

HCI and Design

Today

Typography

Color

You could do an entire course/degree/career on each of these topics!

Nicki is not here on Thursday!

I will post a digital prototyping exercise combining components, typography, color

Typography

Is the design of arranging text and modifying letters

Typography establishes a hierarchy of meaning. The reader easily looks around without getting lost or distracted.

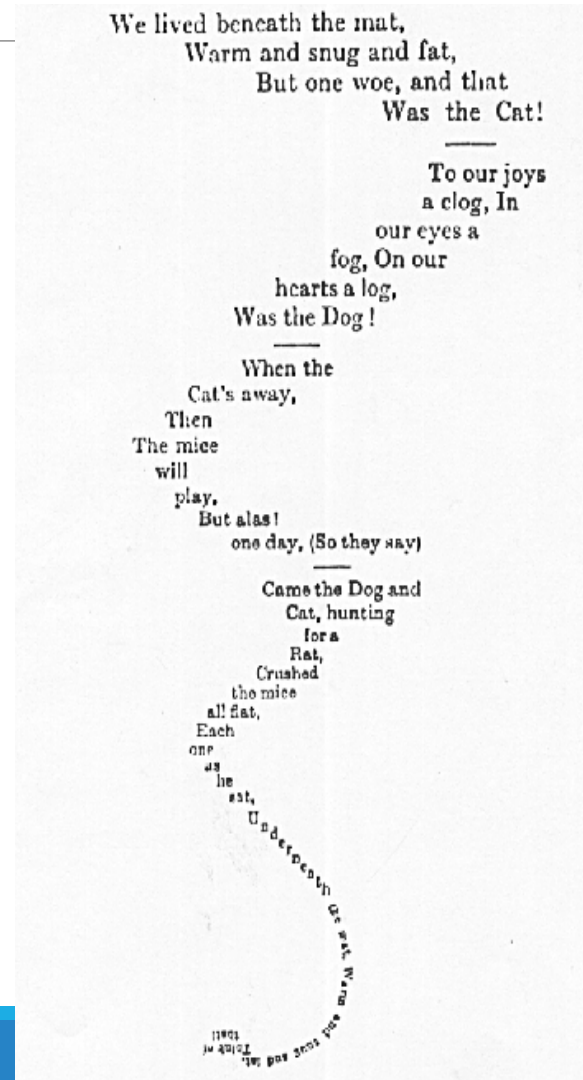
Typography is visual leadership

When typography is used in graphic design the visual aspects of text become another way meaning is conveyed.

Text-heavy typography



Image-heavy typography



Anatomy of a Typeface



Typeface / Font

Gill Sans is a
Typeface

Gill Sans

AaBbCcDdEeFf

Gill Sans Bold

AaBbCcDdEe

Gill Sans Book

AaBbCcDdEeFf

Gill Sans Book Italic

AaBbCcDdEeFfGg

Gill Sans Extra Bold

AaBbCcDd

Gill Sans Condensed Bold

AaBbCcDdEeFf

Gill Sans Shadow

ABCDEFGHIJK

Typeface / Font

Each typeface
has a “family”
of fonts

Gill Sans

AaBbCcDdEeFf

Gill Sans Bold

AaBbCcDdEe

Gill Sans Book

AaBbCcDdEeFf

Gill Sans Book Italic

AaBbCcDdEeFfGg

Gill Sans Extra Bold

AaBbCcDd

Gill Sans Condensed Bold

AaBbCcDdEeFf

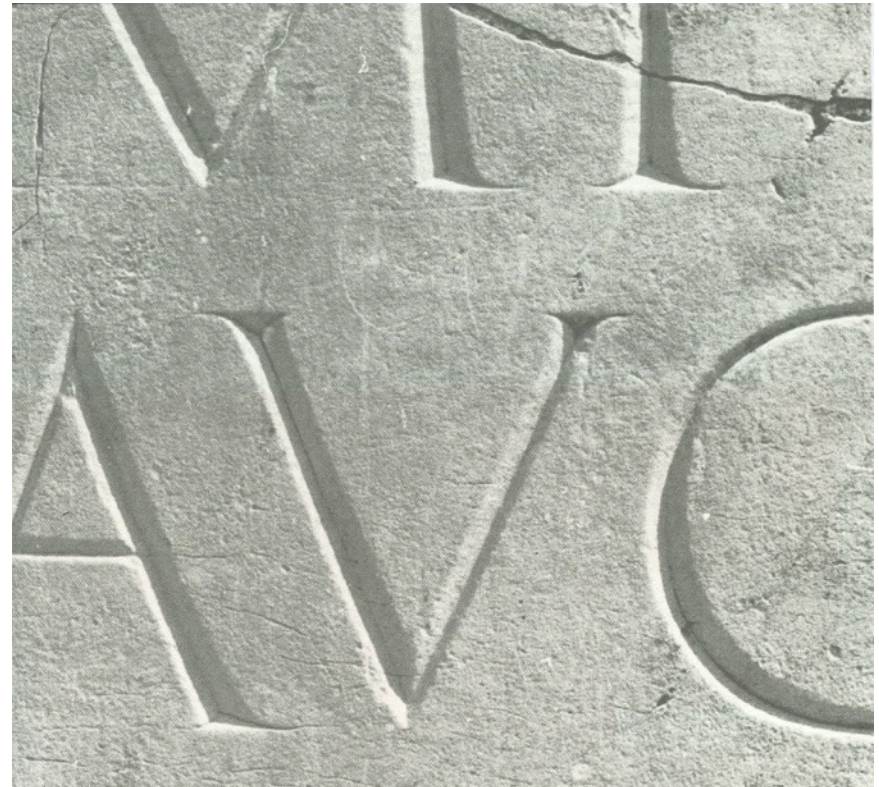
Gill Sans Shadow

ABCDEF GHIJK

Typefaces

We can separate typefaces into six broad categories:

- Roman
- Sans serif
- Egyptian (slab serif)
- *Script*
- **Blackletter**
- (Novelty) ☠ □ ❖ ℳ ● ◆ ☒



Serif vs. Sans-Serif

Serifs (circled)



We visually grasp words as a whole by unconsciously comparing the different letter patterns in our mind. Serifs makes this pattern recognition easier.

Serifs improve readability by leading the eye along the line of type. Serifs are good for body text.

Choosing a Type

- Choosing body type and leading are critical to the personality and readability of your publication.
- **Old style** type is nostalgic, eloquent, trustworthy, personal, traditional, sincere, informal.
- Modern type is crisp, dressy, technical, modern, formal.
- **Sans serif type** is contemporary and efficient.
- **Slab serif type** is loud and persistent, not often used nowadays for body type.
- Script, **blackletter**, fancy fonts are seldom body type.

Typefaces are pre-loaded with cultural meaning

- Type choices also reflect historical usage and cultural tastes.
- Cheltenham, a late-transitional face, was popular in the 1920s, and so newspapers from that period are identified with “Roaring 20s.”
- Bodoni was popular for headlines in the 1960s.
- Helvetica was popular in the 1970s.
- In choosing type, we need a sensitivity not only to our style of publication, but to the spirit of the day.

Typefaces are pre-loaded with cultural meaning

ALGERIAN

Georgia

Arial Black

Harlow

Baskerville Old Face

Old English Text

Broadway

Playbill

Century Gothic

Rockwell

COPPERPLATE GOTHIC BOLD

STENCIL

COPPERPLATE GOTHIC LIGHT

Times New Roman

Freestyle Script

Verdana

Basic Rules for Type

- Never mix faces of the same category, especially if they are similar; different types on the same page, for example, looks uncomfortable; readers will feel something is wrong.
- You can use one family for headlines, another family for body text; but allow one family to dominate.
- To maintain harmony yet add variety, use the same typeface in boldface (bf), italic (ital), expanded, condensed.
- **Be careful.... Fonts are software and you may need a license to use them!**

Let's do an example

The Typography of Paul Rand
with Lewis Blackwell
Shattuck Hall • 7:00 pm
March 30, 2011
Design Lecture Series
Portland State University
Art Department
With wit and wisdom, Blackwell
dissects the patterns of Rand's use of
typography throughout his brands,
book covers, and advertising work.

Creating a Type Hierarchy

How would you parse this
info?

Post by **Frank Chimero**

<https://blog.typekit.com/2011/03/17/type-study-typographic-hierarchy/>

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Creating a Type Hierarchy

Leveraging Space

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Creating a Type Hierarchy

Leveraging Weight

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Creating a Type Hierarchy

Leveraging Size

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Creating a Type Hierarchy

Leveraging Layout

What else could we do?

Post by **Frank Chimero**

<https://blog.typekit.com/2011/03/17/type-study-typographic-hierarchy/>

Resources

<https://www.typewolf.com/resources>

<https://www.invisionapp.com/blog/free-typography-resources/>

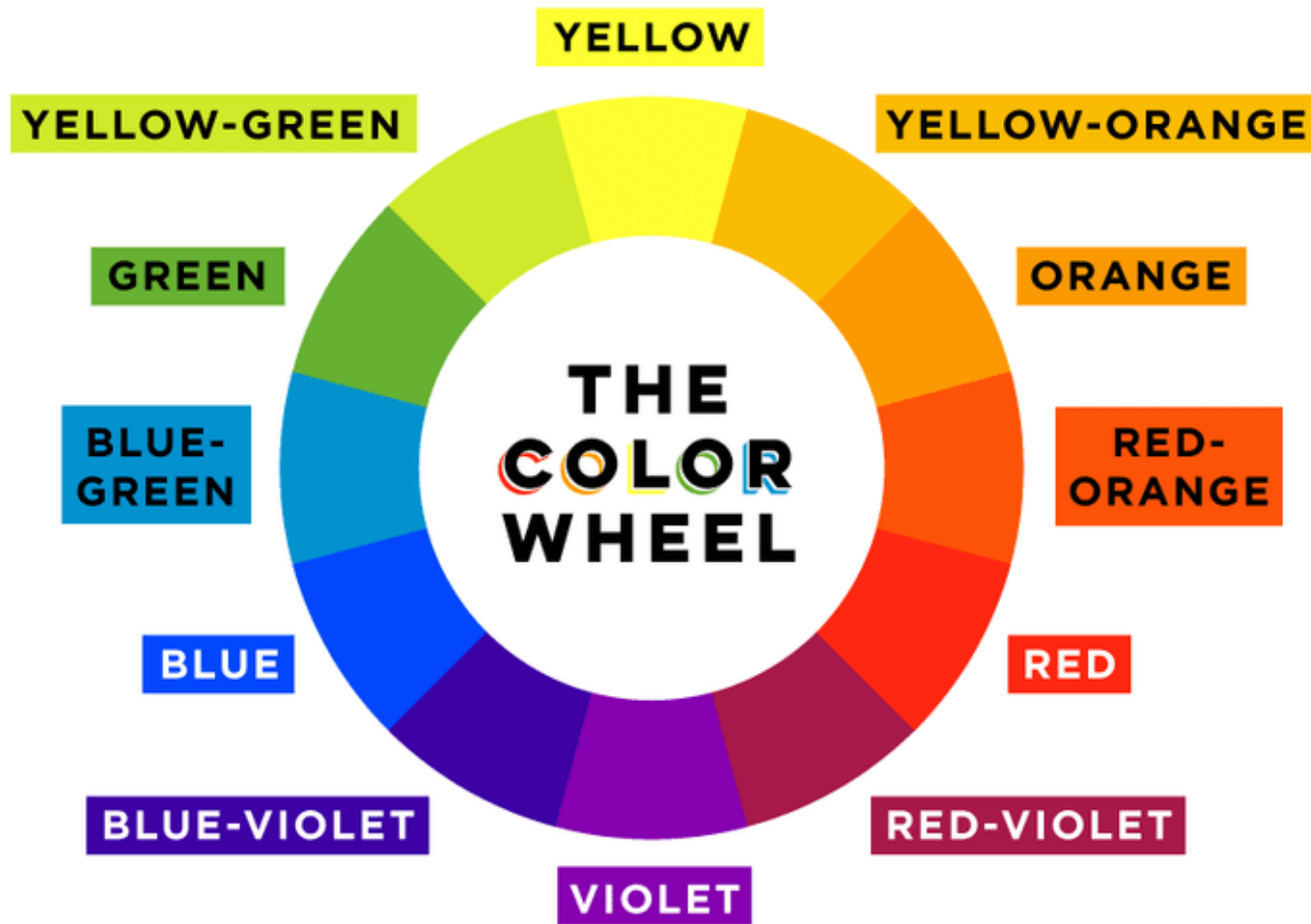
Color Theory (briefly!)

- Color is super important!
- Influences mood, emotions, and perceptions
- Takes on cultural and personal meaning
- Attracts attention (both consciously and subconsciously)

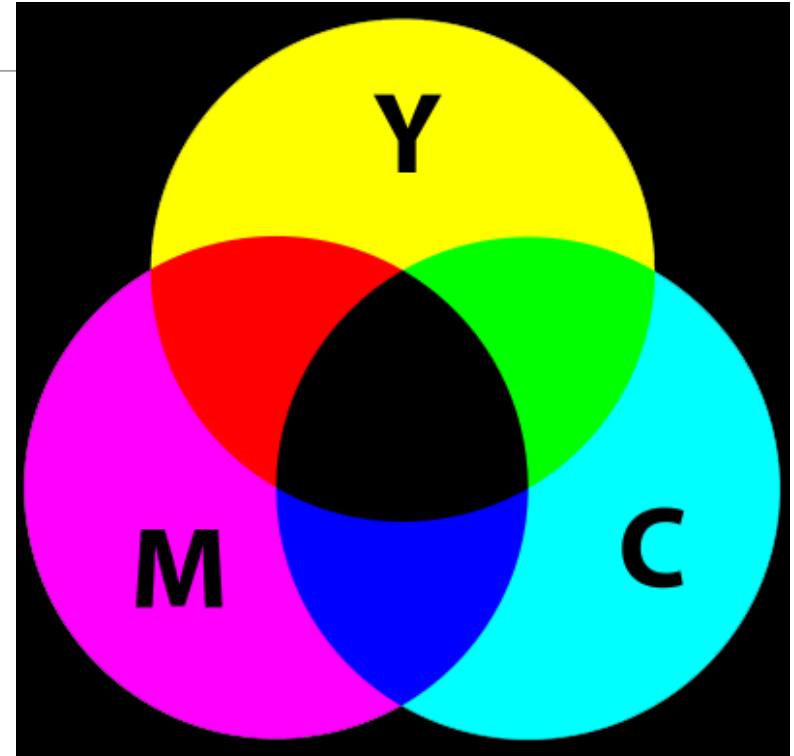
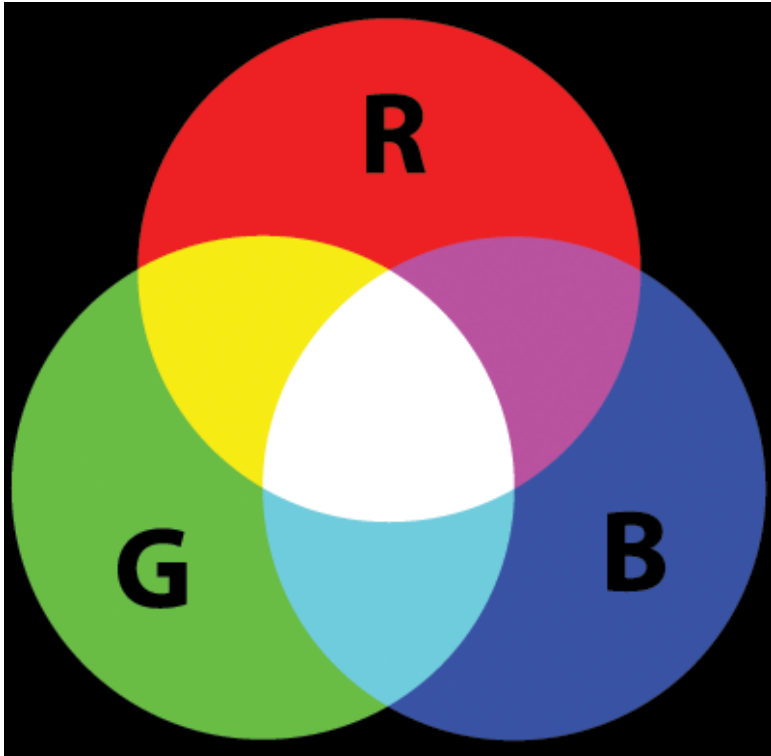
- The challenge is balancing these complexities to create an attractive, effective design

- Traditional color theory can help you understand which colors might work well together (or not) and what kind of effect different combinations will create within your design

Primary, Secondary, Tertiary



Color Theories



Additive Color (RGB)

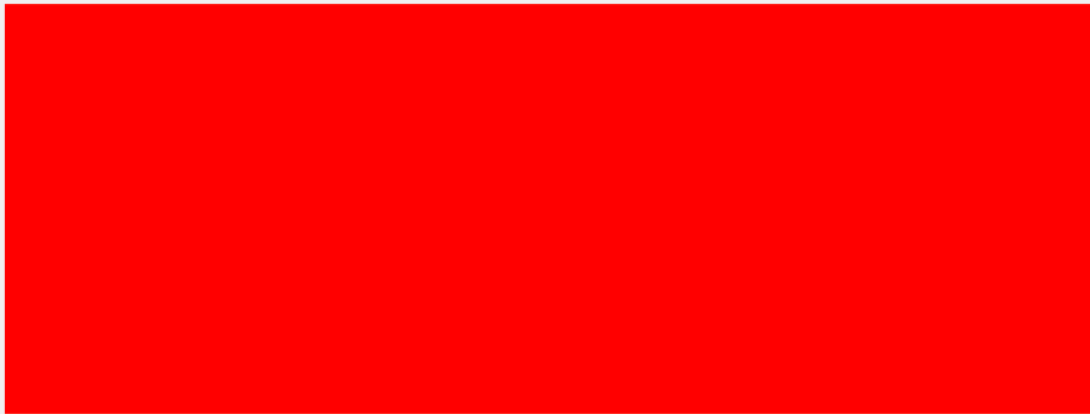
The additive (light) theory deals with radiated and filtered light.

Subtractive Color (CMYK)

The subtractive (pigment) theory deals with how white light is absorbed and reflected off of colored surfaces.

RGB (Red-Green-Blue)

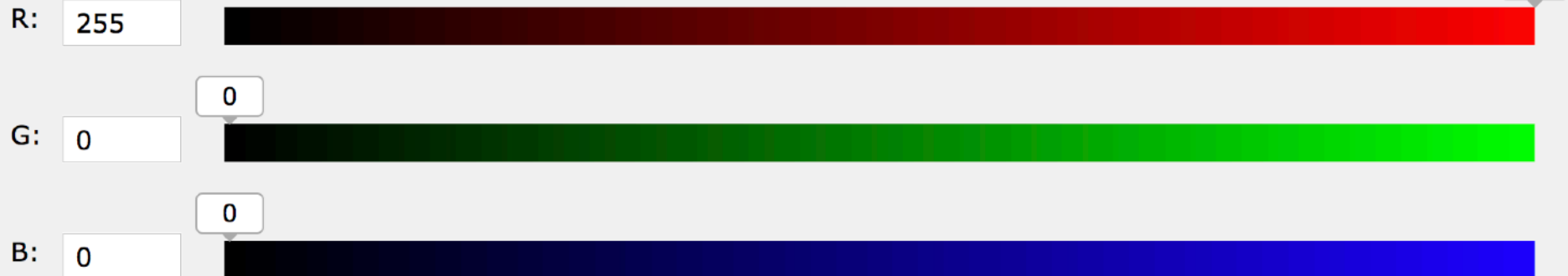
RGB Calculator



```
rgb(255, 0, 0)
```

```
#ff0000
```

```
hsl(0, 100%, 50%)
```



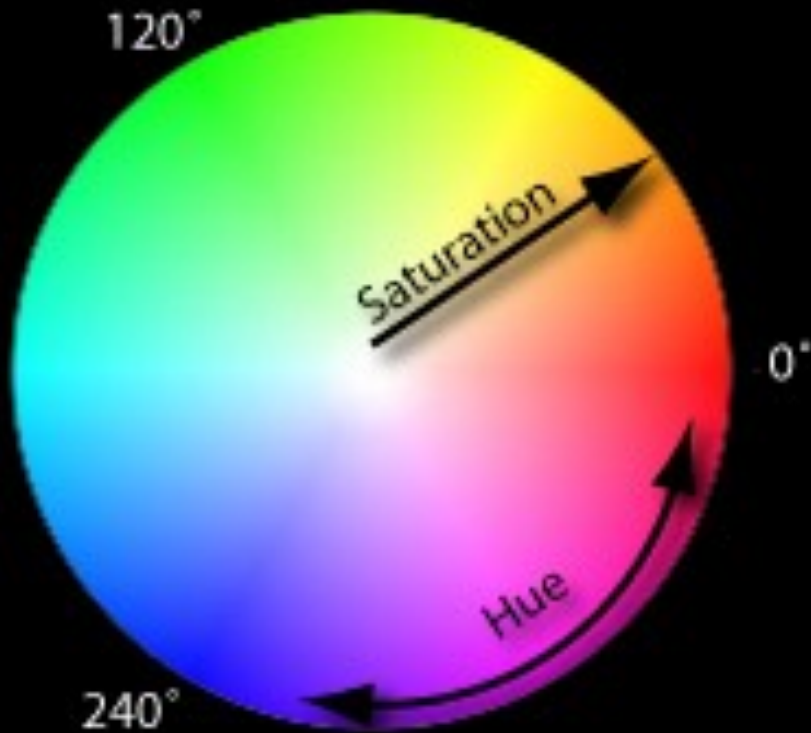
The Color Wheel



The color wheel is a way to visualize and organize the entire color spectrum of light. The ends of the spectrum are bent around a circle to form a color wheel



HSV (Hue-Saturation-Value)

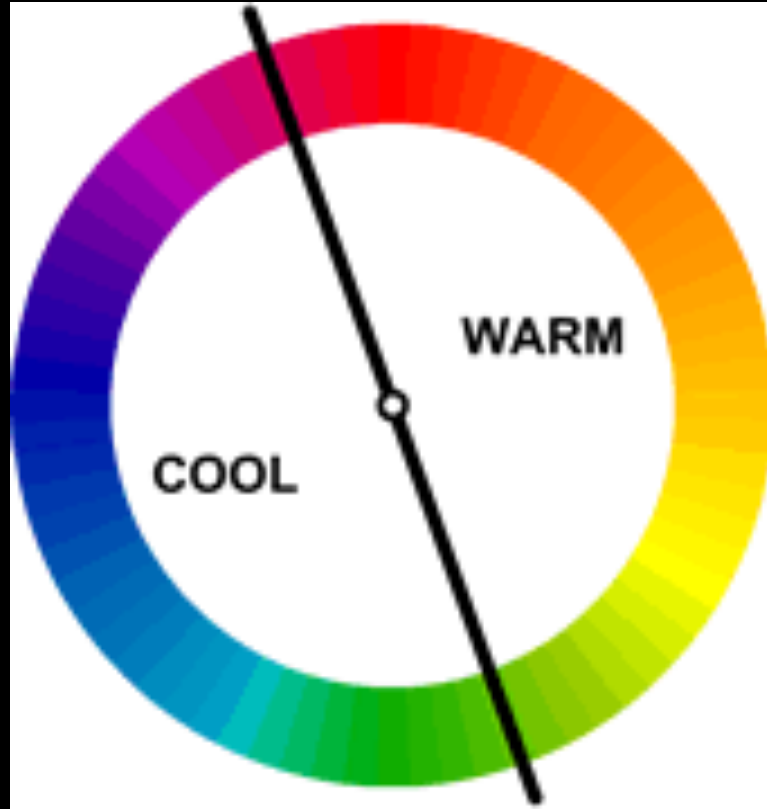


Colors on the wheel can be described using three elements:

- 1.Hue:** pure color
- 2.Saturation:** brightness or dullness
- 3.Value:** lightness or darkness

Value

Color Temperature



Color Temperature



Weill Cornell Brand

Masterbrand logo lock-ups

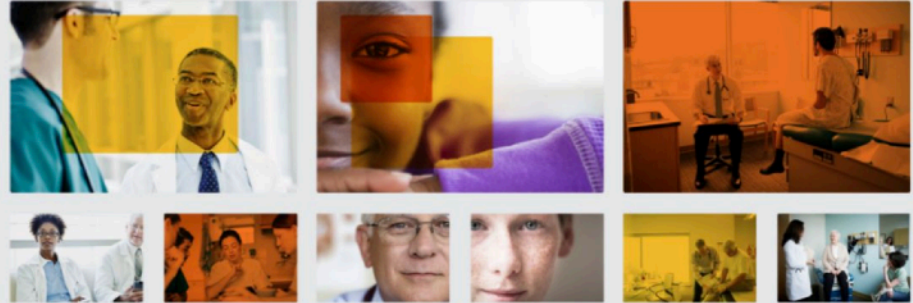


Weill Cornell
Medicine



Weill Cornell
Medicine

Photography / color treatment



Iconography



Color palette

Red
Dark Orange
Bright Orange
Yellow

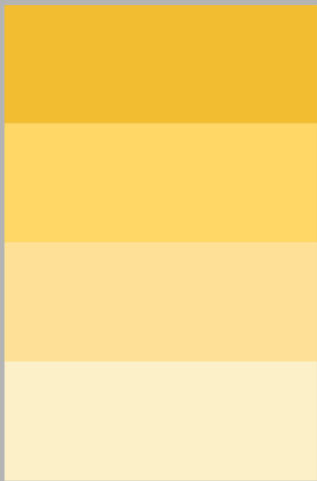
White
Black
Black 40% 30%
20% 10% 5%

Typography

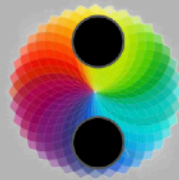
1898 Light /
1898 Light Italic /
1898 Regular /
1898 Regular Italic /
1898 Bold /
1898 Bold Italic /

Creating a color palette

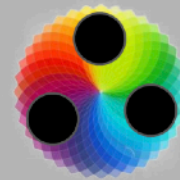
Monochrome



Complimentary



Triad



Analogous



Color Wheel <https://color.adobe.com/create/color-wheel>

Color Schemes: Monochromatic



Color Schemes: Complementary



Vincent Van Gogh

The Café Terrace on the Place du Forum, Arles, at Night

1888



- **Complementary:** Colors that are opposite on the wheel. *High Contrast*

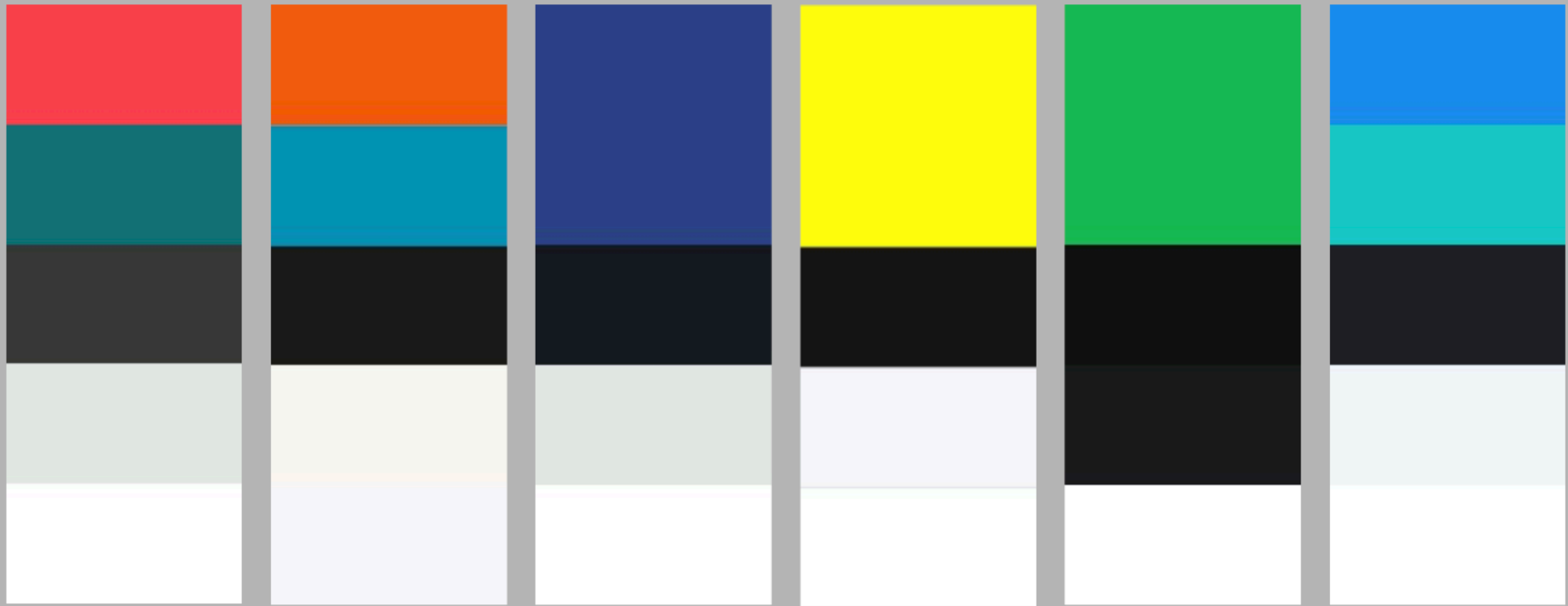
Triadic Color Schemes in Design



Color Schemes: Analogous



Identifying a Color Palette



Airbnb

Etsy

Facebook

Snapchat

Spotify

Twitter

Resources

Material: <https://material.io/color>

Adobe: <https://color.adobe.com/create/color-wheel/>

Let's Practice

Goal: Experiment with Color Palettes

1. Pick an (interesting!) app.
 2. Open up <http://color.adobe.com>
 3. Find and label the Primary, Secondary and any other colors in the palette.
 4. What type of palette is this (Triad, Complementary etc.).
 5. What deltas/changes do you see from color.adobe.com when comparing the different colors. Why do you see these differences?
- (If time): Explore and create a new color palette given the same primary color. Why would this work? What tweaks would you make?

Submit: Upload a pdf of your work to this google folder.

<http://bit.ly/2DnR677> **THE FILENAME SHOULD BE YOUR NETID!**