

CUNY | Fall 2016

Design & Presentation

Syllabus:

<http://popovichn.github.io/cuny-design-presentation>

Design in the wild

- [NYT: What Makes Simone Biles the World's Best Gymnast](#)
- [NPR: Demolished](#)
- [FiveThirtyEight: Should Prison Sentences Be Based On Crimes That Haven't Been Committed Yet?](#)
- [NYT: The 250 People, Places and Things Donald Trump Has Insulted on Twitter](#)
- [Guardian: The Counted](#)
- [WaPo: People shot dead by police](#)

BREAK

Design =

Organization

Ghostbusters

14 N Moore St
New York, NY 10013

Peter Venkman
Paranormal investigator

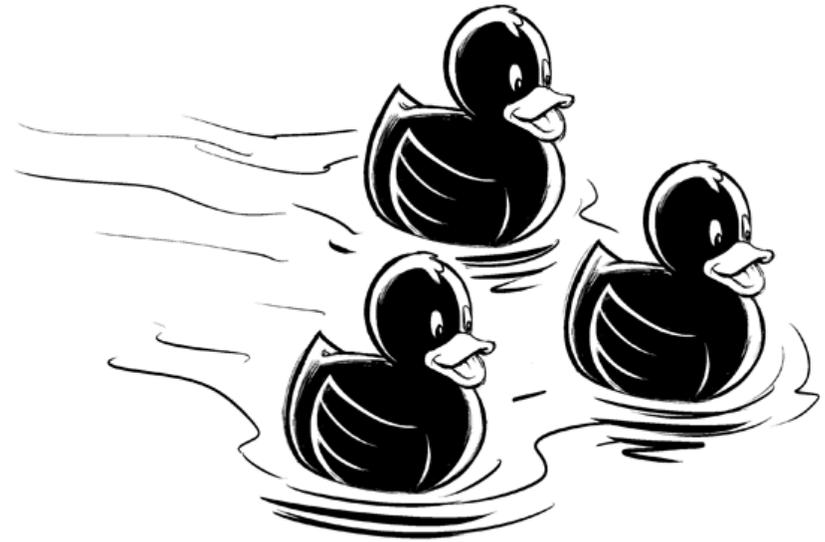
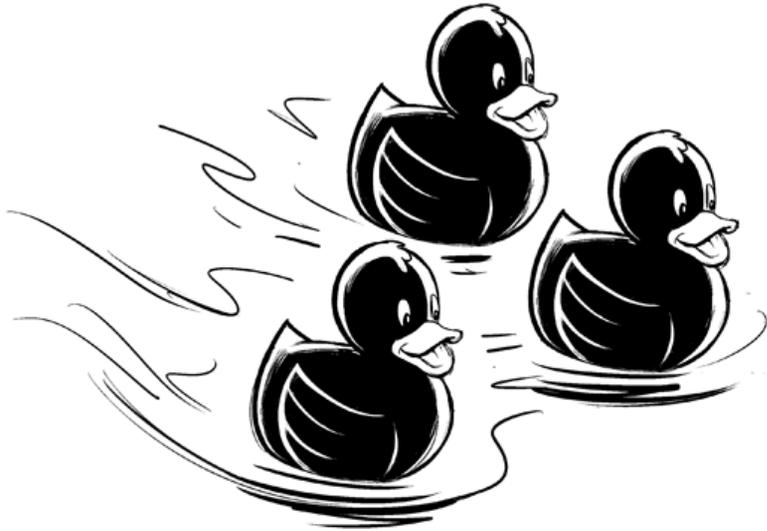
Hook & ladder 8

212-555-1234

Fundamentals of design

1. Proximity
2. Alignment
3. Contrast
4. Repetition

1. PROXIMITY



THE CLOSER THE DUCKS ARE TO EACH OTHER, THE MORE RELATED THEY SEEM.

Via O'Reilly

Table of contents

Contrast

Introduction

Alignment

Repetition

The color wheel

Proximity

Repetition

Shades and tints

Table of contents

Introduction

Design principles

Proximity

Contrast

Alignment

Repetition

Designing with color

The color wheel

Shades and tints

For the Elderly, Diseases That Overlap

1 2 3 4 5 6 7 NEXT »

Nearly half of the residents have Alzheimer's disease or other dementia, a higher percentage than expected by the authors of the National Center for Health Statistics survey, the most complete study of these facilities in the United States.

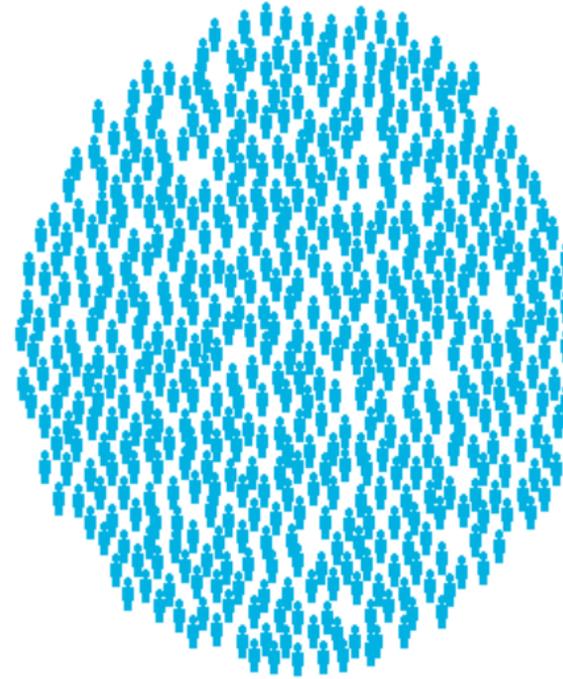
58%

no Alzheimer's or other dementia



42%

have Alzheimer's or other dementia



What to avoid ...

- Undefined proximity
- Unrelated relationships
- Too many groups/separate elements
- Urge to fill all the empty space

Ghostbusters

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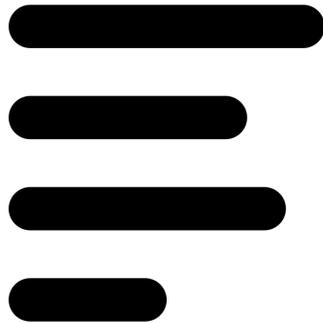
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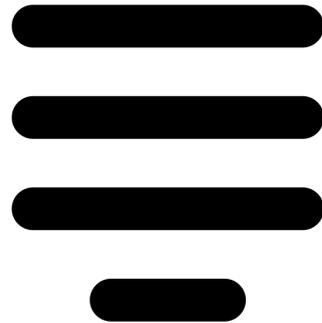
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2. ALIGNMENT

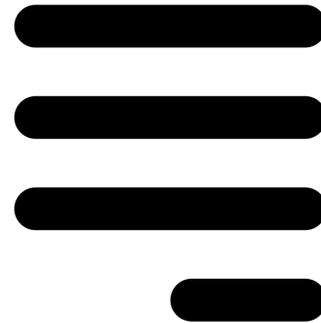
Left



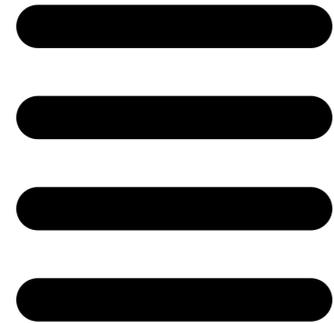
Center



Right



Justified



A Tale of Two Cities

Charles Dickens

It was the best of times, it was the worst of times, it was the age of wisdom, it was the age of foolishness, it was the epoch of belief, it was the epoch of incredulity, it was the season of Light, it was the season of Darkness, it was the spring of hope, it was the winter of despair, we had everything before us, we had nothing before us, we were all going direct to Heaven, we were all going direct the other way—in short, the period was so far like the present period, that some of its noisiest authorities insisted on its being received, for good or for evil, in the superlative degree of comparison only.

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Robert Burns

*Poems in Scots
and English*

The most
complete edition
available of
Scotland's
greatest poet

Robert Burns

*Poems in Scots
and English*

The most
complete edition
available
of Scotland's
greatest poet

Via The Non-Designer's Design Book

Center aligned
text is often **weak**
and **hard to**
read. Especially
when:

- It's meek and lacks purpose
- There is a lot of text (like a paragraph)

But it can work too!



Today's teens use meth less than you did

By Sarah Kliff, Soo Oh, and Sarah Frostenson on June 9, 2016

The kids are all right.

We know this because every two years, the federal government asks thousands of teenagers dozens of questions about whether they are all right. Since 1991, it has sent something called the **Youth Risk Behavior Surveillance Survey** to more than 10,000 high school students every other year, to inquire about all sorts of bad behaviors that range from drug use to unprotected sex to fighting at school.

Via [Vox](#)

KEY TAKEAWAY:

**Be intentional
with design**

WHAT WE WERE AFTER WAS LASHINGS OF ULTRA-VIOLENCE

In this nightmare vision of youth in revolt, fifteen-year-old Alex and his friends set out on a diabolical orgy of robbery, rape, torture and murder.

Alex is jailed for his teenage delinquency and the State tries to reform him – but at what cost?

Social prophecy?
Black comedy?
A study of free will?

A Clockwork Orange is all of these. It is also a dazzling experiment in language, as Burgess creates 'nadsat', the teenage slang of a not-too-distant future.

'Every generation should discover this book.' – **TIME OUT**



£9.99

PENGUIN
Fiction



A CLOCKWORK ORANGE ANTHONY BURGESS

PTISA GIRL
SHAIKA GANG
RAZREZ ANGER
SHIVE SLICE
MILLICENT POLICEMAN
PLENNY PRISONER
BOLNOY SICK
O°BIVAT TO KILL
BR°SAT THROW
KRO°VY BLOOD
STRACK HORROR
M°LOKO MILK
N°SH KNIFE
T° DRATS TO FIGHT
ULTRA-VI°LENCE MURDER
BRITVA RAZOR
DR°OG FRIEND
DRAT FIGHT
GLAZZ EYE
GRAZNY DIRTY

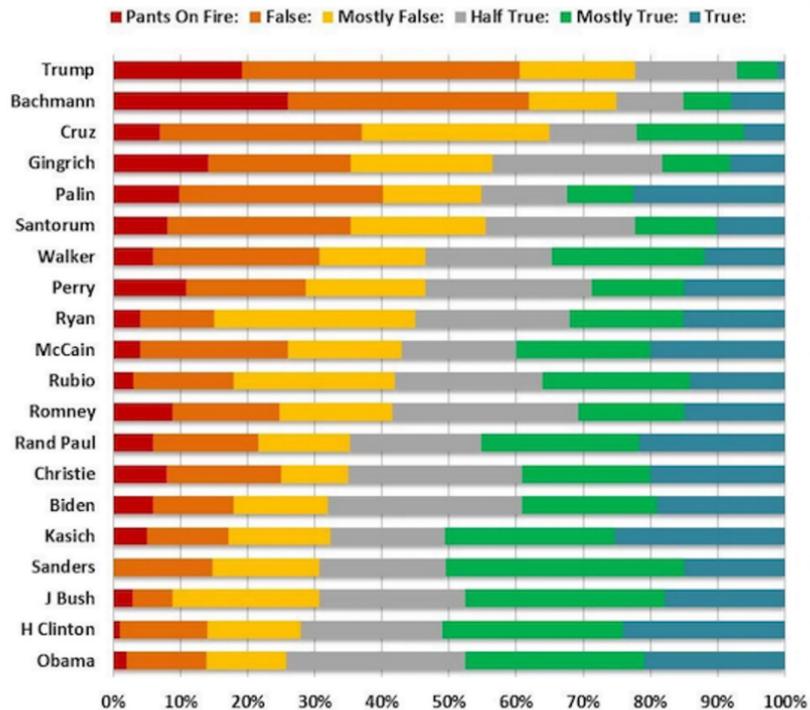
'a gruesomely witty cautionary tale' – **TIME**

ANTHONY BURGESS



Who Lies More: A Comparison

PolitiFact, an independent fact-checking website, has graded more than 50 statements since 2007 from each of these candidates. Here is how they rank.

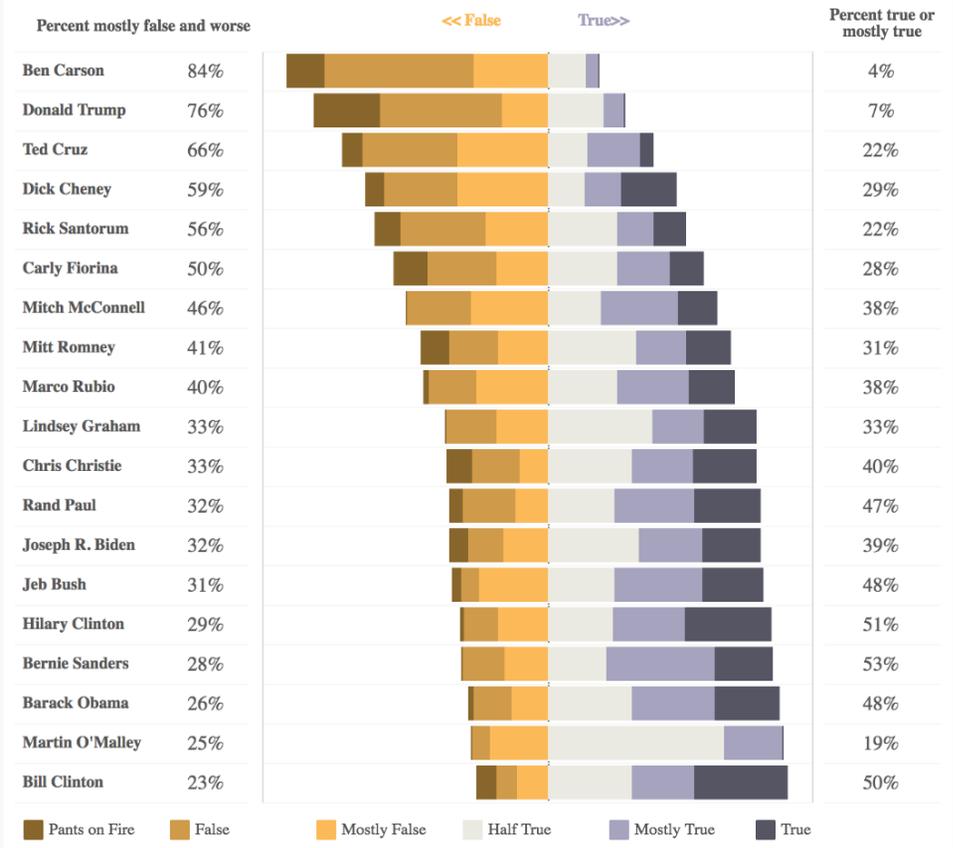


© Robert Mann

All politicians lie, some more than others

A recasting of a graphic from *The New York Times*.

Statements since 2007 by presidential candidates (and some current and former officeholders) ranked from most dishonest overall to least dishonest, as fact-checked by PolitiFact. "Pants on Fire" refers to the most egregious falsehoods. Hover over bars for details.



Via Visualizing Data + Data Revelations

Porche

Porche worse jester pore ladle gull hoe lift
wetter stop-murder an toe heft-cisterns.

Daze worming war furry wicket an shellfish
parsons, spatially dole stop-murder, hoe

dint lack Porche an, infect, word

orphan traitor pore gull mar lichen

ammonol dinner hormone bang.



Porche's furry gourd-murder whiskered,
"Watcher crane aboard?"

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What to avoid ...

- More than one alignment
- Unintentional centering

Ghostbusters

**Peter Venkman
Paranormal investigator**

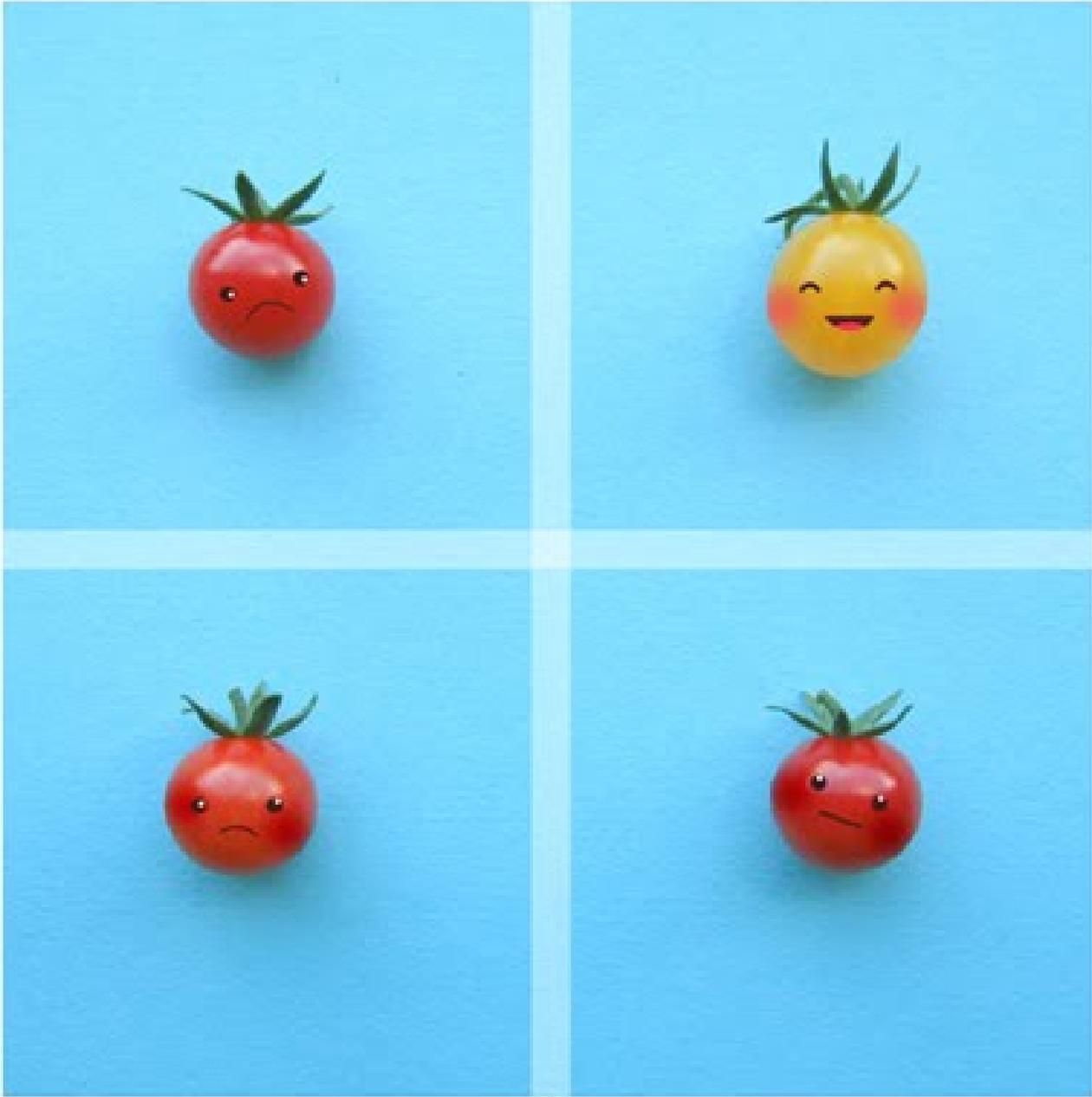
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Ghostbusters

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3. CONTRAST



CONTRAST

COLOR

BOLD CONTRAST

BLAND CONTRAST

CONTRAST

SIZE/WEIGHT

Heading text

This paragraph text size stands in contrast to the header – it's *very different*. Looking good!

Heading text

This paragraph text is only slightly smaller than the heading – it's similar but not the same. Avoid!

ANOTHER NEWSLETTER!

J a n u a r y F i r s t 1 9 9 4

Exciting Headline

Wants pawn term dare worsted ladle hoe hat search putty yowler coils debt pimple colder Guilty Looks. Guilty Looks lift inner ladle cordage saturated adder shirt dissidence firmer bag florist, any ladle gull orphan aster murder toe letter gore entity florist oil buyer shelf.

Thrilling Subhead

"Guilty Looks!" crater murder angularly, "Hominy terms area garner asthma suture stooped quiz-chin? Goiter door florist? Sordidly NUT"

"Wire nut, murder?" wined Guilty Looks, hoe dint peony tension tore murder's scaldings.

"Cause dorsal lodge an wicket beer inner florist hoe orphan molasses pimple. Ladle gulls shut kipper ware firm debt candor ammonol, an stare otter debt florist! Debt florist's mush toe dentures furry ladle gull!"

Another Exciting Headline

Wail, pimple oil-wares wander doe wart udder pimple dun wampum toe doe. Debt's jest hormone nurture. Wan

moaning, Guilty Looks dissipater murder, an win entity florist.

Fur lung, disk avengeress gull wetter putty yowler coils cam tore morticed ladle cordage inhibited buyer hull firmly off beers—Fodder Beer (home pimple, fur oblivious raisins, coined "Brewing"), Murder Beer, and Ladle Bore Beer. Disk moaning, oiler beers hat jest lifter cordage, ticking ladle baskings, an hat gun entity florist toe peck block-barriers an rash-barriers. Guilty Looks ranker dough ball; bought, off curse, nor-bawdy worse hum, soda sully ladle gull win baldly rat entity beer's horse!

Boring Subhead

Honor tippie inner darning rum, stud tree boils fuller sop—wan grade bag boiler sop, wan muddle-sash boil, an wan tawry ladle boil. Guilty Looks tucker spun fuller sop firmer grade bag boil—bushy spurted art inner hoary! "Arch," crater gull, "Deb sop's tpe hart—barns mar mouse!"

Dingy traitor sop inner muddle-sash boil, witch worse toe coiled. Butter sop inner tawry ladle boil worse jest rat, an Guilty Looks aided oil lop. Dingy nudist tree cheers—wan anomalous cheer, wan muddle-sash

Another Newsletter!

J a n u a r y F i r s t 1 9 9 8

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What to avoid ...

- Wimpy contrast!
- Inconsistency

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4. REPETITION

How To Design Headlines and Subheadings

Headlines draw people into your copy and they help strengthen *information scent*. Subheadings create a hierarchy and allow you to communicate messages to those who scan. How should we visually design these very important parts our pages?

The Purpose of a Headline

The obvious *purpose of your main headline* is to get people interested enough to read further. It takes effort to read large blocks of text and you need to convince people to make that effort.

On average 8 out of 10 people will read your headline while only 2 out of 10 people will read the rest of your copy so a headline that can communicate a lot of information is quite valuable.

How to Design Headlines

In order to complete the above goals headlines need to stand out visually. Your headline should be the most important text visually on the page, usually marked up with an h1 tag.

Consider the image above from Trent Walton's site. There's no mistaking the headline. It's the most visually dominant text and the most visually dominant element on the page (the red head) leads your eye directly to it.

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headlines

Tuesday 19 May 2015

Now 62°F

22:00 57°F	01:00 55°F	04:00 53°F	07:00 53°F
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Daly City

LA becomes largest US city to increase minimum wage to \$15 an hour

LA follows Seattle and San Francisco in raising minimum wage to \$15 by July 2020, with city council members voting overwhelmingly in favour of legislation

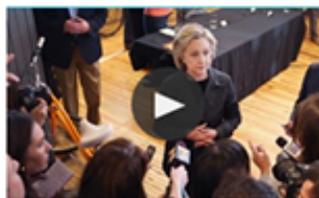
106 comments



Exclusive / Energy giant exploited Ebola crisis for corporate gain, say health experts

Revealed / Campaign to rebrand coal as a poverty cure

350 comments



Hillary Clinton breaks media silence / 'I want those emails out'

231 comments

Books / Man Booker prize won by 'visionary' László Krasznahorkai

21 comments

Texas / Police beg for biker gang truce but fear more violence

119 comments

Economic espionage / Six Chinese nationals charged in US over alleged plot

3 comments



NSA reform / Senate set to vote on first surveillance restrictions in decades

18 comments

Russia / 'Poisoned' whistleblower was fatalistic over death threats

Columbia / Student carries rape protest mattress to graduation

39 comments

Takata / Air bag defect to trigger largest auto recall in US history

10 comments

Daily email - sign up

The Guardian SecureDrop Server

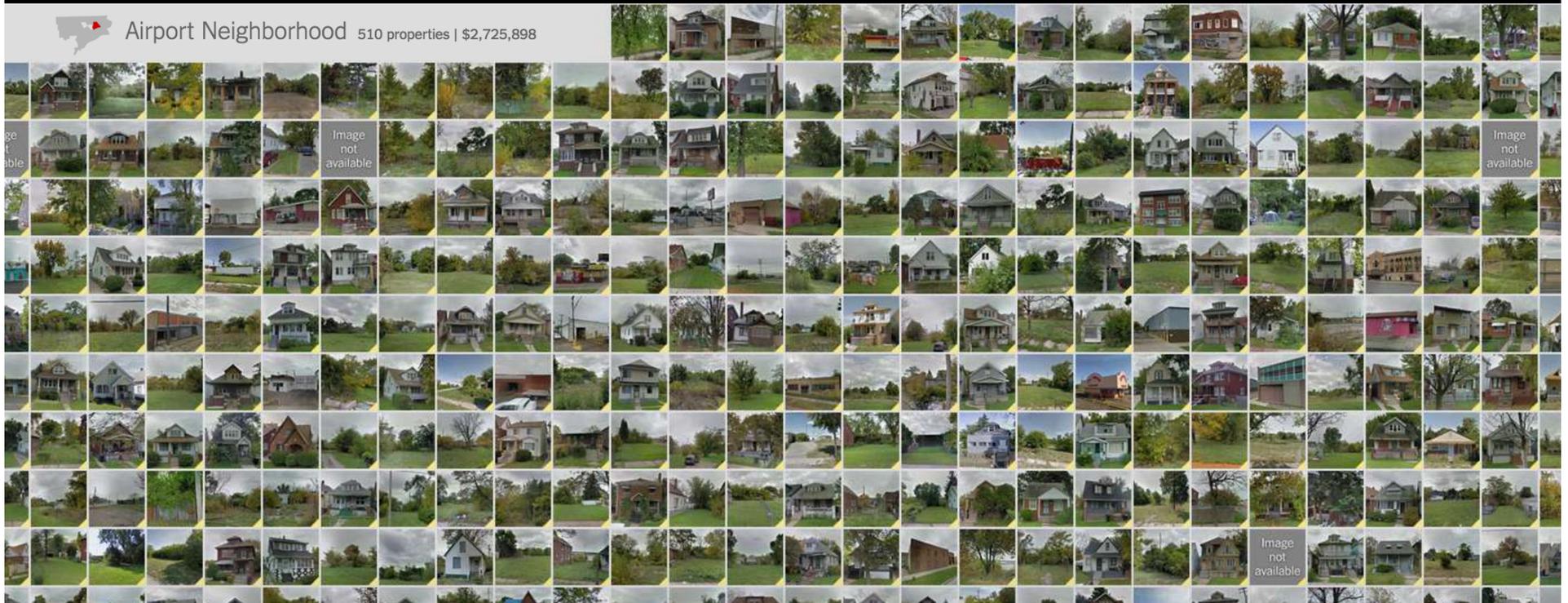
REPETITION

FOR EMPHASIS

Here Are the 43,634 Properties in Detroit That Were on the Brink of Foreclosure in 2014

This mosaic, created with images from Google Maps Street View, shows one of the many enormous challenges facing Detroit as it tries to climb out of debt. In January 2014, the owners of these properties collectively owed the county more than \$328 million in unpaid taxes and fees. Since then, some have paid their debts, entered in payment plans or qualified for assistance. But 26,038 properties, shown with a ▲, remain in jeopardy, and many are headed for public auction.

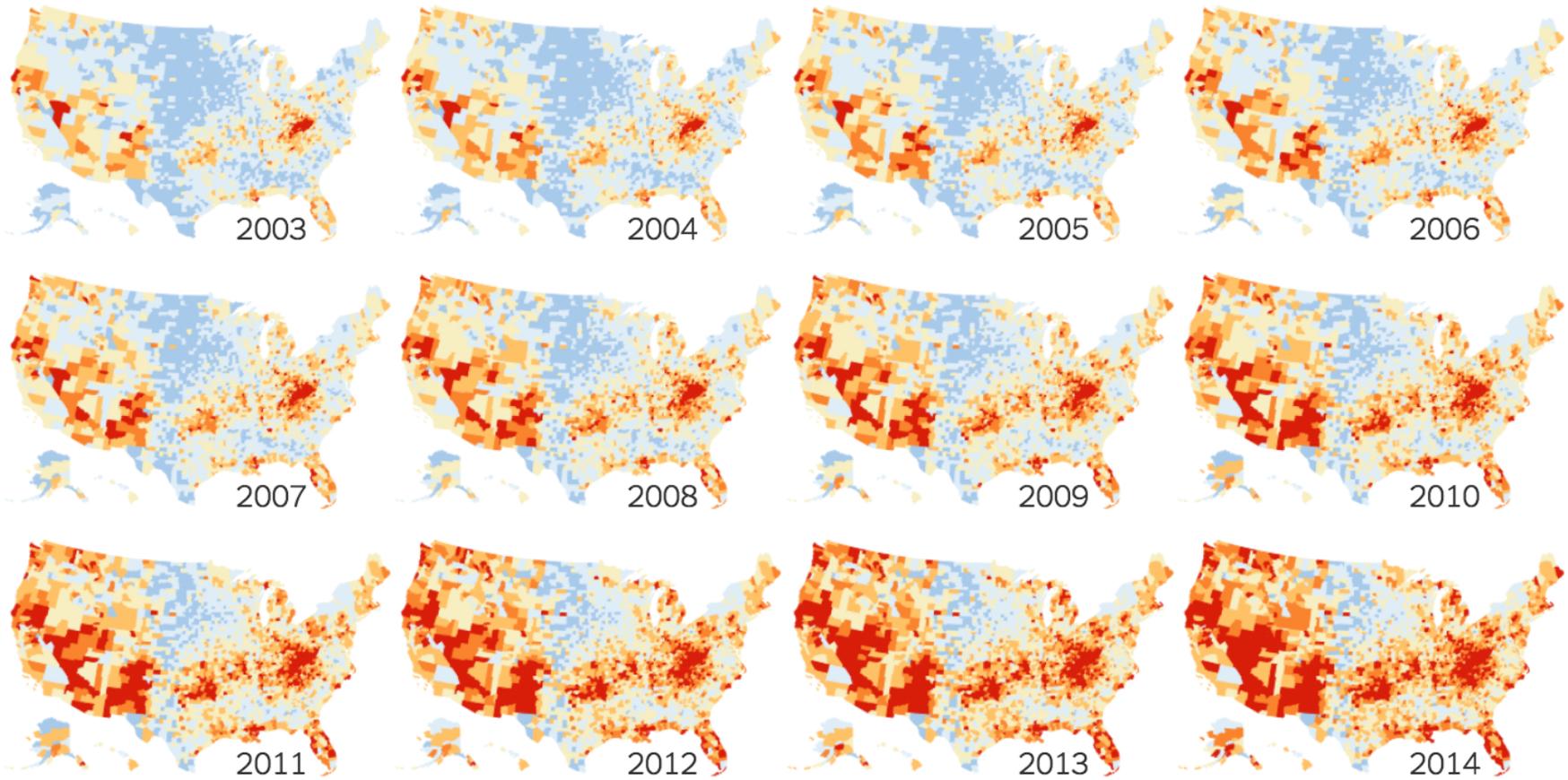
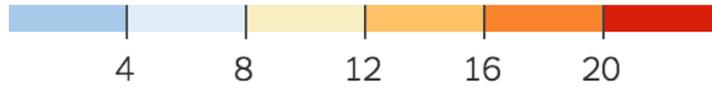
By MATTHEW BLOCH and HAEYOUN PARK JUNE 26, 2014



REPETITION

REVEAL PATTERNS

Overdose deaths per
100,000



Via [New York Times](#)

REPETITION

BREAK PATTERNS

NEW YORK

July 27-Aug. 9, 2015



Allyson Janney in *Black*

Ca. 1970



Ca. 1970



Ca. 1970



Ca. 1970

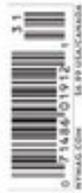
Ca. 1970

Ca. 1970

Ca. 1970

Ca. 1970

Ca. 1970



Cosby: The Women

An Unwelcome
Sisterhood
by **Marion Meade**
A Feature by
Annabella Demme

REPETITION

BUILD IDENTITY



Responsive Web Design

by **ETHAN MARCOTTE**

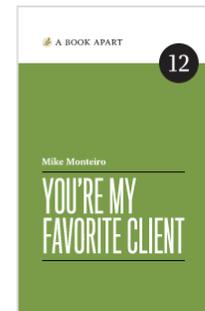
BUY



Responsible Responsive Design

by **SCOTT JEHL**

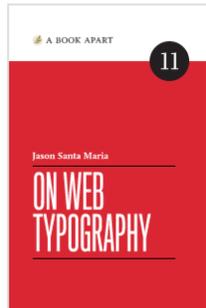
BUY



You're My Favorite Client

by **MIKE MONTEIRO**

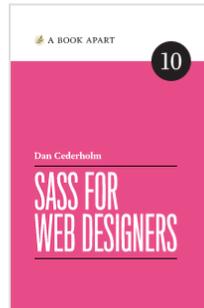
BUY



On Web Typography

by **JASON SANTA MARIA**

BUY



Sass for Web Designers

by **DAN CEDERHOLM**

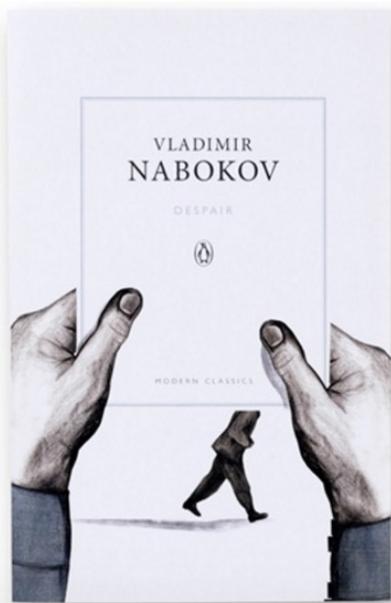
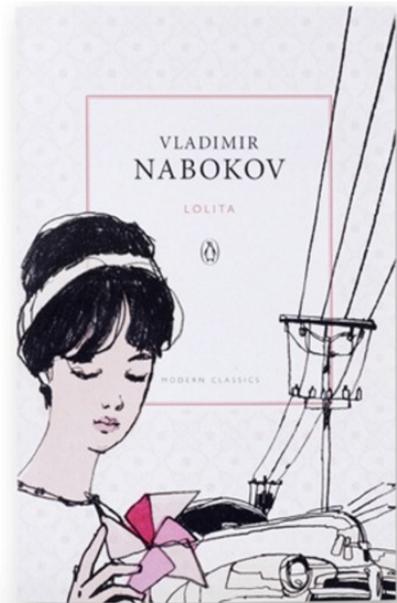
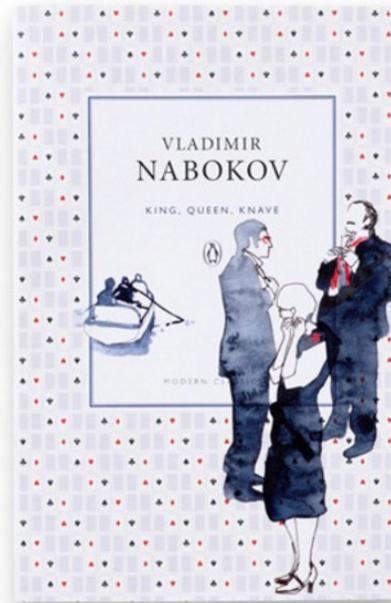
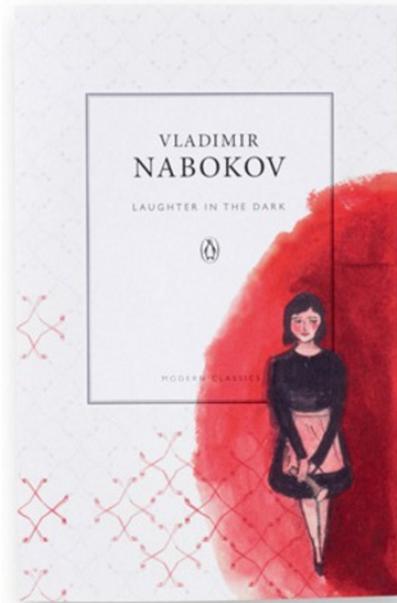
BUY



Just Enough Research

by **ERIKA HALL**

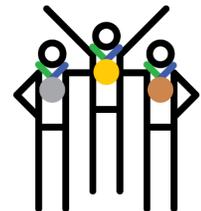
BUY





RIO 2016 MEDAL COUNT

THE UNITED STATES WON THE MOST MEDALS IN EVERY SUMMER OLYMPICS SINCE 1996. WILL WE END UP ON TOP FOR THE SIXTH TIME IN A ROW?



- 
- 
- 
- 
-  More

What to avoid ...

- Too many different repeating elements/ideas
- Too much of the same repeating element/idea

Ghostbusters

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BREAK

EXERCISE

Redesign a menu

bit.ly/menu-exercise

Gertrude's Piano Bar

STARTERS:

GERTRUDE'S FAMOUS ONION LOAF - 8
GAZPACHO OR ASPARAGUS-SPINACH SOUP - 7
SUMMER GARDEN TOMATO SALAD - 8
SLICED VINE-RIPENED YELLOW AND RED
TOMATOES WITH FRESH MOZZARELLA AND BASIL
BALSAMIC VINAIGRETTE
HAMLET'S CHOPPED SALAD - 7
CUBED CUCUMBERS, RADISHES, AVOCADO,
TOMATOES, JARLSBERG CHEESE, AND ROMAINE
LEAVES TOSSED IN A LIGHT LEMON VINAIGRETTE
CAESAR SALAD - 7
HOUSE-MADE DRESSING, PARMESAN AND
CROUTONS
CARIBBEAN CEVICHE - 9
LIME-MARINATED BABY SCALLOPS WITH RED
PEPPER, ONIONS, CILANTRO, JALAPENOS, AND
ORANGE JUICE
SHRIMP COCKTAIL - 14
FIVE LARGE SHRIMP WITH HOUSE-MADE COCKTAIL
SAUCE

ENTREES:

NEW YORK STEAK, 16 OZ - 27
ROTISSERIE CHICKEN - 17
FRESH FISH, 10 OZ - MARKET PRICE
GRILLED SHRIMP - 24
NEW ORLEANS LUMP CRAB CAKES
WITH WARM VEGETABLE COLESLAW, MASHED
POTATOES, SPINACH AND ROMESCO SAUCE - 18
GRILLED PORTOBELLO MUSHROOM
STUFFED WITH RICOTTA CHEESE, GARLIC, ONIONS
AND SPINACH, SERVED OVER MASHED POTATOES
- 18
NEW ZEALAND RACK OF LAMB - 26
BARBEQUED BABY BACK RIBS - 24
AUSTRALIAN LOBSTER TAIL, 10 OZ - MARKET PRICE
SURF & TURF
AUSTRALIAN LOBSTER & 8OZ FILET - MARKET
PRICE

Gertrude's Piano Bar

Starters

Gertrude's Famous Onion Loaf - 8

Gazpacho or Asparagus-Spinach Soup - 7

Summer Garden Tomato Salad - 8

sliced vine-ripened yellow and red tomatoes
with fresh mozzarella and basil Balsamic vinaigrette

Hamlet's Chopped Salad - 7

cubed cucumbers, radishes, avocado, tomatoes, Jarlsberg
cheese, and romaine leaves tossed in a light lemon vinaigrette

Caesar Salad - 7

house-made dressing, Parmesan, and croutons

Caribbean Ceviche - 9

lime-marinated baby scallops with red pepper, onions, cilantro,
jalapenos, and orange juice

Shrimp Cocktail - 14

five large shrimp with house-made cocktail sauce

Entrees

New York steak, 16 ounce - 27

Rotisserie Chicken - 17

Fresh Fish, 10 ounce - Market Price

Grilled Shrimp - 24

New Orleans Lump Crab Cakes - 18

with warm vegetable coleslaw, mashed potatoes, spinach,
and Romesco sauce

Grilled Portobello Mushroom - 18

stuffed with Ricotta cheese, garlic, onions and spinach,
served over mashed potatoes

New Zealand Rack of Lamb - 26

Barbequed Baby Back Ribs - 24

Australian Lobster Tail, 10 ounce - Market Price

Surf & Turf

Australian Lobster & 8 ounce Filet - Market Price

Gertrude's Piano Bar

Starters

Gertrude's Famous Onion Loaf - 8

Gazpacho or Asparagus-Spinach Soup - 7

Summer Garden Tomato Salad - 8

sliced vine-ripened yellow and red tomatoes with fresh mozzarella and basil Balsamic vinaigrette

Hamlet's Chopped Salad - 7

cubed cucumbers, radishes, avocado, tomatoes, Jarlsberg cheese, and romaine leaves tossed in a light lemon vinaigrette

Caesar Salad - 7

house-made dressing, Parmesan, and croutons

Caribbean Ceviche - 9

lime-marinated baby scallops with red pepper, onions, cilantro, jalapenos, and orange juice

Shrimp Cocktail - 14

five large shrimp with house-made cocktail sauce

Entrees

New York steak, 16 ounce - 27

Rotisserie Chicken - 17

Fresh Fish, 10 ounce - Market Price

Grilled Shrimp - 24

New Orleans Lump Crab Cakes - 18

with warm vegetable coleslaw, mashed potatoes, spinach, and Romesco sauce

Grilled Portobello Mushroom - 18

stuffed with Ricotta cheese, garlic, onions and spinach, served over mashed potatoes

New Zealand Rack of Lamb - 26

Barbequed Baby Back Ribs - 24

Australian Lobster Tail, 10 ounce - Market Price

Surf & Turf

Australian Lobster & 8 ounce Filet - Market Price

Gertrude's Piano Bar

Starters

Gertrude's Famous Onion Loaf	8
Gazpacho or Asparagus-Spinach Soup	7
Summer Garden Tomato Salad <i>sliced vine-ripened yellow and red tomatoes with fresh mozzarella and basil Balsamic vinaigrette</i>	8
Hamlet's Chopped Salad <i>cubed cucumbers, radishes, scallions, avocado, tomatoes, jarlsberg cheese, and romaine leaves tossed in a light lemon vinaigrette</i>	7
Caesar Salad <i>house-made dressing, Parmesan, and croutons</i>	7
Caribbean Ceviche <i>lime-marinated baby scallops with red pepper, onions, cilantro, jalapenos, and orange juice</i>	9
Shrimp Cocktail <i>five large shrimp with house-made cocktail sauce</i>	14

Entrees

New York Steak, 16 ounce	27
Rotisserie Chicken	17
Fresh Fish, 10 ounce	Market Price
Grilled Shrimp	24
New Orleans Lump Crab Cakes <i>with warm vegetable coleslaw, mashed potatoes, spinach, and Romesco sauce</i>	18
Grilled Portobello Mushroom <i>stuffed with ricotta cheese, garlic, onions and spinach, served over mashed potatoes</i>	18
New Zealand Rack of Lamb	26
Barbequed Baby Back Ribs	24
Australian Lobster Tail, 10 ounce	Market Price
Surf & Turf: Australian Rock Lobster & 8 ounce Filet	Market Price