

Critique and Graphic Design

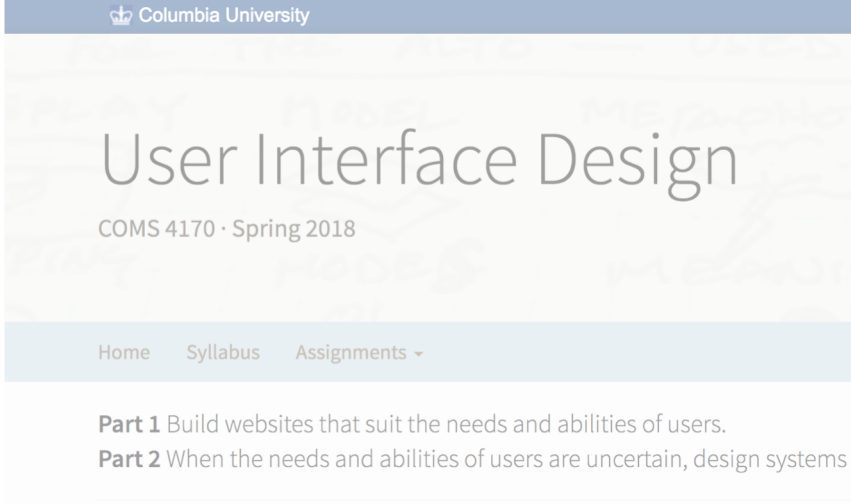
No screens



Prof. Lydia Chilton
COMS 6998
28 September 2018

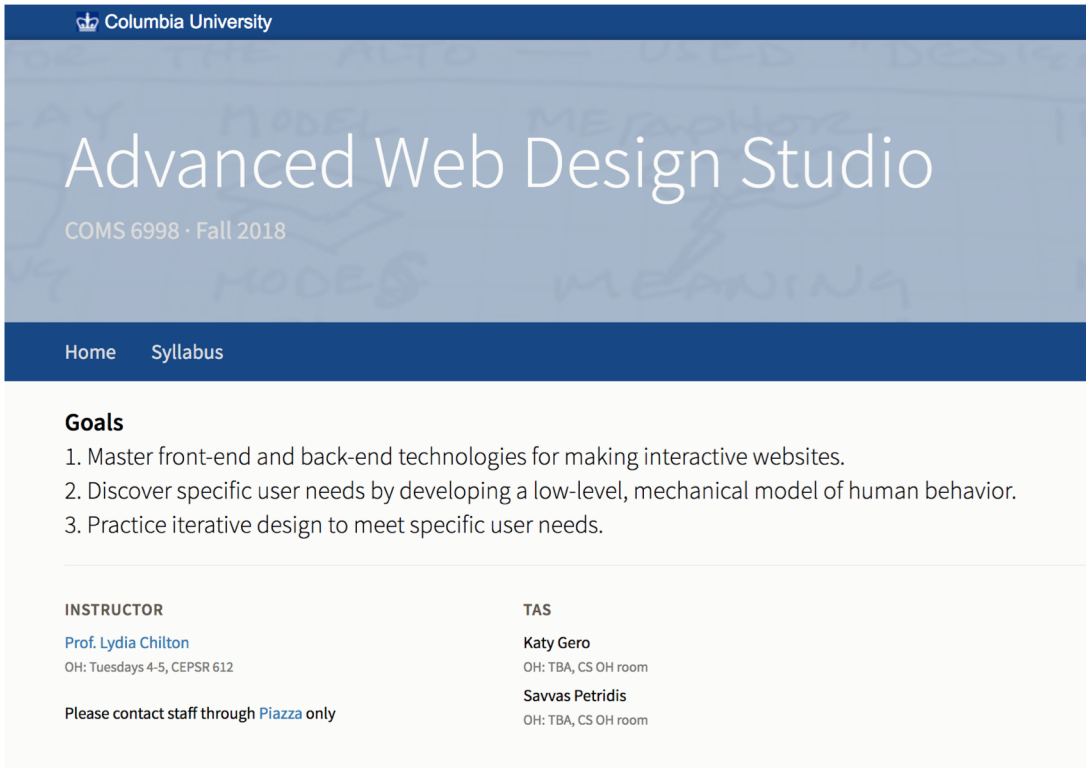
Say your name





You already know front-end web dev:
HTML, JavaScript, Bootstrap, jQuery

And design:
Iterative design, critique



You will learn back-end web dev:

- Server-side programming (Flask),
- **Databases (Sqlite, SQLAlchemy)**
- Real-time Communication (Socket.IO)

And practice web design by:

- **Rebuilding IMDB.com**
- Rebuilding twitter
- Pursuing your own project

Last week:

Build a web app that meets a
**specific user need in the
movie data domain**

(That is not a specific need that IMDB supports well)

Last weeks goal

- Make your own application using IMDB data and CRUD operations.
 - Define your own high level goal: a specific user need to solve
 - Define 7-10 low level goals you will need to achieve this.
 - Functionality is the most important thing.
 - Create at least 1 paper prototype – test it on at least 1 person.
 - Report one thing you learned from it
 - Graphic design should be GOOD ENOUGH to not repulse people in user tests.
 - Test it on at least 1 person
 - Report on thing you learned
-
- Must use Flask, SQLite. You don't have to use SQLAlchemy
 - We have not talked about users yet or sessions yet. Stay tuned!

Today's Agenda

- Review the difference between criticism and critique
- **Studio:** 45 minutes of individual peer+instructor critique
 - Is the user need specific?
 - Does the interface meet that specific need?
- Next week: Second iteration on this interface
 - With a focus on graphic design
- Review principles of iteration and of graphic design.

Specific User Needs

Review!

General Vs. Specific Goals

General Goal:
“Clean the house.”

Specific goal:
“Fold that basket of laundry.”



General goals sound appealing, but specific goals are actionable:
What **person** will take what **action** on
what **object**?

General goals are really **domains**.

By picking a **specific need** in the **domain**,

you can then **generalize** other other thing in that **domain**.

Domain

Specific Need

Generalized to



Online shopping

Uncommon books

Clothes,
Food,
Amazon Fresh
Other sellers



Social Network

Harvard students to
look up each other's
classes

Ivy League
US Colleges
Everybody



Email client

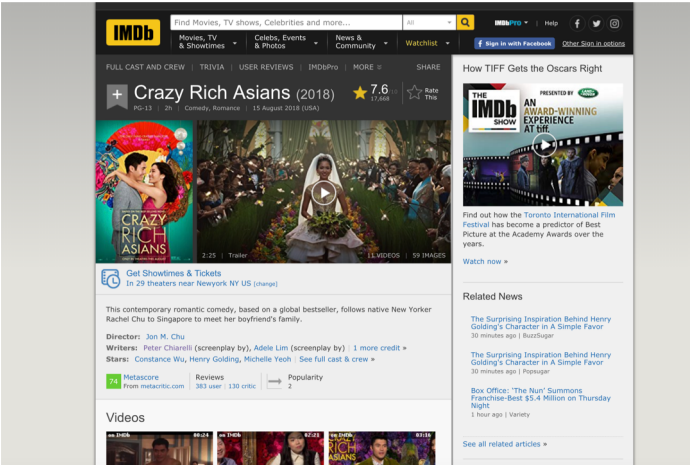
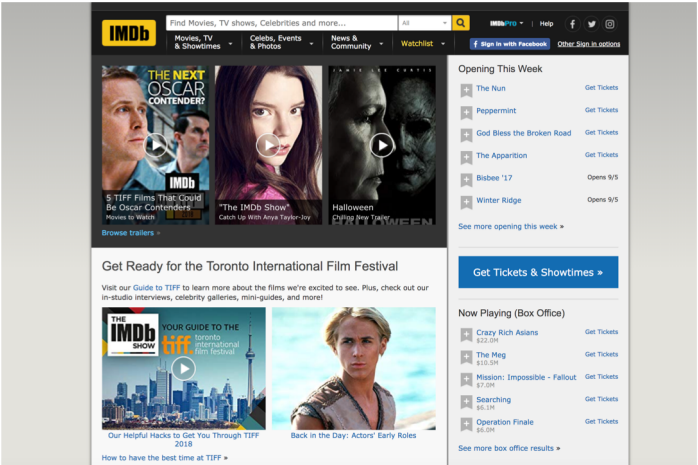
Web-based
No page reload
Never Delete







Chat
GDrive



In the domain of “movie data”

IMDB has lots of data just waiting to meet a specific user need



Cast			Edit
Cast overview, first billed only:			
	Constance Wu	...	Rachel Chu
	Henry Golding	...	Nick Young
	Michelle Yeoh	...	Eleanor Young
	Gemma Chan	...	Astrid Young Teo
	Lisa Lu	...	Ah Ma
	Awkwafina	...	Peik Lin Goh
	Harry Shum Jr.	...	Charlie Wu
	Ken Jeong	...	Wye Mun Goh
	Sonoya Mizuno	...	Araminta Lee
	Chris Pang	...	Colin Khoo
	Jimmy O. Yang	...	Bernard Tai
	Ronny Chieng	...	Eddie Cheng

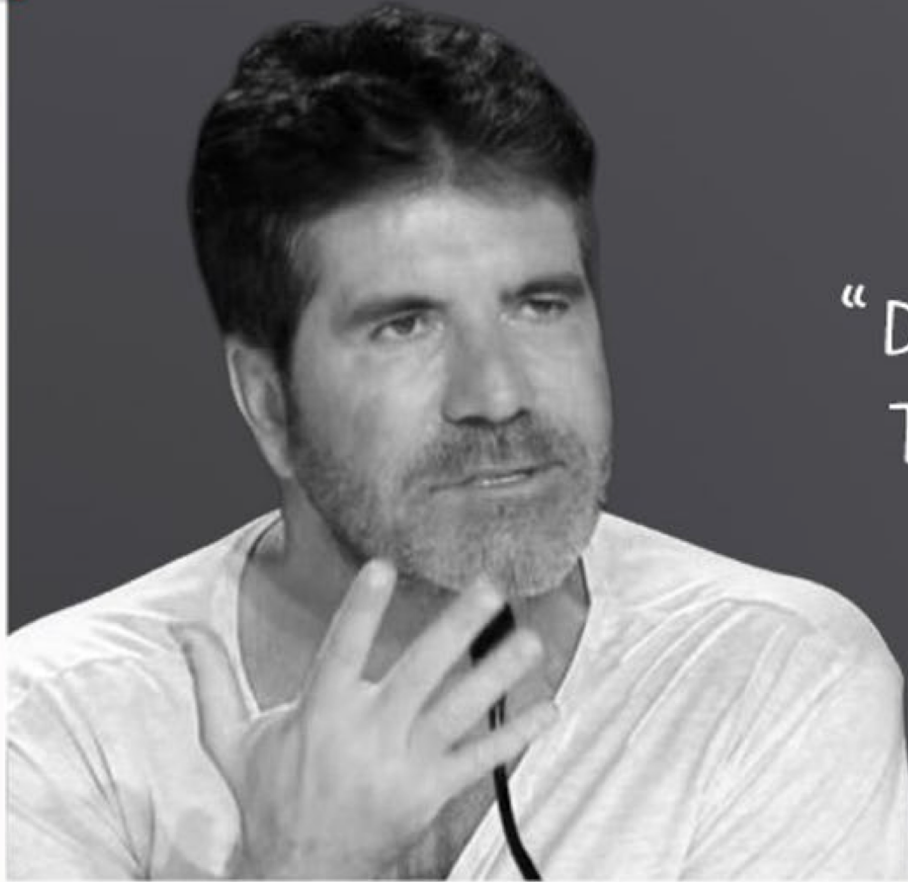
Storyline	Edit
<p>The story follows Rachel Chu (Wu), an American-born Chinese economics professor, who travels to her boyfriend Nick's (Golding) hometown of Singapore for his best friend's wedding. Before long, his secret is out: Nick is from a family that is impossibly wealthy, he's perhaps the most eligible bachelor in Asia, and every single woman in his ultra-rarefied social class is incredibly jealous of Rachel and wants to bring her down. <i>Written by JAP</i></p> <p>Plot Summary Plot Synopsis</p>	
<p>Plot Keywords: nouveau riche materialism aeroplane gold digging elitism See All (75) »</p>	
<p>Taglines: The only thing crazier than love is family</p>	
<p>Genres: Comedy Romance</p>	
<p>Motion Picture Rating (MPAA) rated PG-13 for some suggestive content and language See all certifications »</p>	
<p>Parents Guide: View content advisory »</p>	

Details	Edit
<p>Official Sites: Official Facebook Official Instagram See more »</p> <p>Country: USA</p> <p>Language: English Mandarin Cantonese Hokkien Tamil French</p> <p>Release Date: 15 August 2018 (USA) See more »</p> <p>Also Known As: Crazy Rich Asians See more »</p> <p>Filming Locations: Langkawi, Malaysia See more »</p>	
<p>Box Office</p> <p>Budget: \$30,000,000 (estimated)</p> <p>Opening Weekend USA: \$26,510,140, 19 August 2018, Wide Release</p> <p>Gross USA: \$152,233,071, 19 September 2018</p> <p>Cumulative Worldwide Gross: \$187,451,904, 17 September 2018</p> <p>See more on IMDbPro »</p>	
<p>Company Credits</p> <p>Production Co: Color Force, SK Global, Warner Bros. See more »</p> <p>Show more on IMDbPro »</p>	
<p>Technical Specs</p> <p>Runtime: 120 min</p> <p>Sound Mix: Dolby Digital DTS (DTS: X) SDDS Sonics-DDP</p> <p>Color: Color</p>	

Giving And Receiving Critique

Criticism vs. Critique

my

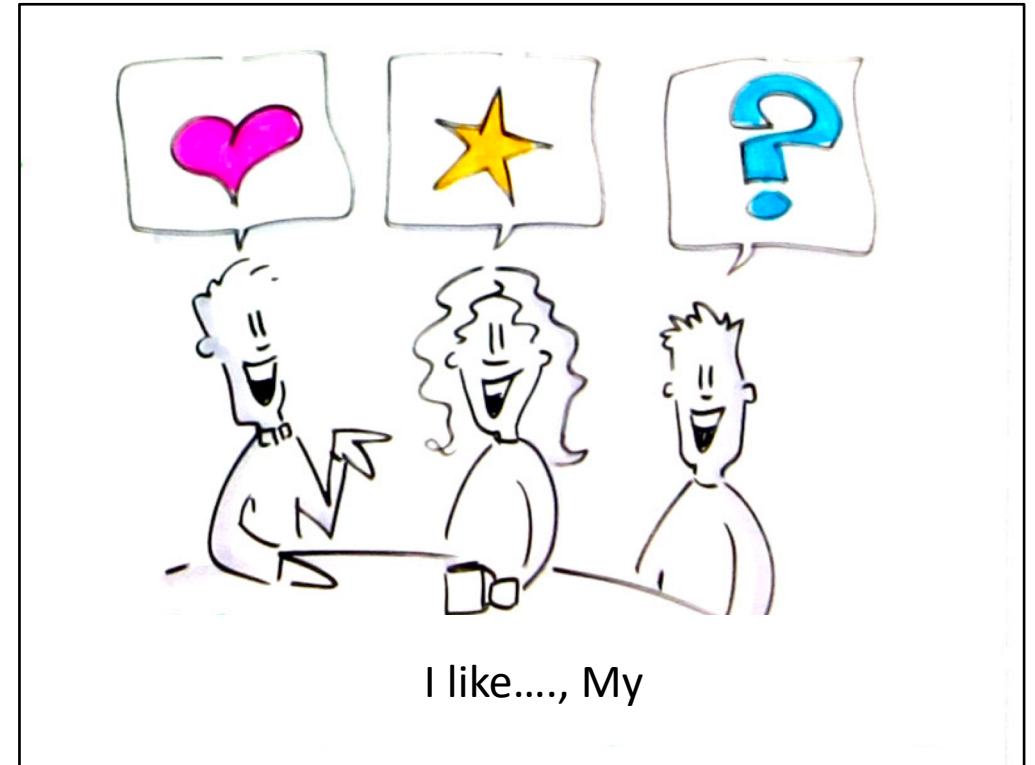


“DO YOU HAVE A SINGING
TEACHER? GET A LAWYER
AND SUE HER.”

Criticism is entertaining to audiences,
but hurtful to makers AND
not useful to making things better.



Criticism vs. Critique




Critique

“I like...”

- Forces you to more closely observe the artifact.
- acknowledges positive things the design should keep.



“I like...”

 Columbia University

Advanced Web Design Studio

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Home Syllabus [Piazza](#)

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2. Discover specific user needs by developing a low-level, mechanical model of human behavior.
3. Practice iterative design to meet specific user needs.

INSTRUCTOR

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OH: Tuesdays 4-5, CEPSR 612

Please contact staff through [Piazza](#) only

TAS

Katy Gero
OH: Wed 2:30-3:30, CEPSR 603

Savvas Petridis
OH: TBA, CS OH room

WEEKLY SCHEDULE

Lecture
Friday 2:10–4pm in Mudd 337
(also known as the Engineering Terrace)

TEACHING METHOD

This is a studio style class in the tradition of art and architecture. Students are expected to already know the fundamental techniques. We will practice these techniques as well as give and receive critique on a weekly basis. Attendance is mandatory. Any absence, excused or otherwise, must be made up

I like that the name and course number are clear

I like that there is a link of Piazza

I like that the colors are Columbia themed, and different than the intro class, 4170.

Critique

“For me..., what if ...”

- Is to help people see new potential in their design.
- Talk about your *personal* frustrations and interpretations.
- Help the designer see their design through your eyes.



#1 Which of these is a good critique?

A “You need to make the navigation bar bigger.”

B “I had trouble finding the navigation bar.
I wish the navigation bar was more easier to find.”

#2 Which of these is a good critique?

A “I had trouble reading the text.
What if you changed the font or colors?”

B “The colors aren’t dark enough.”

#3 Which of these is a good critique?

A “People aren’t going to scroll to get more information.”

B “I didn’t realize I could scroll to get more information.”

What's the difference?

“You need to make the navigation bar bigger.”

Help designers identify the potential problems.

Don't try to give them the solutions.

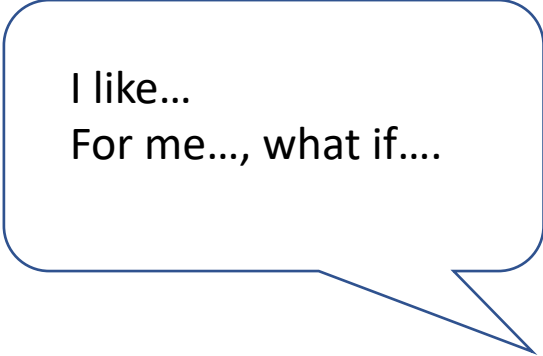
“The colors aren't dark enough.”

“I had trouble finding the navigation bar. I wish the navigation bar was more visible.”

“I had trouble reading the text. What if you changed the font or colors?”

Critique needs to focus around a goal

- Is the user need specific?
- Does the interface meet that specific need?



I like...
For me..., what if....

Critique needs to focus around a goal

- Is the user need specific?
- Does the interface meet that specific need?

I like...
For me..., what if....

chiltonslist

[post to classifieds](#)
[my account](#)

event calendar

M	T	W	T	F	S	S
24	25	26	27	28	29	30
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21

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[women seek women](#)
[women seeking men](#)
[men seeking women](#)
[men seeking men](#)
[misc romance](#)
[casual encounters](#)
[missed connections](#)
[rants and raves](#)

[english](#) ▾

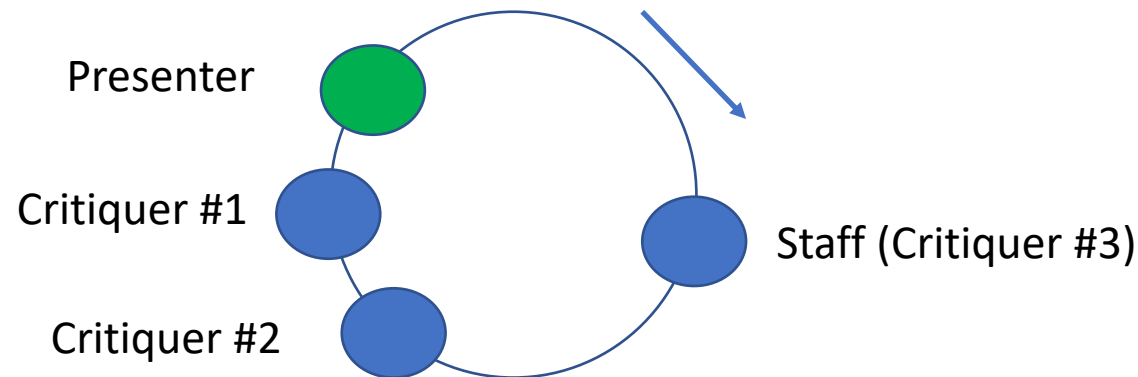
nearby ci

[albany](#)
[allentown](#)
[baltimore](#)
[binghamton](#)
[catskills](#)
[central nj](#)
[delaware](#)
[eastern ct](#)
[eastern shore](#)
[harrisburg](#)
[hartford](#)
[hudson valley](#)
[jersey shore](#)
[lancaster](#)
[long island](#)
[new haven](#)
[north jersey](#)
[northwest ct](#)
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Studio Time: 45 minutes

Critique:

- Present your specific needs
- Present your interface by walking us through a user's path through the system to meet their goal.
- Everyone presents, everyone critiques.



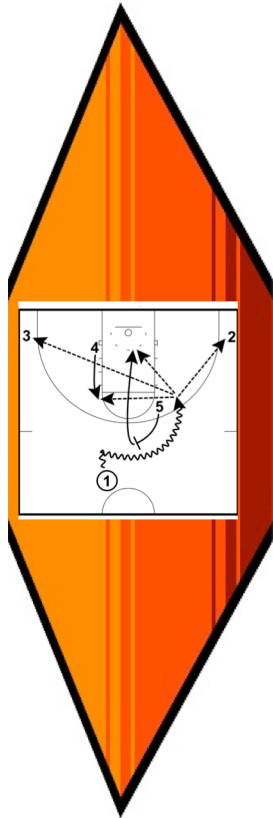
Today by 9pm - post the most important next risk to prototype on Piazza

Next's weeks goal

- Make another iteration of your product.
- It should now be feature complete and ready for users!
- Give a user persona
- The graphic design should still be minimal, but should reflect the intended path through the system.
 - Layout
 - Position
 - Images
 - Color
 - Font

We use iteration to minimize risk by prototyping the riskiest elements first.

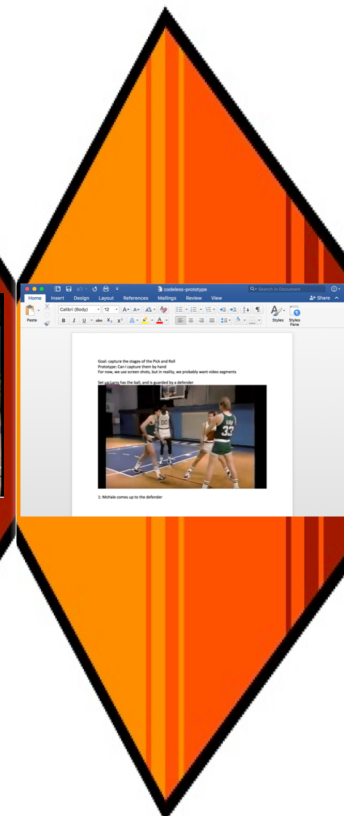
Idea:
Help NBA fans
Recognize the
strategy
during games



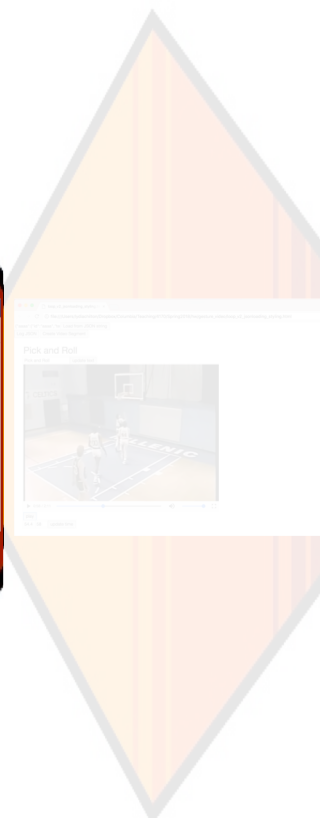
Idea



Resources



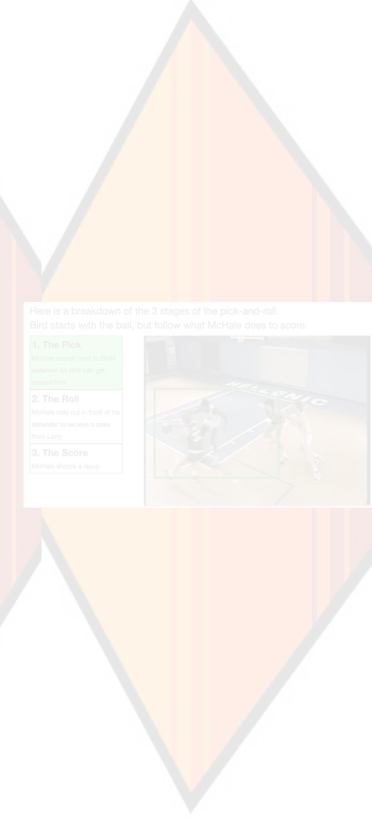
Design



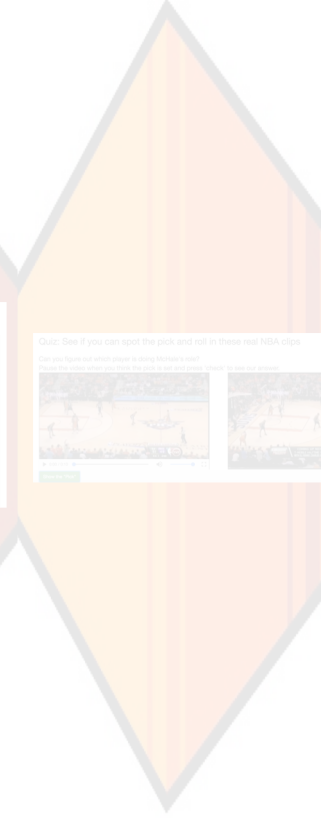
Technical



Design



Idea

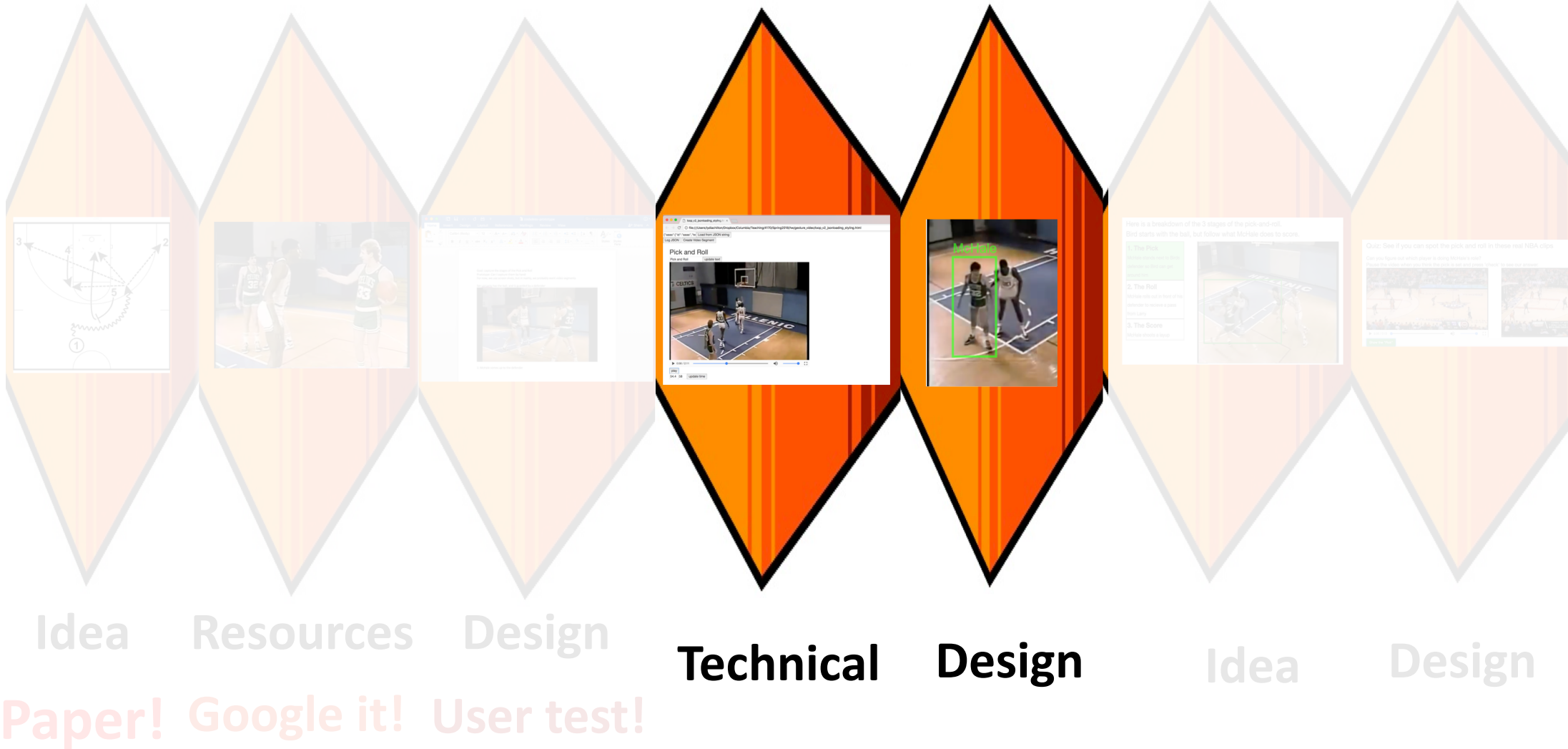


Design

Paper! Google it! User test!

We use iteration to minimize risk by **prototyping** the riskiest elements first.

Idea:
Help NBA fans
Recognize the
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during games



Graphic Design

How to use visual elements to convey what is important to users.

Undifferentiated Text

You are cordially invited to Robert and Alexandra's delectable after dinner party. Wine and nibbles will be served. When: February 20th, 2018 at 9:30pm. Where: the pad. If you need directions, ping us. Kindly let us know if you will be attending by February 1st.

Problem: This does not convey what is important.

Group related information into chunks

You are cordially invited to Robert and Alexandra's delectable after dinner party. Wine and nibbles will be served. When: February 20th, 2018 at 9:30pm. Where: the pad. If you need directions, ping us. Kindly let us know if you will be attending by February 1st.

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What is most important?

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Use size & contrast to indicate importance

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Version 2 has a good Hierarchy of Information

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When: **February 20th, 9:30pm.**
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Kindly let us know if you will be attending by February 1st.

1

2

3

Users can't focus on everything at once.
They have a spotlight of attention.



A visual hierarchy of information allows
designers to **guide users' attention.**

Tools for conveying importance

0. Conceptual Grouping:

A few high-level visual groups

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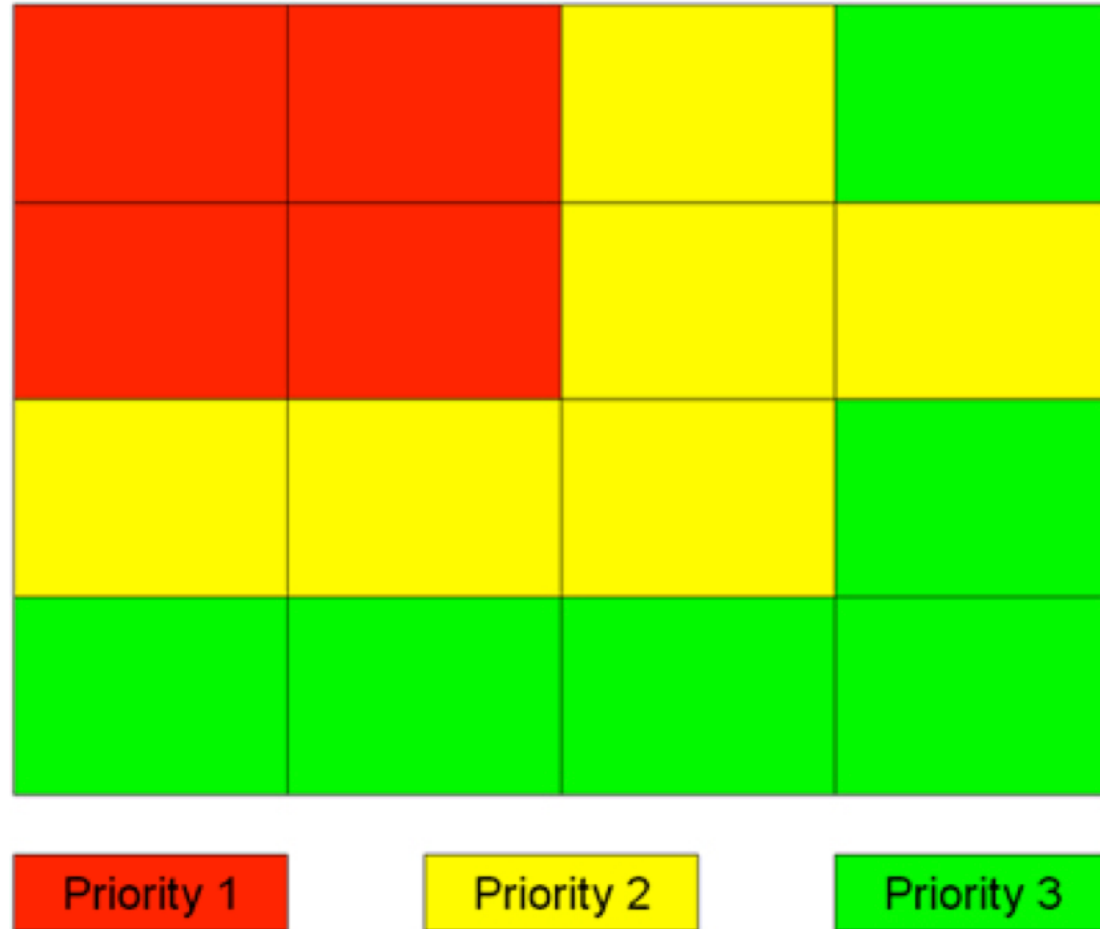
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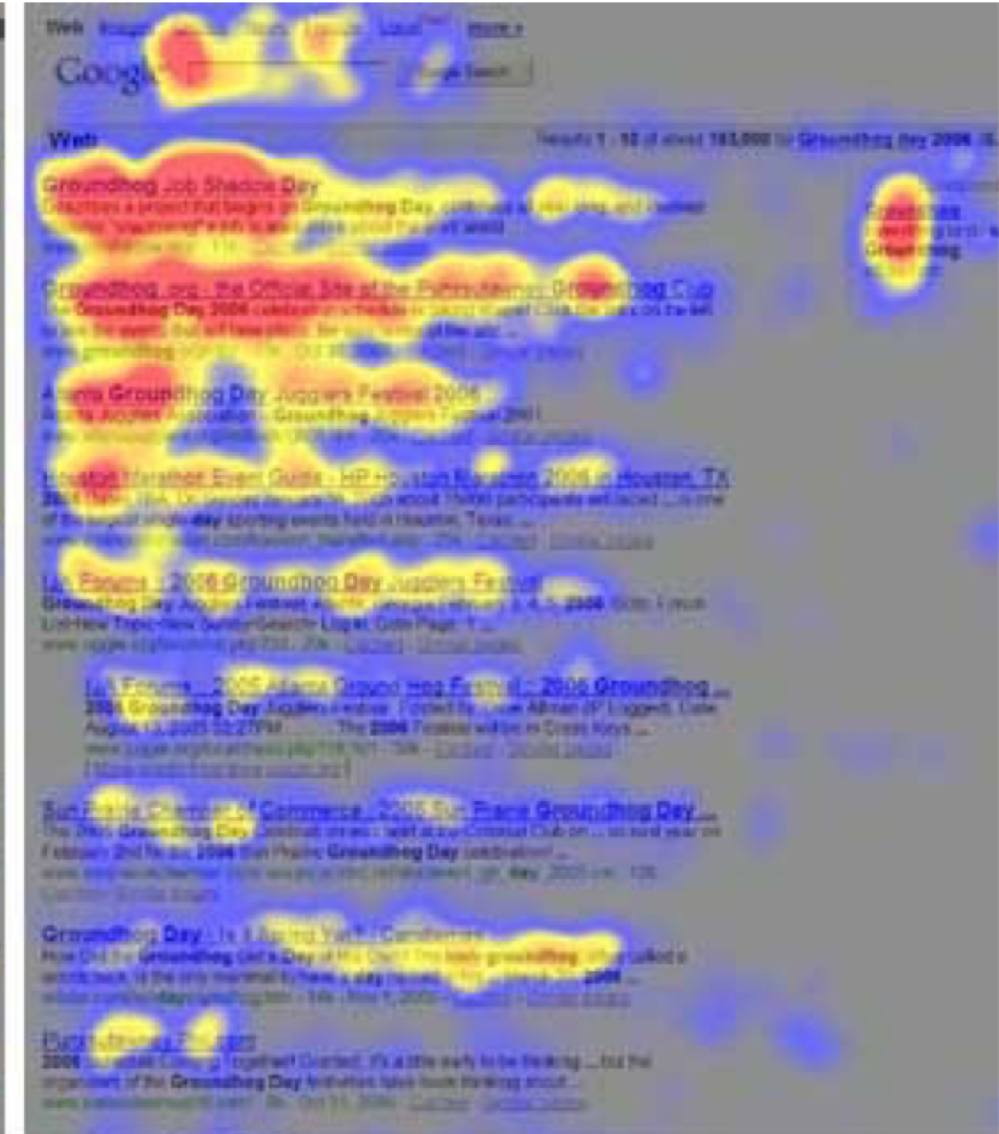
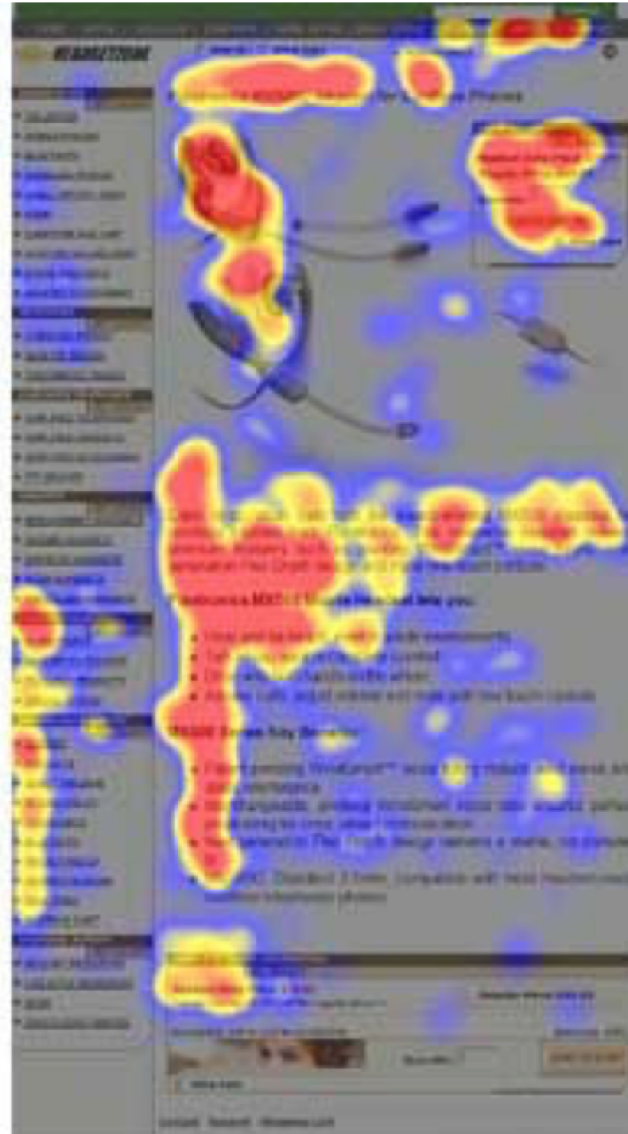
When: February 20th, 2018 at 9:30pm.
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1. Location indicates Importance



Eye Tracking Data





YouTube

YouTube

YouTube



YouTube

YouTube

YouTube

YouTube

YouTube

YouTube



YouTube



YouTube



YouTube



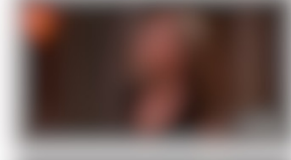
YouTube



YouTube




YouTube



YouTube

2. Whitespace indicates importance

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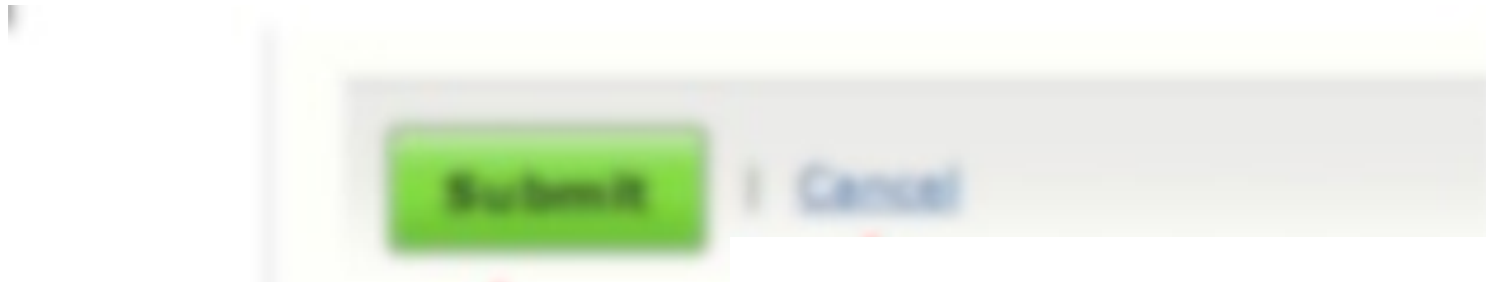
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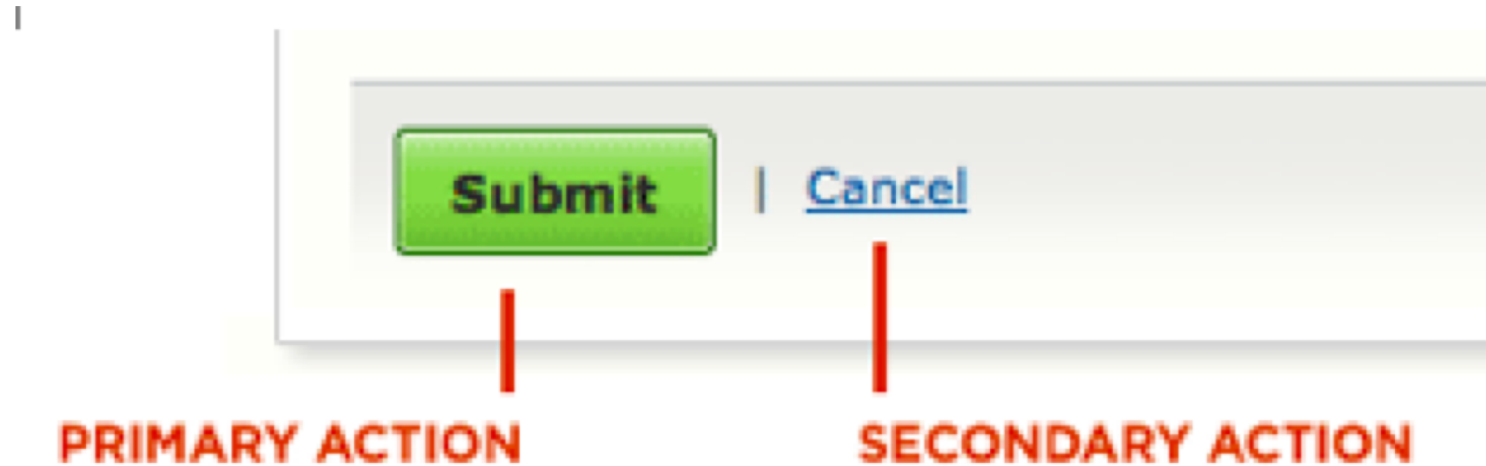
2. Whitespace indicates importance



3. Size indicates importance



3. Size indicates importance



4. Images indicate importance



The image shows a screenshot of a Facebook interface. On the left is a sidebar with navigation options: Explore, Events (4), Pages, Groups (11), Fundraisers, Friend Lists, On This Day, Pages Feed (20+), Photos, Games (1), Suggest Edits, and a 'See More...' link. Below this is a 'Create' section with links for Ad, Page, Group, Event, and Fundraiser. The main content area features a large blue banner with a white shield icon and two hands holding it. Below the banner is a message from 'The Facebook Help Team' stating: 'We're here to help keep your account safe. Lydia, keeping your information safe is important to us. We'd like you to know that you can choose to get alerts about unrecognized logins, so that only you have access to your account. We can show you how.' A 'Learn more' link is at the bottom of the message. Below the message is a post by 'Lana Jo Hill' stating 'Lana Jo Hill added 2 new photos — with Tanner Spaulding. January 18 at 7:25am · Baltimore, MD · 🌐'. On the right side, there are sections for '1 request from Natakli M', '4 event invites', 'Jessica Hullman and 1', and a 'Trending' section with links to 'Supreme Court of Pennsylvania Congress is Ruled Unconstitutional', 'Niels Högel', and 'USA Gymnastics'. At the bottom right, there is a language selection menu with options: English (US), Español, Português (Brasil), Français, and Deutsch.

Explore

Events 4

Pages

Groups 11

Fundraisers

Friend Lists

On This Day

Pages Feed 20+

Photos

Games 1

Suggest Edits

See More...

Create

Ad · Page · Group · Event · Fundraiser

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— The Facebook Help Team

Learn more

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1 request from Natakli M

4 event invites

Jessica Hullman and 1

Trending

Supreme Court of Pennsylvania Congress is Ruled Unconstitutional

Niels Högel

A Nurse Already Serving Was Charged With Kill

USA Gymnastics

USA Gymnastics top le amid sexual abuse scar

See More

English (US) · Español · Português (Brasil) · Français · Deutsch

5. Contrast indicates importance

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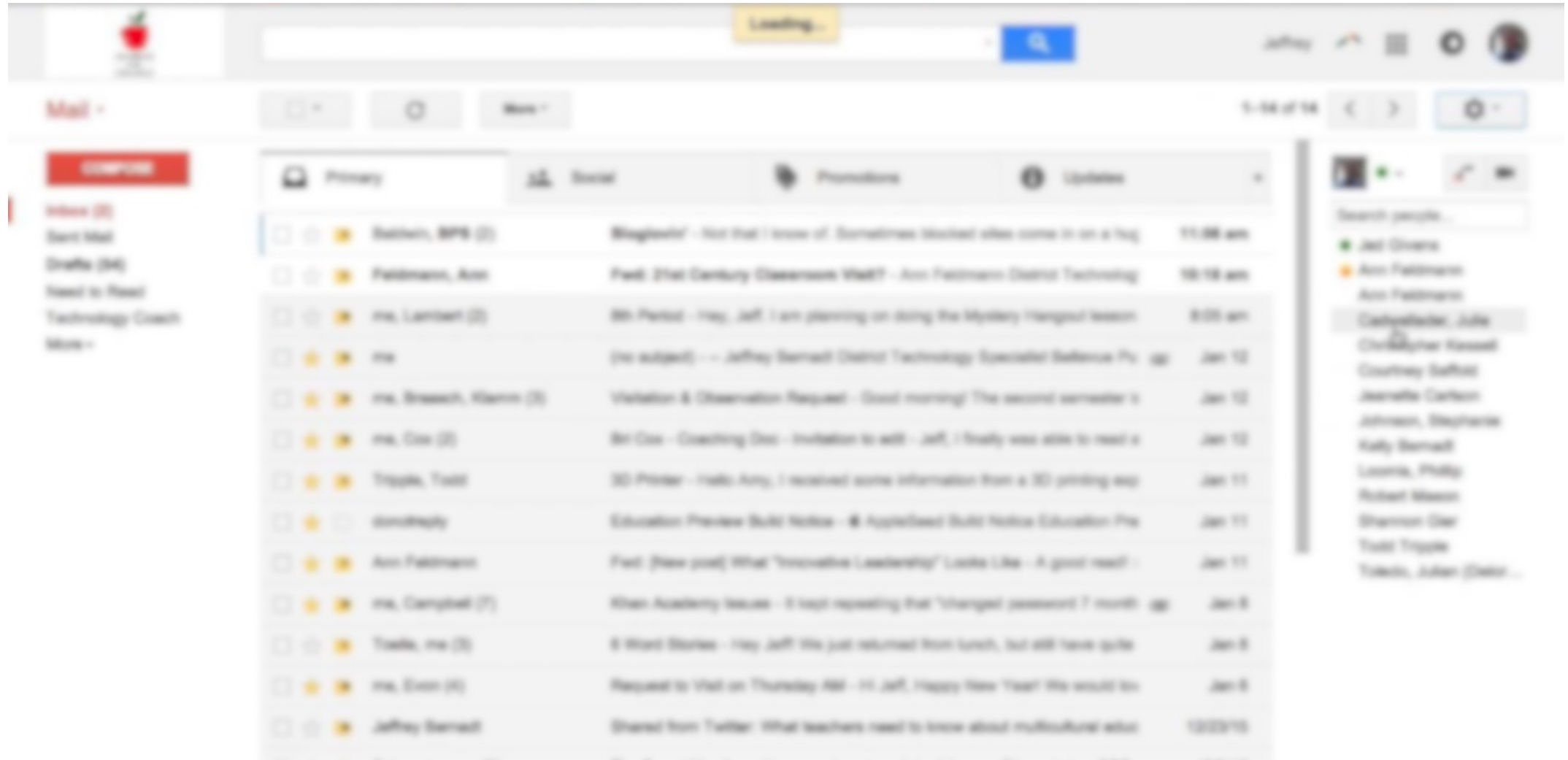
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Where: **the pad.** If you need directions, ping us.

Kindly let us know if you will be attending by **February 1st.**

5. Contrast indicates importance



6. Color indicates importance

Or start a new account

Choose a username (no spaces)

test

⚠️ test is already taken. Please choose a different username.

Choose a password

123

⚠️ Passwords must be at least 8 characters and can only contain letters and numbers.

Repeat password

Email address (must be real)

not an email

⚠️ The email provider does not appear to be valid.




Send me occasional blog updates.

6. Color indicates importance


Or start a new account

Choose a username (no spaces)

bert

 bert is already taken. Please choose a different username.


Choose a password

 Passwords must be at least 6 characters and can only contain letters and numbers.

Retype password

Email address (must be real!)

not an email

 The email provided does not appear to be valid

☒ Send me occasional Digg updates.

6. Color indicates importance







BUT use structure first, then color to enhance



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Only 20 left in stock - order soon.
★★★★☆ (4) [Prime](#)

Listmania!

Recent Fiction Releases of Note: A list by Melon109

New mystery/thriller: A list by mountainmama "Shirley Hicks"
[Create a Listmania! list](#)
Search Listmania! [GO](#)





BUT use structure first, then color to enhance



amazon.com **Prime** Hello, Michael Sauers. We have [recommendations](#) for you. (Not Michael?)
Michael's Amazon.com | [Today's Deals](#) | [Gifts & Wish Lists](#) | [Gift Cards](#) New: Kindle with Special Offers - \$114
[Your Digital Items](#) | [Your Account](#) | [Help](#)

Shop All Departments Search All Departments [Go](#) [Cart](#) [Wish List](#)

Department
Books
Science Fiction & Fantasy
Literature & Fiction
Literature
Kindle Store
Contemporary Fiction
+ See All 4 Departments
Amazon Prime
☐ Prime Eligible

"readme"
Related Searches: [readme](#)
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[33 new from \\$14.98](#) [4 used from \\$18.74](#)
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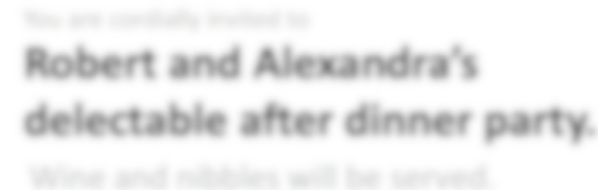
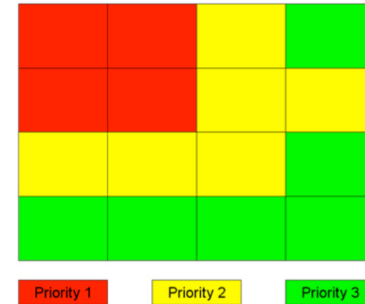
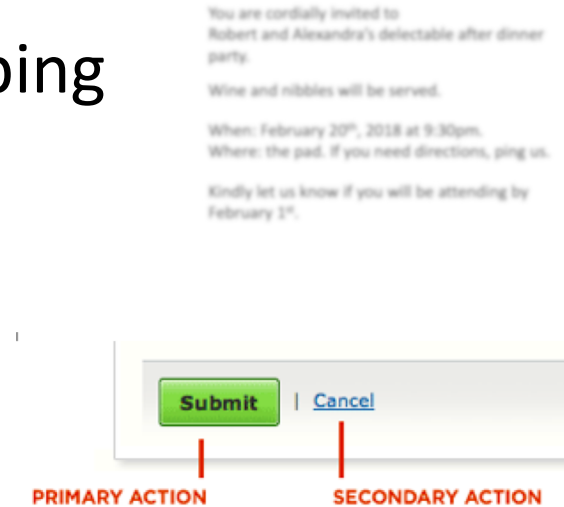
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Tools for indicating importance in the visual Information Hierarchy

- Conceptual grouping
- Location
- Whitespace
- Size
- Images
- Contrast
- Color



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do these sites satisfy?

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Anywhere

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mm/dd/yyyy

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mm/dd/yyyy

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WHEN

Sep 27, 2018



Search

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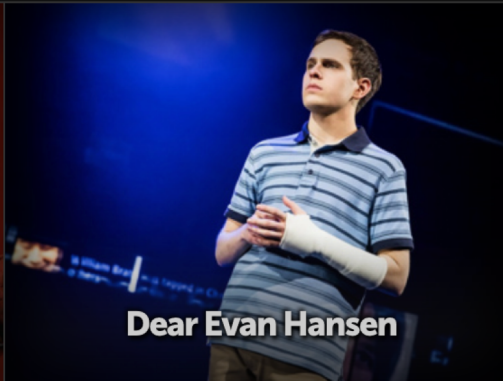
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OFF-BROADWAY

BROWSE ALL



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Dear Evan Hansen



Kinky Boots



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King Kong



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synonyms



design



design



[see definition of design](#)

noun **sketch, draft**

noun **artful conception**

noun **intention**

verb **plan, outline**

verb **create, conceive**

verb



Relevance

A-Z

Length

+

Synonyms for design

noun **sketch, draft**

architecture
arrangement
composition
construction
drawing
form
idea

layout
map
method
model
pattern
picture
plan

scheme
study
blueprint
chart
comp
conception
constitution

delineation
depiction
diagram
doodle
dummy
formation
makeup

outline
paste-up
perspective
tracery
tracing
treatment

Word Origin & History

1540s, from Latin designare "mark out, devise, choose, designate, appoint," from de- "out" (see [de-](#)) + signare "to mark," from signum "a mark, sign" (see [sign](#) (n.)). Originally in English with the meaning now attached to [designate](#); many modern uses of design are metaphoric extensions. Related: Designed; [designing](#).

Use graphic design to convey the specific needs your site serves.

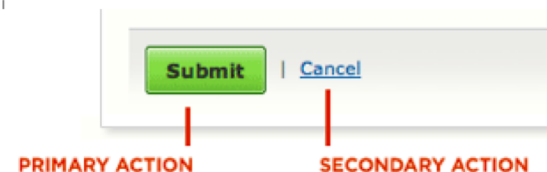
- Conceptual grouping
- Location
- Whitespace
- Size
- Images
- Contrast
- Color

You are cordially invited to
Robert and Alexandra's delectable after dinner
party.

Wine and nibbles will be served.

When: February 20th, 2018 at 9:30pm.
Where: the pad. If you need directions, ping us.

Kindly let us know if you will be attending by
February 1st.



You are cordially invited to
Robert and Alexandra's
delectable after dinner party.

Wine and nibbles will be served.



Next's weeks goal: Iterate

- Iterate on your application
 - Define your own high level goal: a specific user need to solve
 - Define 7-10 low level goals you will need to achieve this.
 - This should be the **next riskiest thing**
- It should now be feature complete and ready for users!
 - **Give a user persona so you know that it is ready for at least one user.**
- The **graphic design** should reflect the intent of the application to the user.
 - It can be minimal, but it should convey the purpose of the side and guide the user's attention through the task
- Create at least 1 paper prototype – test it on at least 1 person.
 - Report one thing you learned from it
- Test it on at least 1 person
 - Report on thing you learned