

T: 01/03/2019

Master in Informatics and Computing Engineering
Database and Web Applications Laboratory
Instance: 2018/2019

Lecture #3 :: 01/03/2019

Goals

By the end of this class, the student should be able to:

- Understand the fundamentals of visual design and the intrinsic complexities of designing interactive systems.
- Understand the impact of visual design on usability and readability.
- Identify common mistakes and pitfalls of visual design, specifically on the web.

Content

- The importance of visual communication on the Web
- Impact of the visual communication on usability and legibility
- Introduction to elements of visual communication
 - Typography
 - Color
- Introduction to principles of visual communication
 - Proximity
 - Similarity
 - Continuity
 - Closure
 - Visual Flow
 - Contrast
 - Hierarchy

Bibliography

- Lupton, E., & Phillips, J. C. (2008). *Graphic Design The New Basics (Second Edi)*. New York: Princeton Architectural
- Lupton, E. (2014). *Type on screen*. (Ellen Lupton, Ed.). *A Design Handbook*.
- Maria, J. S. (2014). *On Web Typography*. New York: A Book Apart.
- Samara, T. (2007). *Design Elements: A Graphic Style Manual*. Rockport Publishers, Inc.
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- Stein, B. (2017). *Webfont Handbook*. New York: A Book Apart.
- White, A. (2011). *The Elements of Graphic Design (Second Edi)*. New York: Allworth Press.

Materials

- Andreia Pinto de Sousa, *Basics of Visual Design*, [Illustrations presented in class](#), February 2018
- Amy Schade, Yunnuo Cheng, And Samyukta Sherugar [Top 10 Enduring Web-Design Mistakes](#), last accessed in February 2019.
- Jakob Nielsen [Top 10 Information Architecture \(IA\) Mistakes](#), last accessed in February 2019.
- Jakob Nielsen [Top 10 Application-Design Mistakes](#), last accessed in February 2019.
- Jason Santa Maria, [On Web Typography](#), last accessed in February 2019.
- Jeffrey Zeldman [Understanding Web Design](#), last accessed in February 2019.
- Melissa Clarkson [Elements of Visual Communication](#), last accessed in February 2019.
- Nick Babich, [Icons As Part Of A Great User Experience](#), last accessed in February 2019.
- Aurora Harley, [Icon Usability](#), last accessed in February 2019.

Summary

- Introduction to elements and principles of Visual communication design, by Andreia Pinto de Sousa. ¹⁾

— *LBAW, 2018/19*

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¹⁾

Introdução aos elementos e princípios de Design de comunicação visual, por Andreia Pinto de Sousa.

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