense), reference, transformation and freedom. A strong cultural thread runs through these essays - a glance at their images clearly reveals their approach whether vernacular or artful. Each in its own way

Continuing the special two part series Words in Space, these themes: transubstantiation (in a secular sense), reference, tran

A strong cultural thread runs through these essays - a glan

words in space as a cultural event

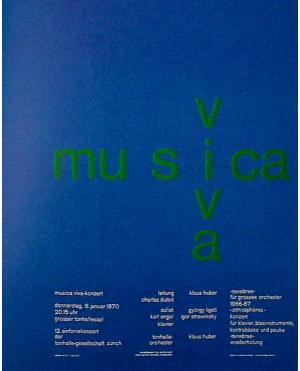


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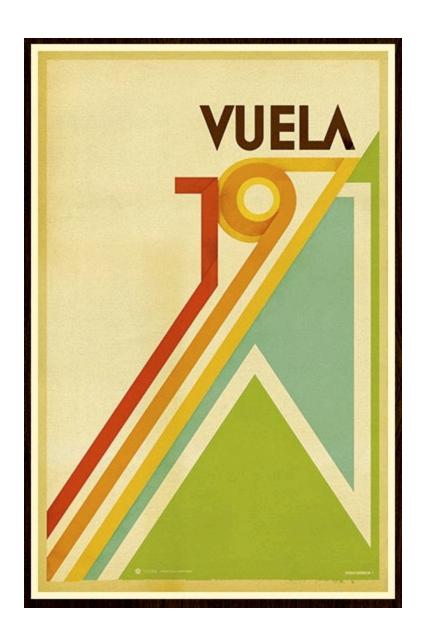




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Integrating type and image

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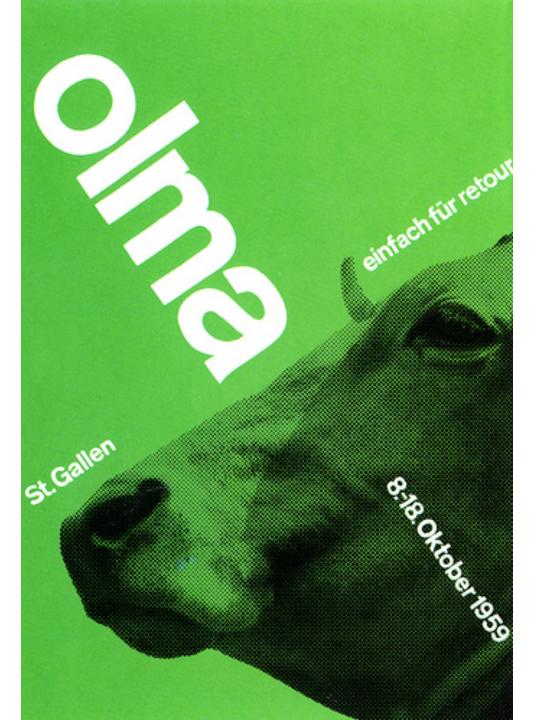
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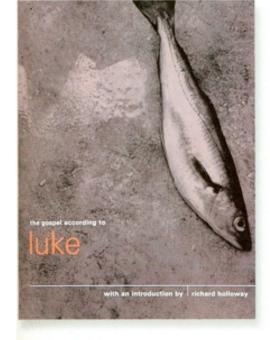


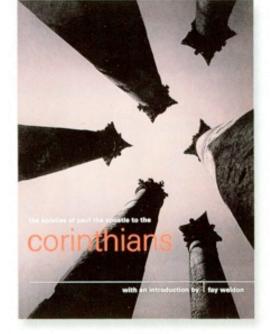
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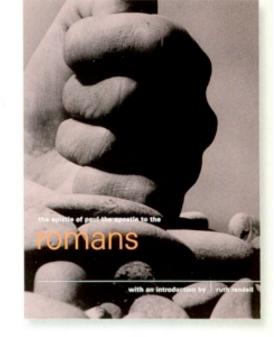
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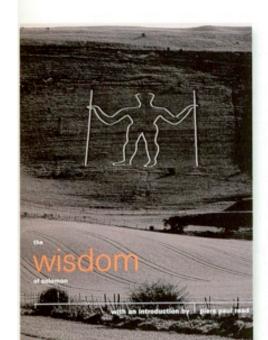
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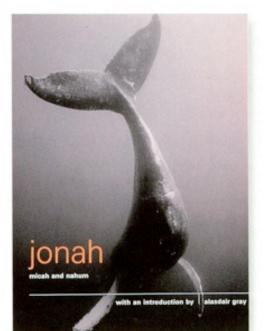
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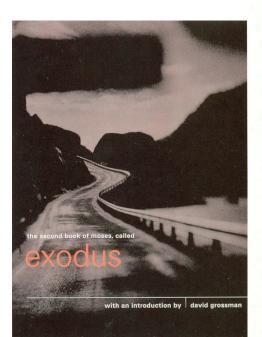


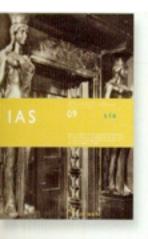




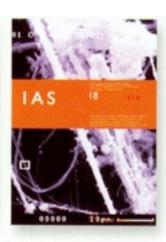




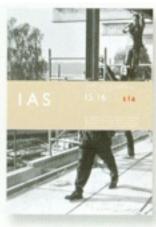




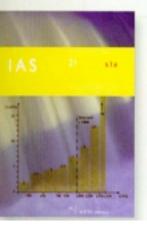




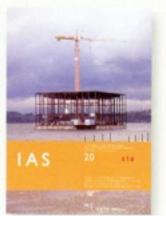






























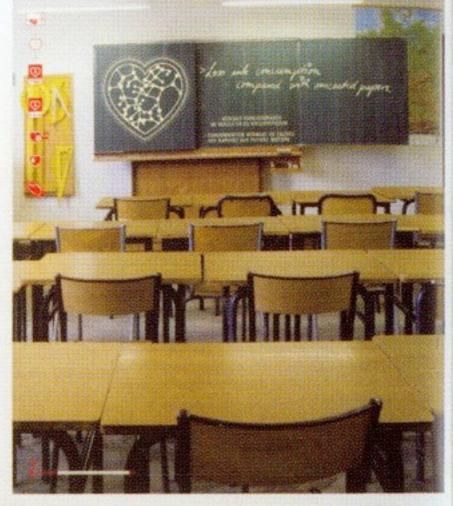






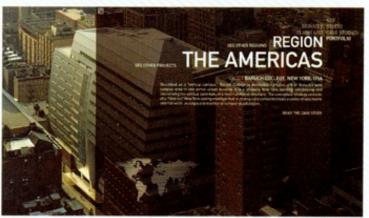


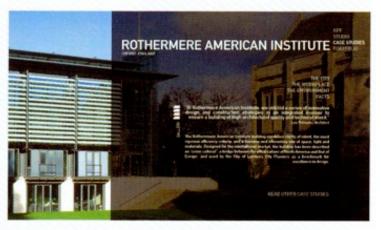
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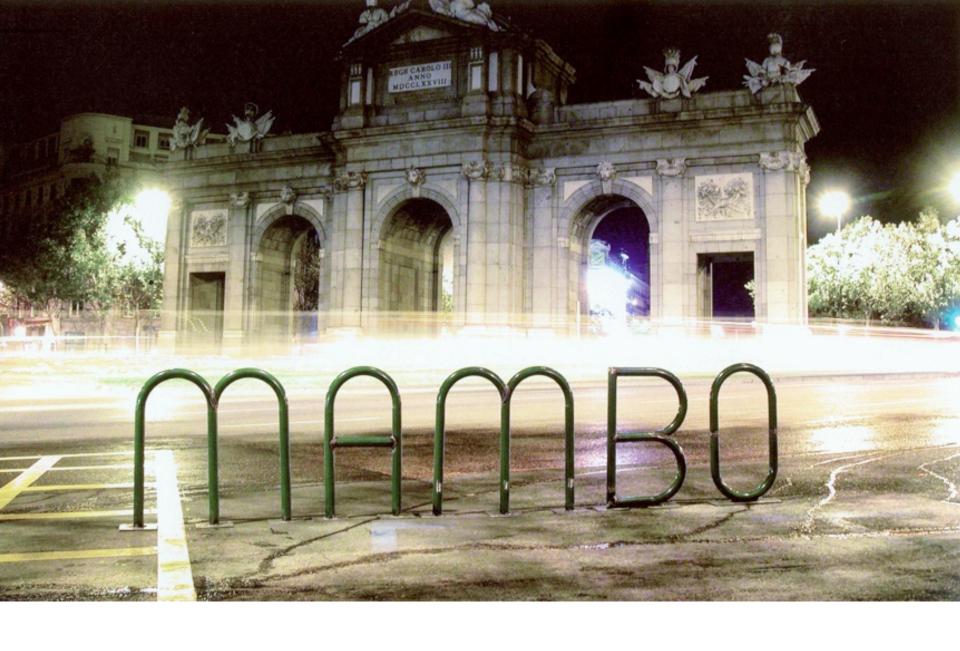


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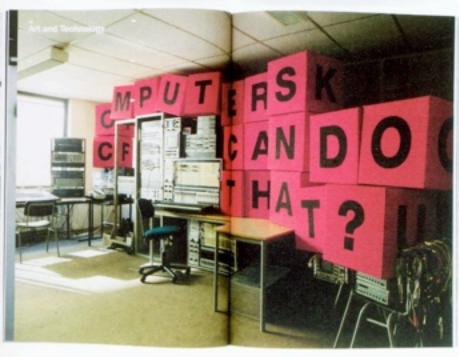
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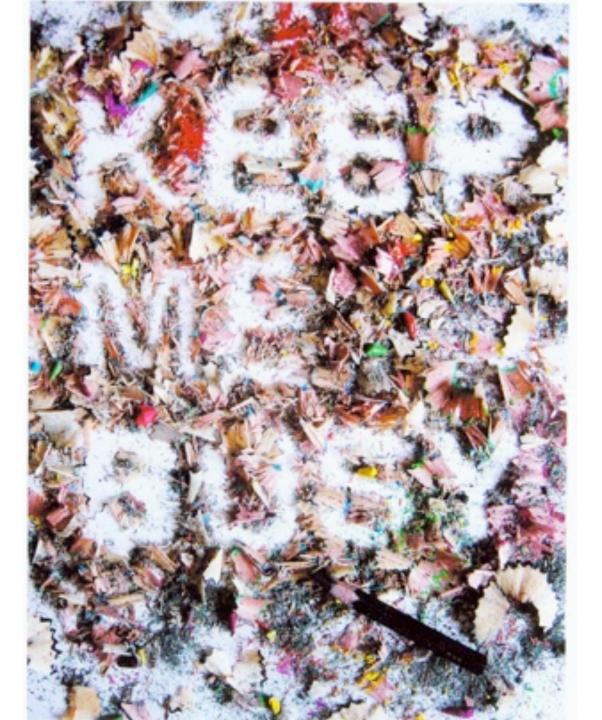








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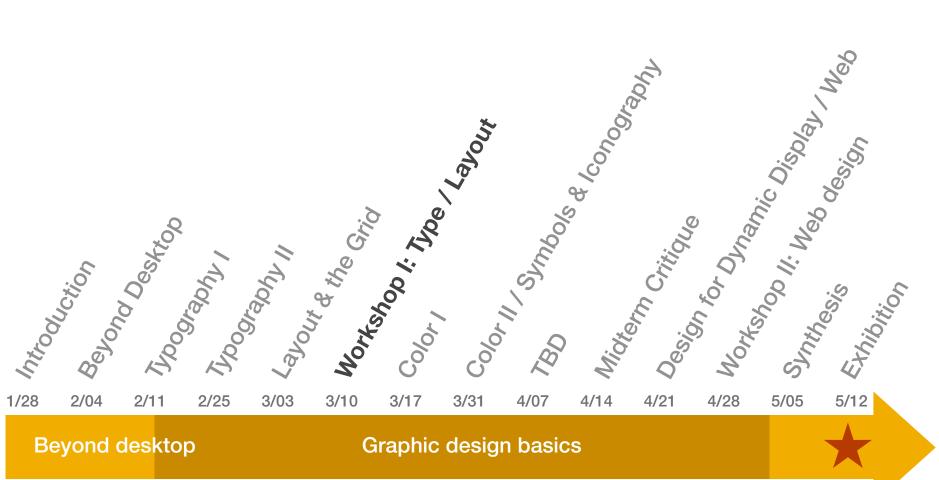








Course schedule



Beyond desktop

Graphic design basics



Thanks!