

INF03 Expérience Utilisateur

9. Elements of graphic design

Aurélien Tabard

#1: Organize information

- ▶ Good news : you should already be familiar with this one.

Tools

- ▶ Layout
- ▶ Typography
- ▶ Color

Elements of graphic design

- ▶ **Layout**
- ▶ Typography
- ▶ Color

Visual hierarchy

**Opernhaus
Zürich**

**Eröffnung
der Spielzeit
1968 / 69**

Palestrina

Musikalische Legende von Hans Pfitzner

Erstaufführung
Samstag, 7. September, 19.00 Uhr

Musikalische Leitung:
Inszenierung:
Bühnenbild/Kostüme:
Chöre:

Alberto Erede
Herbert Graf
Max Röthlisberger
Hans Erismann

Der Wildschütz

Komische Oper von Albert Lortzing

Neuinszenierung
Samstag, 14. September, 20.00 Uhr

Musikalische Leitung:
Inszenierung:
Bühnenbild/Kostüme:
Chöre:

Matthias Aeschbacher
Martin Markun
Monika von Zallinger
Hans Erismann

JAZZ · EN
CLAYPOLE
II FESTIVAL INTERNACIONAL DE JAZZ

SAB 30 MAR

FATTORUSO TOMOHIRO

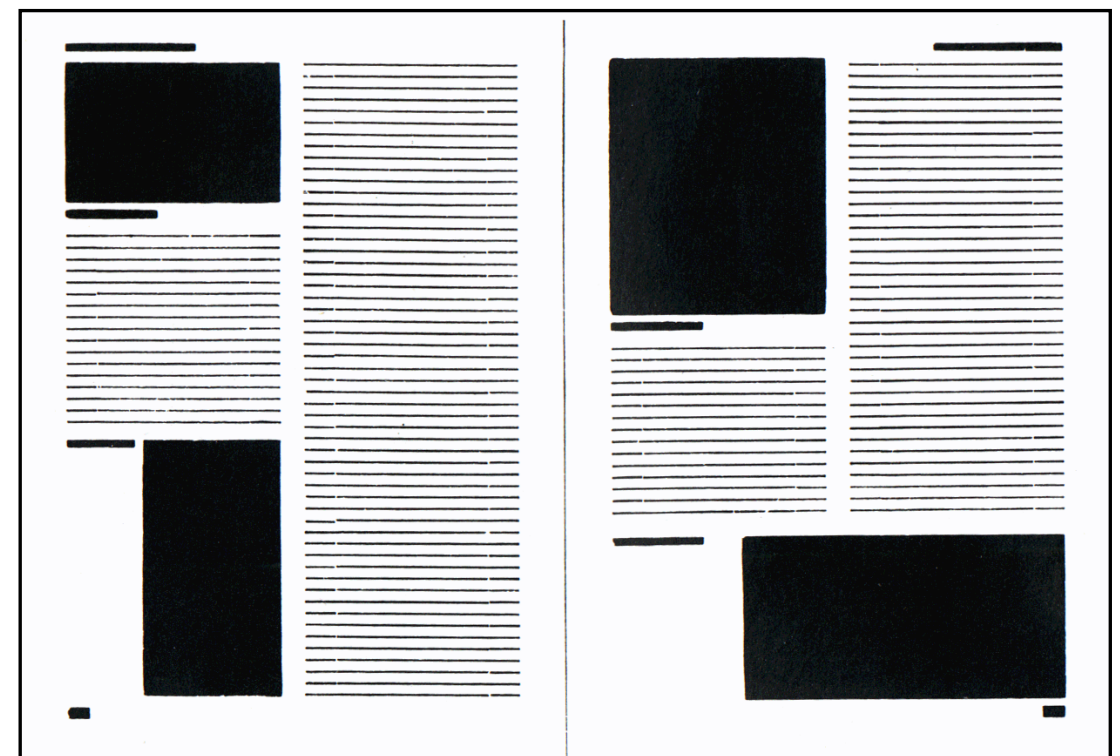


Grid systems

How to position content?



How blocs used to be positioned in magazines.



Same blocks better positioned

Grids

<http://fr.phaidon.com/agenda/graphic-design/articles/2012/september/27/design-of-the-week-david-hillmans-guardian/>



Juni-
Festwochen
Zürich 1959

Stadttheater

Schweizerische
Erstaufführung

Mittwoch, 3. Juni
20.00 Uhr

Der Sturm

Oper von Frank Martin
Leitung:
Christian Vöchting
Hans Zimmermann
Max Rothlisberger

In den Hauptrollen:
Ingeborg Friedrich
Heinz Bonst
Jean-Pierre Genet
Hermann Winkler

Gastspiel
Städtische Oper Berlin

Freitag, 5. Juni
Sonntag, 7. Juni
20.00 Uhr

Così fan tutte

Komische Oper
von W.A. Mozart
Leitung:
Arthur Rother
Carl Ebert
Jean Pierre Ponnelle

Elisabeth Grümmer
Lisa Otto
Sieglinde Wagner
Herbert Brauer
Josef Greindl
Ernst Höffiger

Samstag, 6. Juni
Mittwoch, 17. Juni
20.00 Uhr

Lucia
di
Lammermoor

Oper von G. Donizetti
Leitung:
Nello Santi
Ettore Cella
Max Rothlisberger

In den Hauptrollen:
Annela Benvenuti
Lorenzo Sabatucci
Lorenzo Gaetani
Mario Zanasi

I. Programm
11. Juni, 20.00 Uhr
14. Juni, 20.00 Uhr

II. Programm
12. Juni, 20.00 Uhr
14. Juni, 15.00 Uhr

III. Programm
13. Juni, 20.00 Uhr

London's
Festival Ballet

I. Programm
Vollendung Chopin
Petruschka
Etudes
II. Programm
Concerti
Grisee
III. Programm
Schwanensee 3. Akt
Le Pas de Quatre
Variations for Four
Don Quixote
Polowetzker Tänze

Leitung:
Julian Braunsweig
Anton Dolin
Geoffrey Corbett
mit
Tamara Tomanova
Natalie Krassovska
Toni Lander
Marilyn Burm
Anton Dolin
John Gilpin

Corps de Ballet

21. Juni, 20.00 Uhr
Das Rheingold

23. Juni, 18.00 Uhr
Die Walküre

24. Juni, 18.00 Uhr
Siegfried

26. Juni, 18.00 Uhr
Götterdämmerung

Der Ring
des
Nibelungen

Bühnenfestspiel
von Richard Wagner
Leitung:
Robert F. Denzler
Karl Heinz Krahl
Philipp Blessing

In den Hauptrollen:
Elsa Cavalli
Birgit Nilsson
Astrid Varnay

Mary Davyport
Hilde Koch
Bernd Aldenhoff
Kurt Böhm
Tomislav Neralic
Alois Pernerstorfer
Heinz Bonst
Erwin Debitz
Hans-Bert Dick
Charles Gilling
Franz Lechleiner

**BIENNALE
OFF —
RENNES**

O

F

E

WWW.BIENNALEOFF.FR

**12
SEP
20
DÈC
20
14**

GALERIE MICA
GALERIE NATHALIE CLOUARD
GALERIE NET PLUS
GALERIE ONIRIS
GALERIE PICTURA
LE BON ACCUEIL
LE MUSÉE DE LA DANSE & LE CNAP
LE PRATICABLE
LE TRIANGLE
LE VOLUME
LENDROIT ÉDITIONS
MOUVANCES
PASSAGE 25
VIVARIUM

BOITIENS
ASSOCIATION LIBRE ART BITRE
ATELIERS DE RENNES
VILLE DE RENNES

friday
january 9 1987
all ages

with
special guests
ludichrist

martin luther king hall
5325 martin luther king drive
st. louis, missouri

the

stupidids

\$6 at door only
7:00 pm

also featuring:
ultraman
mean guys from hell
dread finks

Newspaper of the year | 22 January 2012 | Last updated less than one minute ago

Your search terms... The Guardian Search

theguardian

Weather | London 12°C 3°C

News Sport Comment Culture Business Money Life & style Travel Environment TV Data Video Mobile Offers Jobs

News UK World Development US Politics Media Education Society Science Tech Law Football Guardian Observer

Breaking news: Pa. governor offers condolences on Paterno's death - AP

Ashdown to vote against coalition on benefits cap



Former Lib Dem leader says he opposes plan because of effect it would have on children

- Benefits cap will hit 100,000 children
- Council tax freeze is moral duty, says Pickles

Poorer families cut fruit intake

Households in lowest tenth of incomes buying only 2.7 portions of fruit and vegetables a day

355 comments

- Charity criticises Work Programme for unemployed

Gingrich wins South Carolina vote



Former House speaker inflicts heavy defeat on Mitt Romney in Republican presidential primary

- **LIVE blog: reaction to the result**
- Video: Gingrich gives victory speech
- **Ana Marie Cox: Gingrich's one-day wonder**
- Oliver Burkeman: 'wow wow wow a southern brawl'
- Democrats hope dinners will raise \$1bn war chest
- Michael Cohen: chance of a radical new era

Premier League football Arsenal v Manchester United – live

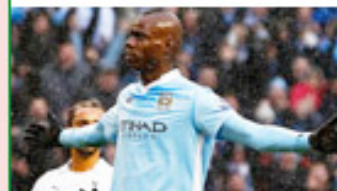


In pictures Chinese new year



Sport

Manchester City 3-2 Tottenham



Mario Balotelli scored an injury-time penalty after Spurs, had fought back from two goals down

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Find your next charity role

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Online dating

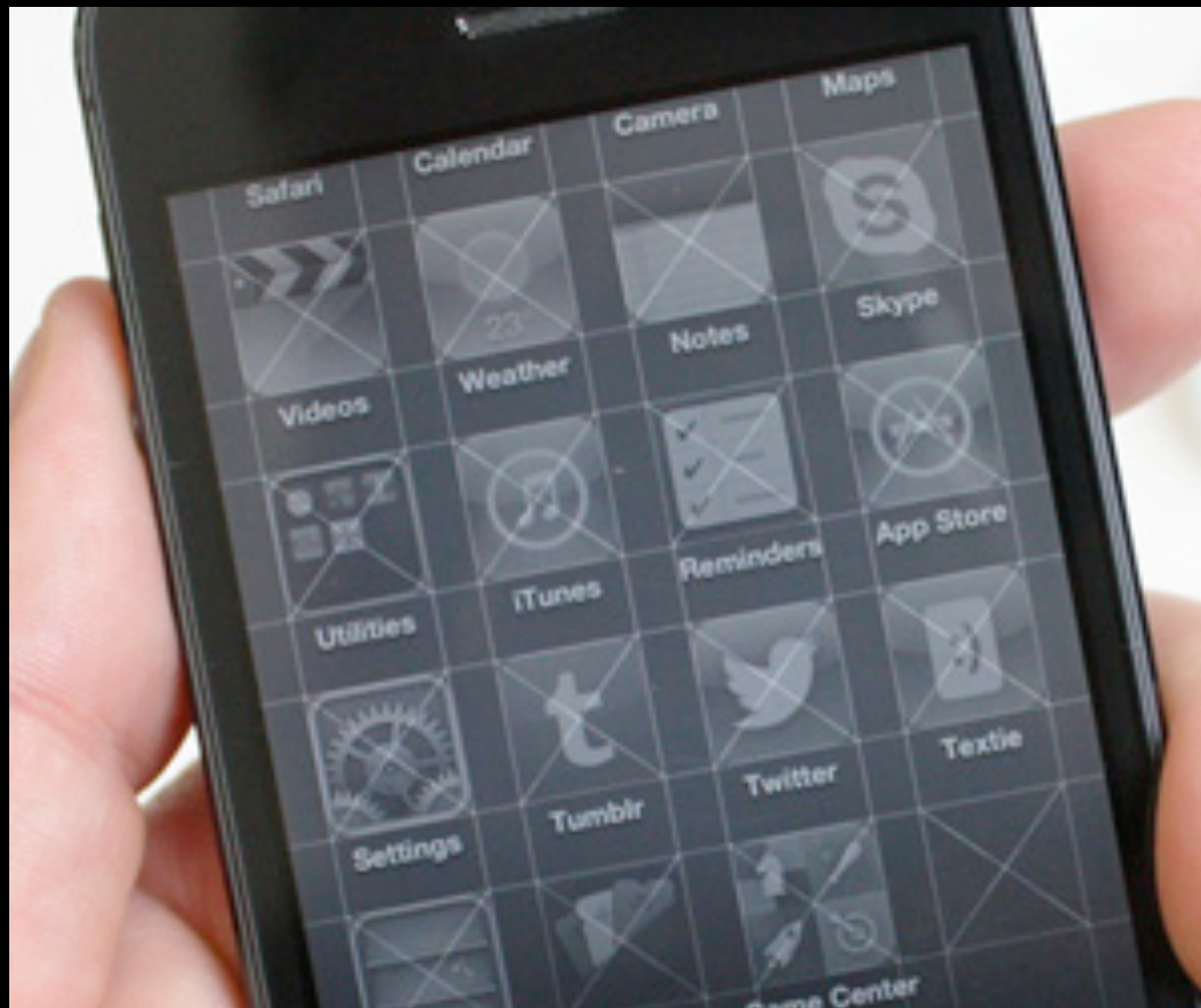
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Elements of graphic design

- ▶ Layout
- ▶ **Typography**
- ▶ Color

“There are really two important things about typography: readability and beauty.”

- PAUL RAND

Neville Brody & Rick Poynor

**ONE MINUTE AND
FIFTY-TWO SECONDS
WITH NEVILLE BRODY
AND RICK POYNOR**

HELVETICA
A DOCUMENTARY FILM
BY GARY HUSTWIT

<https://youtu.be/X3YDAatcsKmg>

Fonts (polices)

Univers

Baskerville

Cooper Black

Kabel

Fonts

Serif

Sans Serif

Rules

Avoid :

- ▶ Fonts that are too complex
- ▶ More than 3 variations of different fonts
- ▶ text that is too mal (i know...)

Body (corps)

BIG
vs. small

Body

ULTRALIGHT

LIGHT

THIN

REGULAR

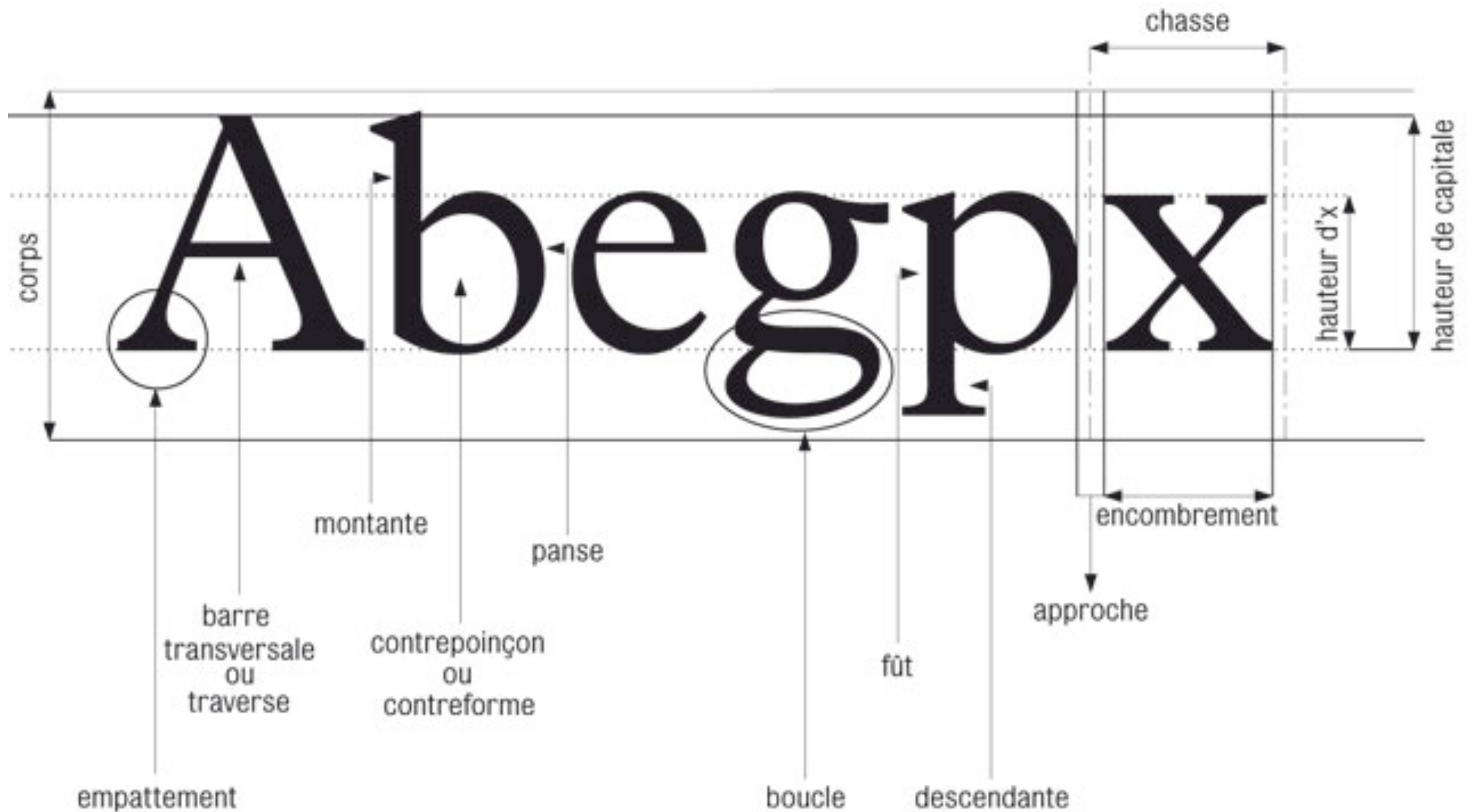
MEDIUM

BOLD

BLACK

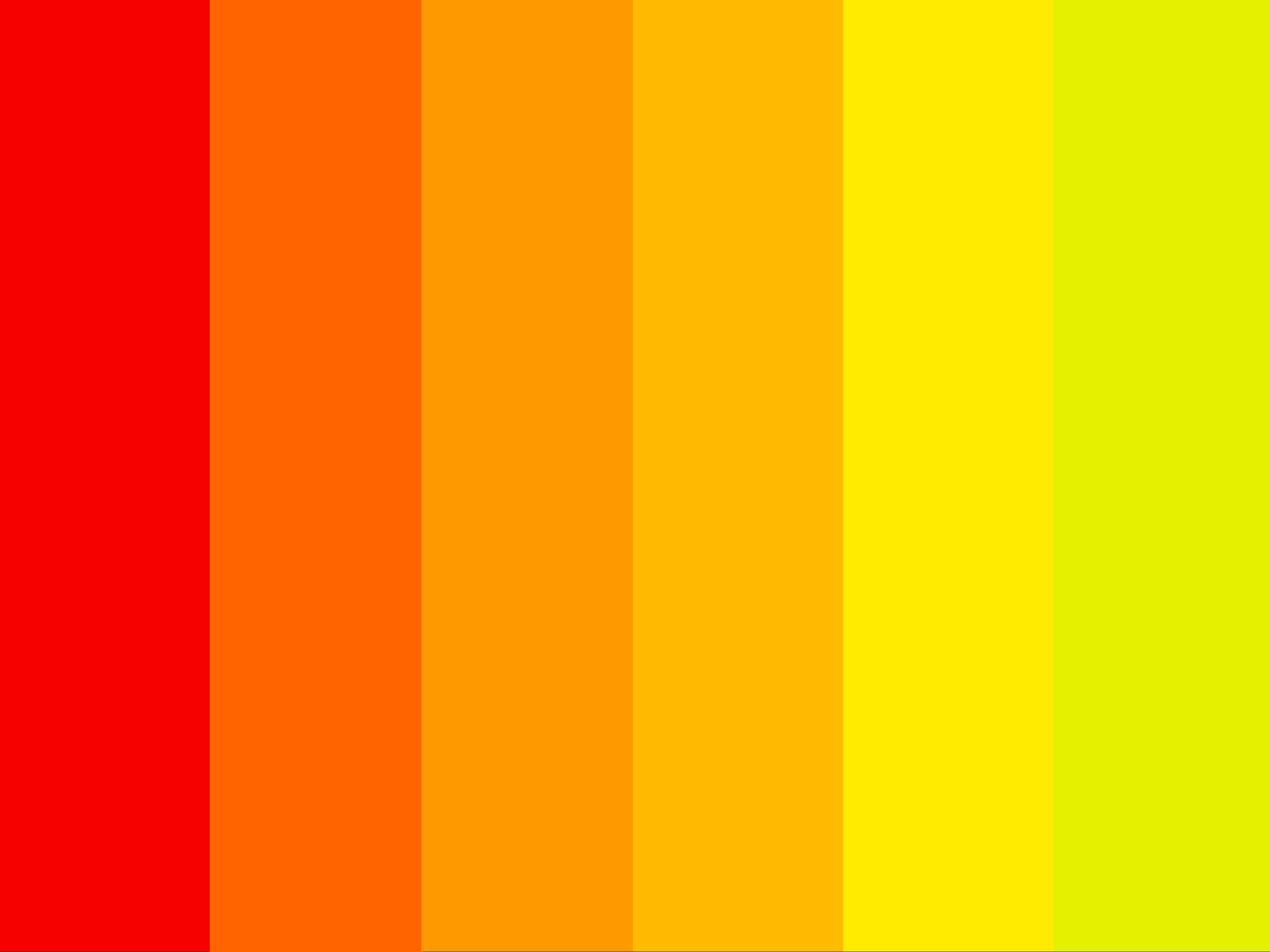
Pour être précis

<http://typomanie.fr/?p=330>



Elements of graphic design

- ▶ Layout
- ▶ Typography
- ▶ **Color**



RED

LOVE

WARNING

HEAT/FIRE

PASSION

LIFE

EMOTION

ORANGE

JOY

CONFIDENCE

WARNING

SOCIAL

ADVENTURE

ENTHUSIASM

YELLOW

LOVE

HAPPINESS

WARNING

OPTIMISM

FRIENDLINESS

FUN :)



**KEEP
CALM
AND
CARRY
ON**

A horizontal bar at the top of the image with a color gradient from purple on the left to green on the right, passing through blue and cyan.

PURPLE

EXCLUSIVITY

LOYALTY

LUXUS

FANTASY

WISDOM

FEMININ

BLUE

AUTHORITY

DEPTH

CONSERVATISM

RESPONSIBILITY

TECHNOLOGY

TRUST

GREEN

NATURE

ORGANIC

FRESH

GROWTH

RENEWAL

SAFETY

▀ JEU-CONCOURS ▀

BOUGEONS AUTREMENT!



DU 16 AU 22 SEPTEMBRE

3 JOURS POUR CHANGER
NOS HABITUDES DE DEPLACEMENT



BLACK

GREY

WHITE

CLASSIC

STABLE

PURE

BOLD

FORMAL

INNOCENT

SOLID

CONFIDENT

CLEAN

STRONG

RELIABLE

DISTANT

MYSTERIO

PROFESSIONAL

PLAIN

CONSERVAT

CALM

NEAT



beethoven

tonhalle grosser saal
dienstag, den 22 februar 1955,
20.15 uhr
4. ekstrakonzert
der tonhalle-gesellschaft

leitung carl schuricht
solist wolfgang schneiderhan

beethoven ouverture zu «coriolan», op. 62
violinkonzert in d-dur, op. 61
siebente sinfonie in a-dur, op. 92

vorverkauf tonhalle-kasse, hug. jecklin,
kuppi
karten, zu fr. 3.5- bis 9.50

But is a blue, blue ?

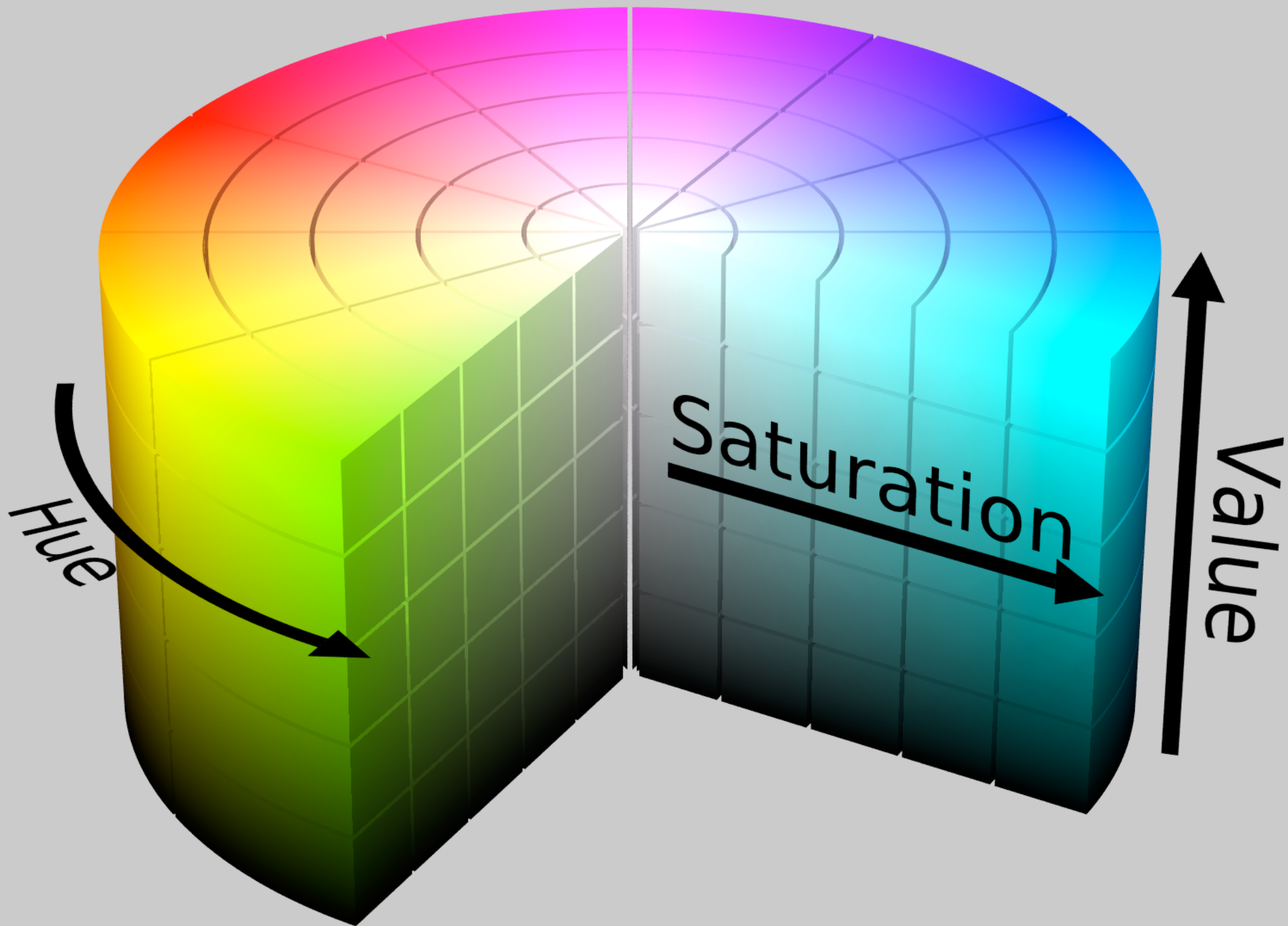
How to describe colors

1. RGB

▶ **R**ed **G**reen **B**lue

2. HSV

- ▶ **H**ue (Teinte) : forme pure d'une couleur
- ▶ **S**aturation : intensité de la coloration
- ▶ **V**alue (luminosité) : l'impression de clarté,
de brillance de la couleur

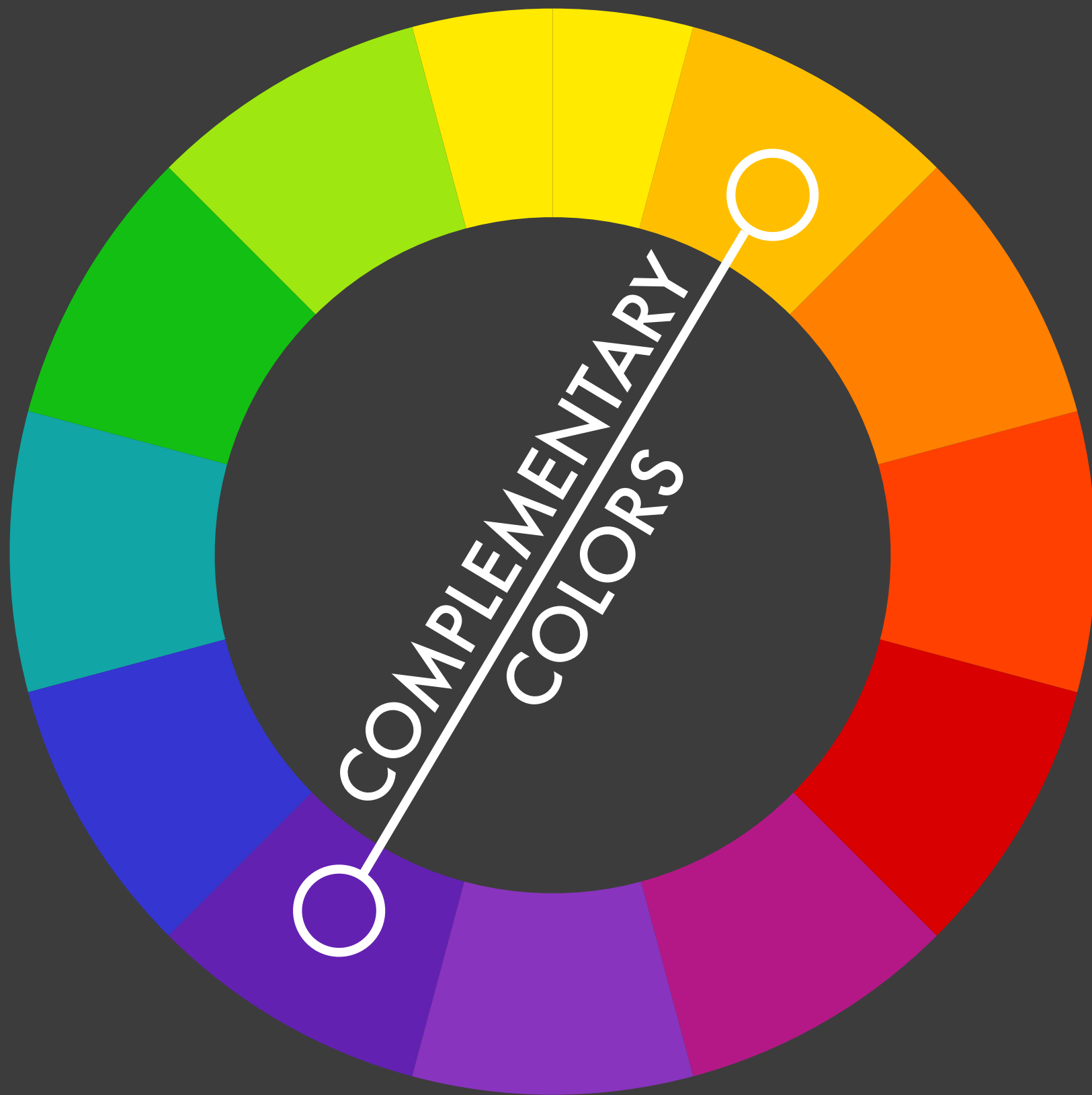




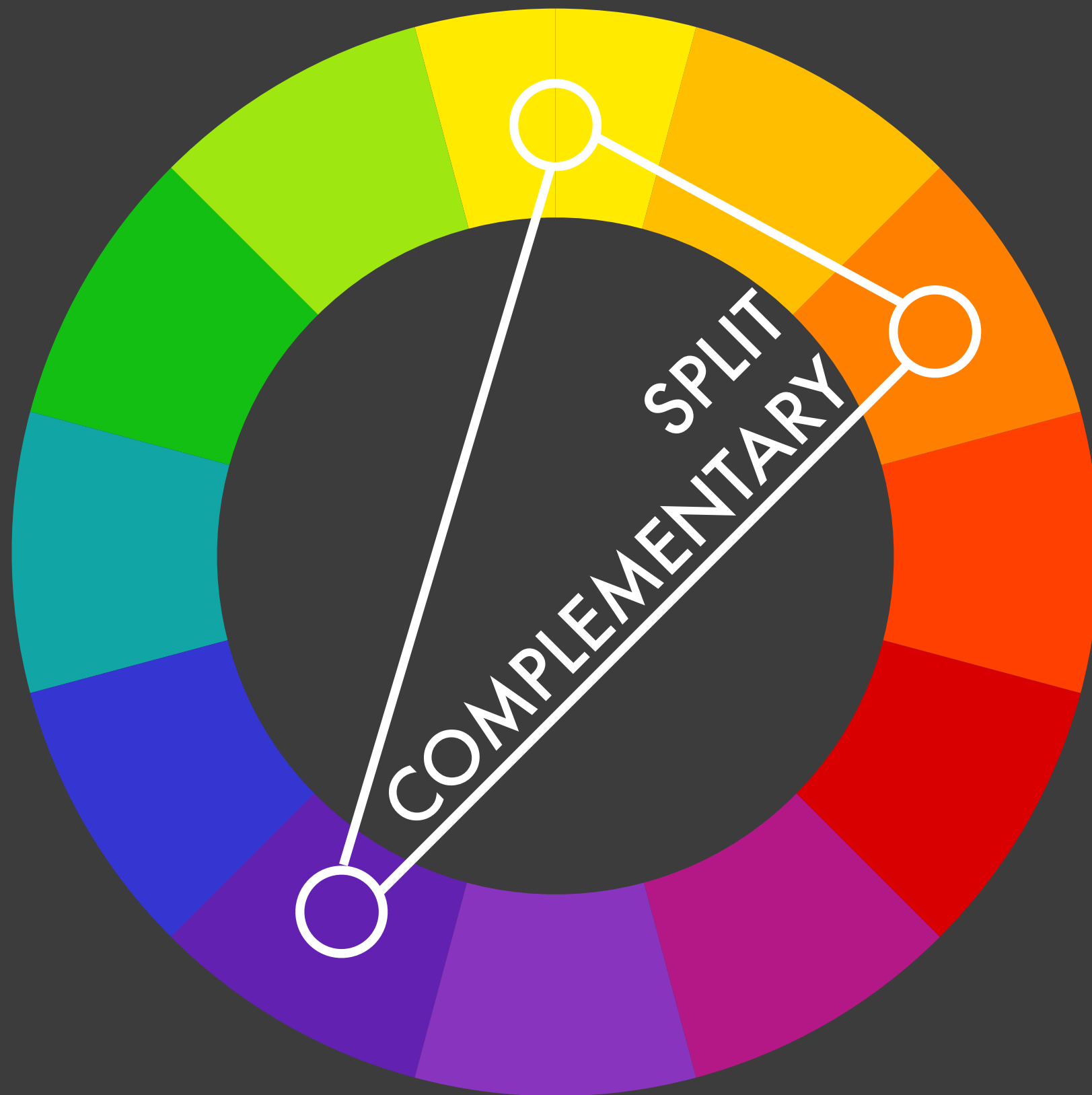
SATURATION

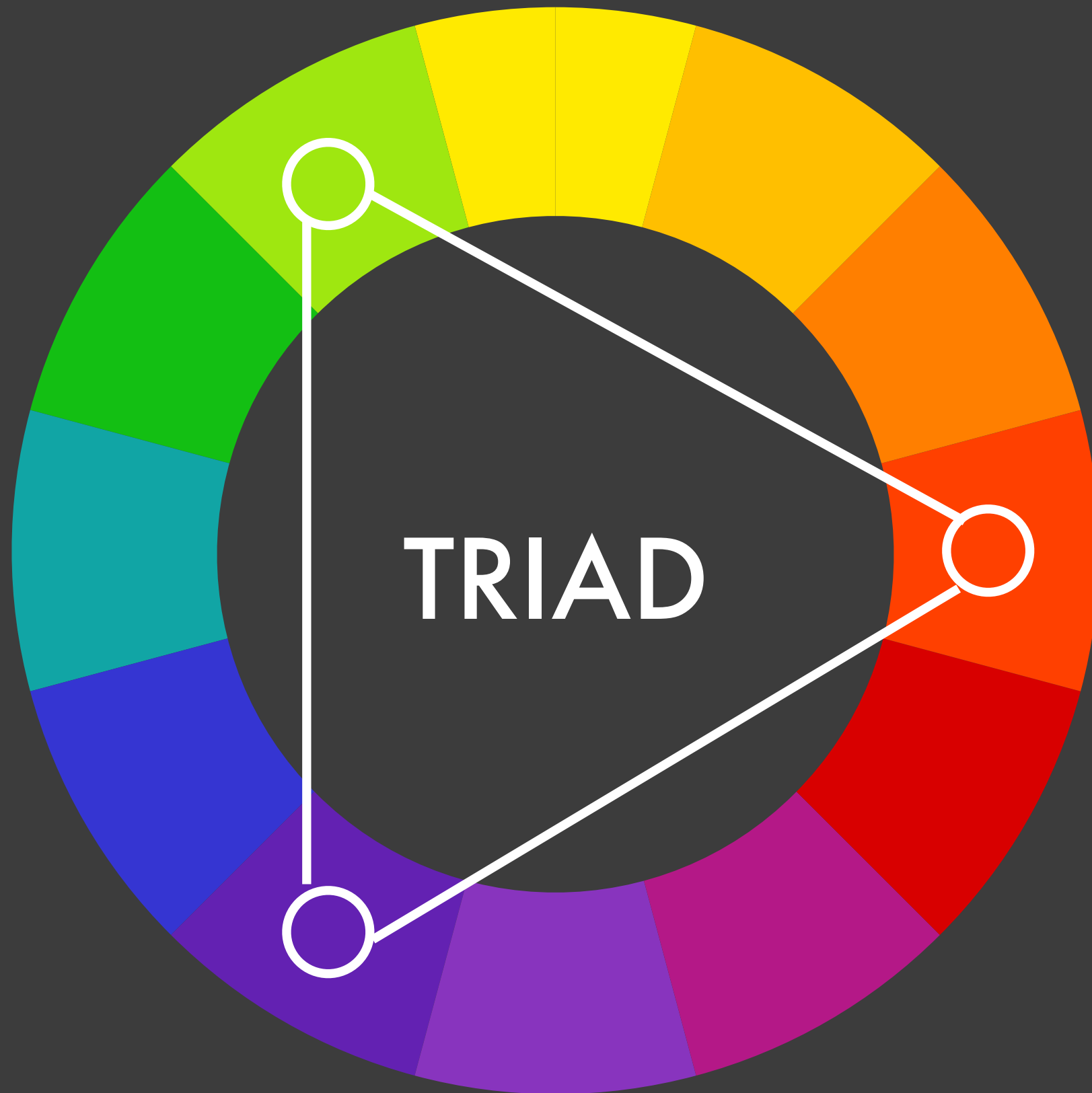
VALEUR

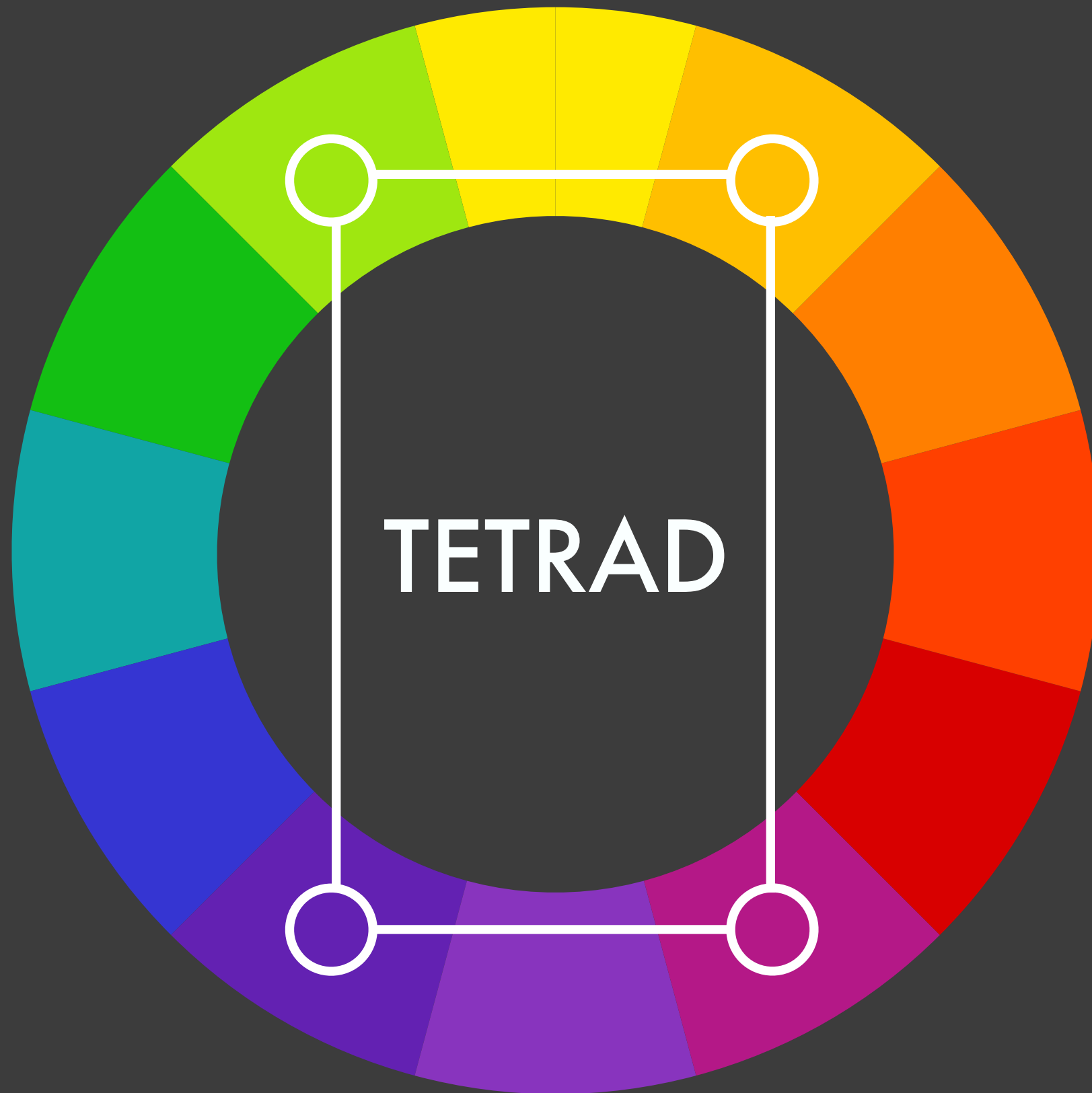


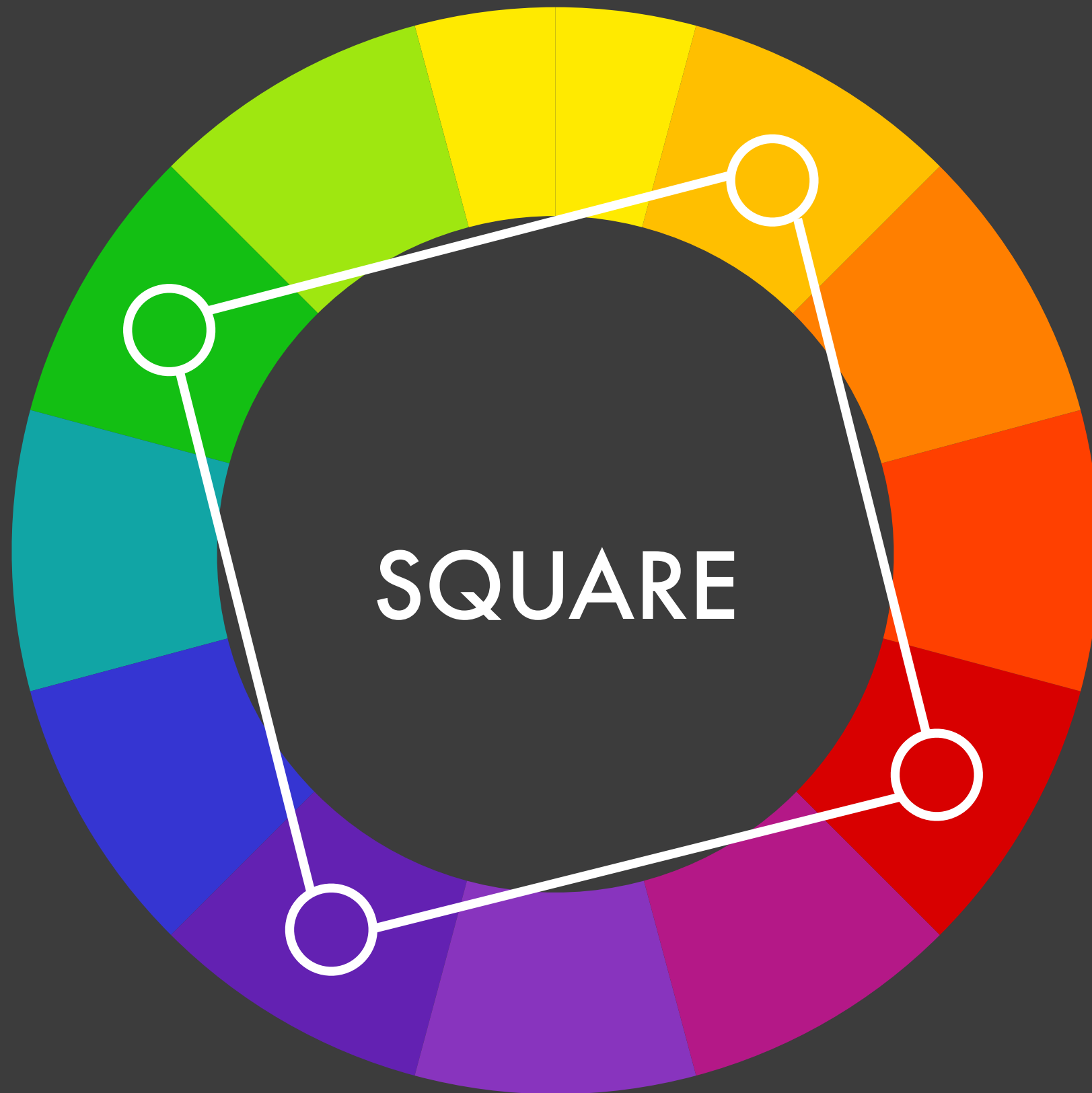


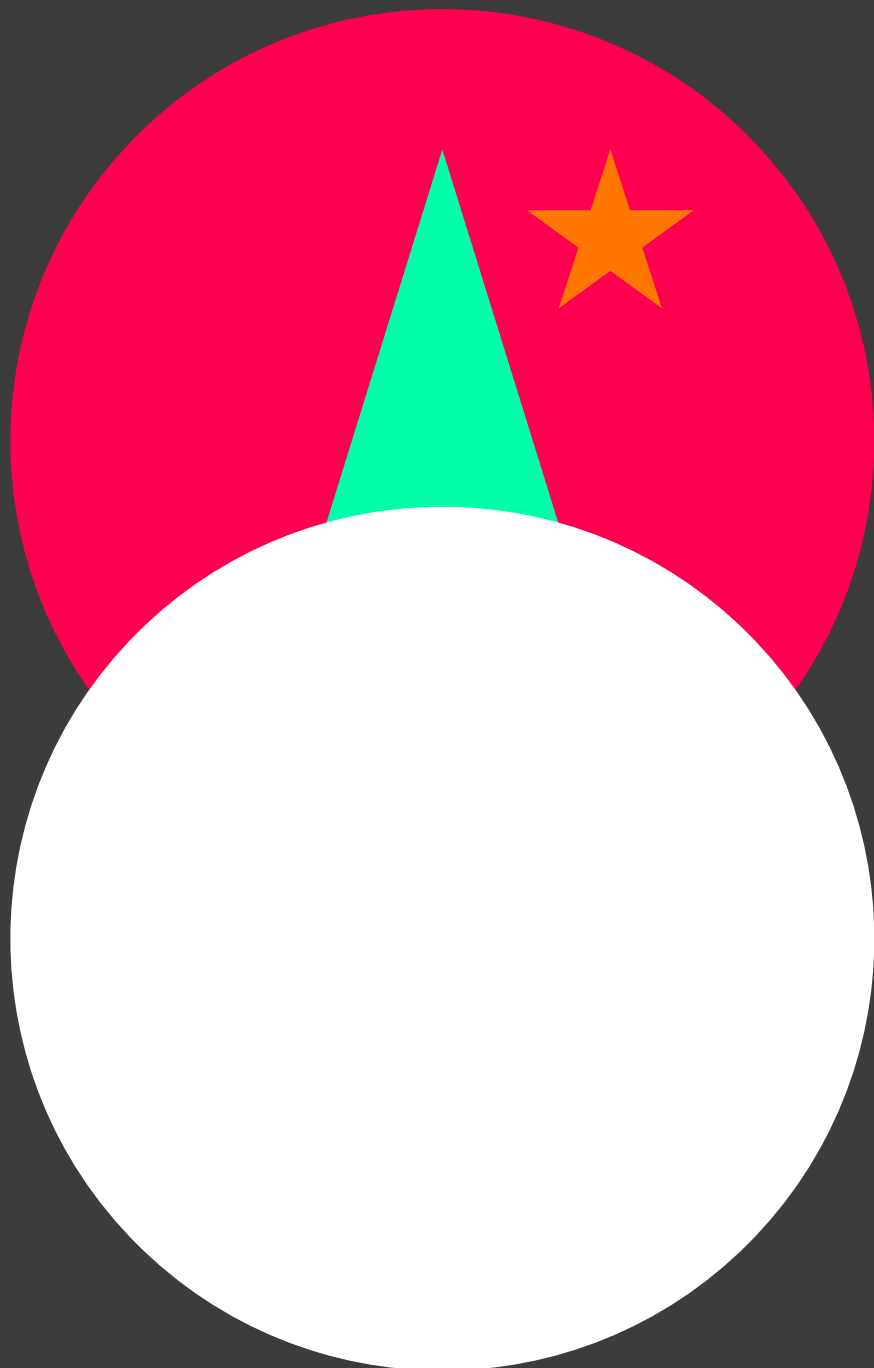














Be careful
combining colours
that are too similar
in luminance.



Be careful
combining colours
that are too similar
in luminance.



Be careful
combining colours
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in luminance.

Help in picking colors

For design:

- ▶ colourlovers.com
- ▶ kuler.adobe.com
- ▶ colors.co

For information visualisation:

- ▶ Color brewer : <http://colorbrewer2.org/>
- ▶ I want hue : <http://tools.medialab.sciences-po.fr/iwanthue/>