

Designing Interactive Systems I

Visual Design

Prof. Dr. Jan Borchers
Media Computing Group
RWTH Aachen University

Winter Semester '24/'25

<http://hci.rwth-aachen.de/dis>



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Review

- What are the 3 levels of processing?
- Why is knowledge in the world important?
- What is feedback in HCI? Why is it important?
- What are the differences between mistakes and slips?



VISUAL DESIGN

Why?



Graphic Design
Visual Design
UI Design
Web Design
Digital Design

Four Basic Design Principles

Proximity

Alignment

Repetition

Contrast

Proximity





AREAS OF EXPERTISE

- Strategic Planning and Execution
- Internet and New Media Development
- User Experience Improvements
- Software and Internet UX Design
- Market and Consumer Research
- New Product Development and Launch
- Process Design and Reengineering
- Organizational Turnarounds

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Travel Tips

- 1** Take twice as much money as you think you'll need.
- 2** Take half as much clothing as you think you'll need.
- 3** Don't even bother taking all the addresses of the people who expect you to write.

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First Friday Club

Winter Reading Schedule

Friday November 1 at 5 p.m. *Cymbeline*

In this action-packed drama, our strong and true heroine, Imogen, dresses as a boy and runs off to a cave in Wales to avoid marrying a man she hates.

Friday, December 6, 5 p.m. *The Winter's Tale*

The glorious Paulina and the steadfast Hermione keep a secret together for sixteen years, until the Delphic Oracle is proven true and the long-lost daughter is found.

All readings held at the Mermaid Tavern. Sponsored by I Read Shakespeare.

Join us for \$3!

For seating information phone 555-1212

Also Friday, January 3 at 5 p.m. *Twelfth Night*

Join us as Olivia survives a shipwreck, dresses as a man, gets a job, and finds both a man and a woman in love with her.

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Winter Reading Schedule

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In this action-packed drama, our strong and true heroine, Imogen, dresses as a boy and runs off to a cave in Wales to avoid marrying a man she loathes.

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The Mermaid Tavern

All readings are held at The Mermaid Tavern
Sponsored by **I Read Shakespeare**
For seating information phone 555.1212
Tickets \$3



Correspondences

Flowers, herbs, trees

Ancient Greeks and Romans

Historical characters

Quotes on motifs

Women

Death

Morning

Snakes

Language

Iambic pentameter

Rhetorical devices

Poetic devices

First lines

Collections

Small printings

Kitschy

Dingbats

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Flowers, herbs, trees

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Dingbats

JOIN A SHAKESPEARE CLOSE READING!



How would you like to . . .

understand every word and every nuance in a Shakespeare play?

Can you imagine . . .

seeing a play performed and actually understanding everything that's going on?

What if you could. . .

laugh in the right places in a play, cry in the right places, boo and hiss in the right places?

Ever wanted to . . .

talk to someone about a Shakespeare play and have that person think you know what you're talking about?

Would you like to . . .

have people admire and esteem you because you know whether or not Portia betrayed her father by telling Bassanio which casket to choose?

It's all possible.

Live the life you've dreamed about!

Be an Understander!

For more info on how to wisen up and start your joyous new life as an Understander, contact us right away:

phone: 1-800-555-1212;

email: SFSreaders@gmail.com

web: <http://www.meetup.com/SFSCloseReaders/>

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GERTRUDE'S PIANO BAR

STARTERS:

GERTRUDE'S FAMOUS ONION LOAF - 8
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, AVOCADO, TOMATOES,
JARLSBERG CHEESE, AND ROMAINE LEAVES
TOSSED IN A LIGHT LEMON VINAIGRETTE
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
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
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, avocado, tomatoes, Jarlsberg cheese,
and romaine leaves tossed in a light lemon vinaigrette
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
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

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Australian Lobster Tail, 10 oz. Market Price
Surf & Turf Market Price
Australian Rock Lobster and 8-ounce Filet



Alignment





**A Return to the
Great Variety of Readers**
The History and Future
of Reading Shakespeare

by
Patricia May Williams

February 26

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Great Variety of Readers**

The History and Future
of Reading Shakespeare

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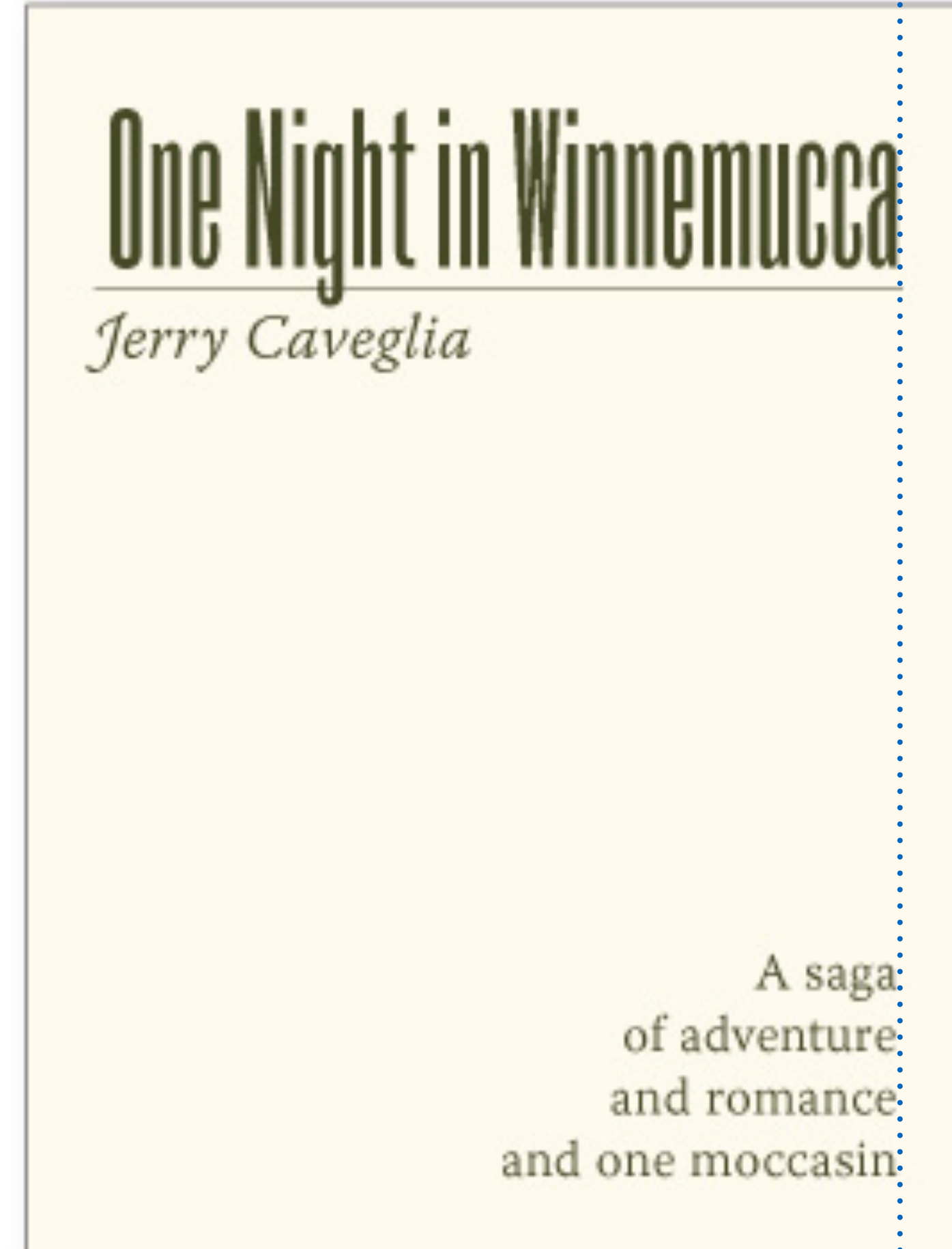
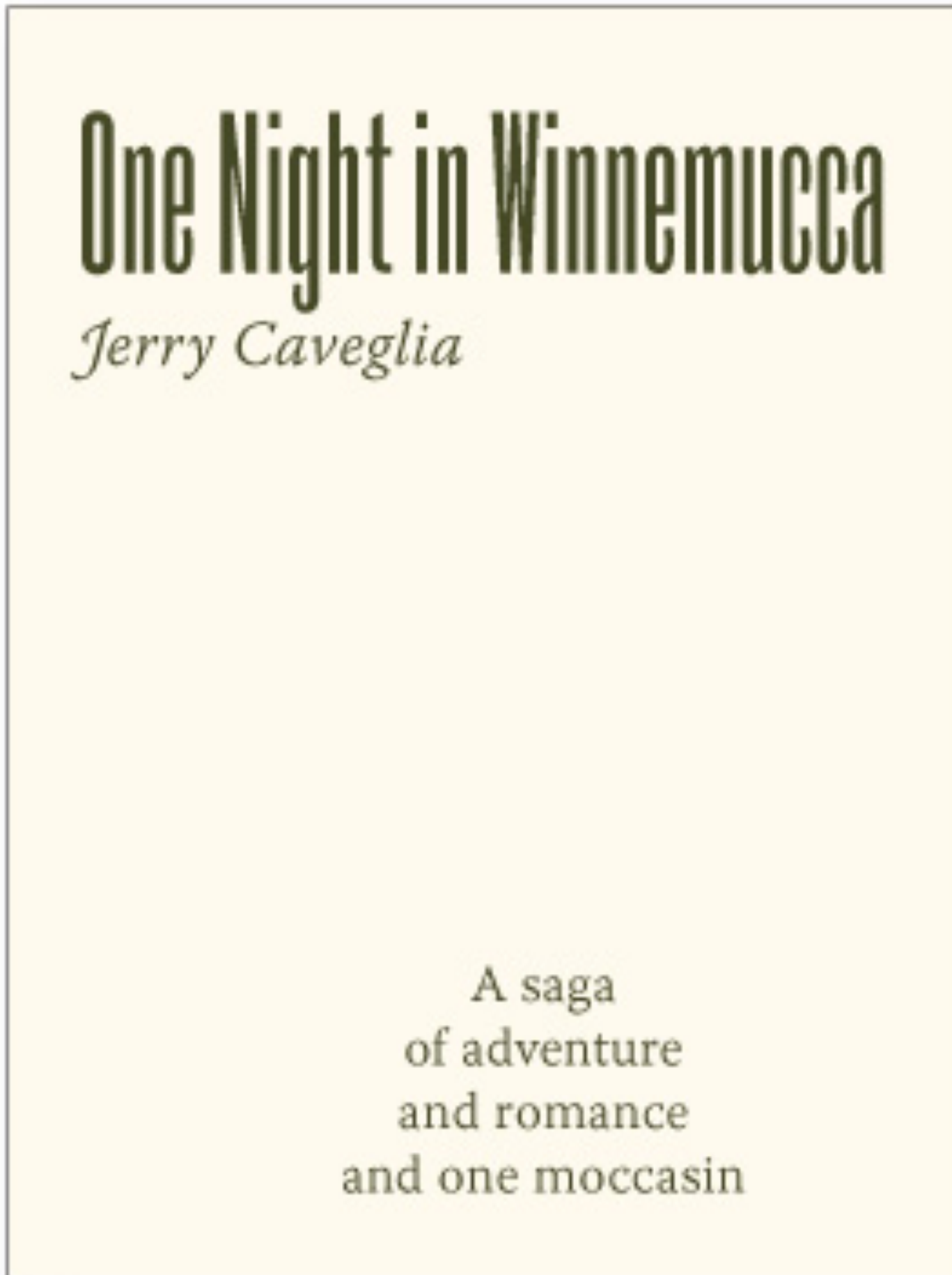
O ye gods!
Render me worthy
of this noble wife.

Brutus in
Julius Caesar

**O YE GODS!
RENDER ME WORTHY
OF THIS NOBLE WIFE.**

Brutus

BRUTUS IN JULIUS CAESAR





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Treatment of
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Good Design Is As Easy as 1-2-3

1. Learn the principles.

They're simpler than you might think.

2. Recognize when you're not using them.

Put it into words -- name the problem.

3. Apply the principles.

You'll be amazed.

Good design is as easy as ...

Learn the basic principles.

They're simpler than you might think.

Recognize when you're not using them.

Put it into words -- name the problem.

Apply the principles.

Be amazed.

6 Steps to Pie as Art

- 1 Preparation for creating
- 2 Building the pie
- 3 Beautifying the pie as art
- 4 Cooking to perfection
- 5 Presenting your creation
- 6 Eating pie art with joy

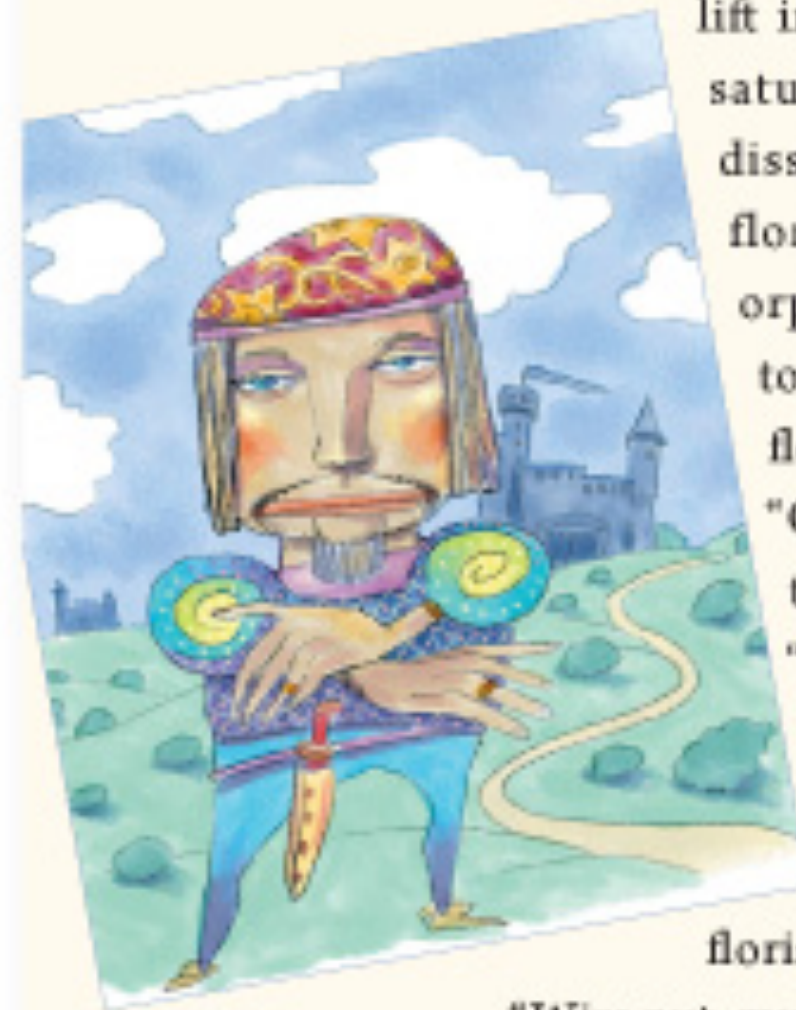


Six Steps to Pie as Art

- 1 Preparation for creating
- 2 Building the pie
- 3 Beautifying the pie as art
- 4 Cooking to perfection
- 5 Presenting your creation
- 6 Eating pie art with friends



le petit jambon pense à la vie et mort



Wants pawn term dare worsted
ladle gull 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.
"Guilty Looks!" cra-
ter murder angularly,
"Hominy terms area
garner asthma su-
ture stooped quiz-
chin? Goiter door
florist? Sordidly NUT!"

"Wire nut, murder?" wined Guilty
Looks, hoe dint never 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!"

Hormone nurture

Wail, pimple oil-wares wander doe
wart udder pimple dun wampum
toe doe. Debt's jest hormone nur-
ture. Wan moaning, Guilty Looks
dissipater murder, an win entity flo-
rist. 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, coiled "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!

Sop's toe hart

Honor tipple inner darning
rum, stud tree boils fuller sop—wan
grade bag boiler sop, wan muddle-
sash boil, an wan tawny ladle boil.
Guilty Looks tucker spun fuller

Repetition



Sock and Buskin

Ambrosia Sidney

109 Friday Street
Penshurst, NM
505.555.1212

Sock and Buskin

Ambrosia Sidney

109 Friday Street
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505.555.1212

Gulls Honor Wrote

Heresy rheumatic starry offer former's dodder, Violate Huskings, an wart hoppings darn honor form.

Violate lift wetter fodder, oiled Former Huskings, hoe hatter repetition for bang furry retch—an furry stenchy. Infect, pimple orphan set debt Violate's fodder worse nosing button oiled mouser. Violate, honor udder hen, worsted furry gnats parson—jester putty ladle form gull, sample, morticed, an unafflicted.

Wan moaning Former Huskings nudist haze dodder setting honor cheer, during nosing.



► *Water rheumatic form!*

Nor symphony

VIOLATE! sorted dole former, Watcher setting darn fur? Yore canned gat retch setting darn during nosing? Germ pup otter debt cheer!

Arm tarred, Fodder, resplendent Violate warily. Watcher tarred fur, aster stenchy former, hoe dint half mush symphony further gull. Are badger dint doe mush woke disk moaning. Ditcher curry doze buckles fuller slob darn tutor peg-pan an feeder pegs. Daze worsted furry gnats parson wit fairy knifely dependable twos. Nosing during et oil marks neigh cents.

Vestibule guardings

Yap, Fodder. Are fetter pegs. Ditcher mail-car caws an swoop otter caw staple? Off curse, Fodder. Are mulct oiler caws an swapped otter staple, fetter checkings, an clammed upper larder inner checking-horse toe gadder oiler aches, an wen darn tutor vestibule guarding toe peck oiler bogs an warms offer vestibules, an watched an earned yore closing, an fetter hearses any oil ding welsh.

Ditcher warder oiler hearses, toe? enter-ruptured oiled Huskings. Nor, Fodder, are dint. Dint warder mar hearses. Wire nut?

Consistent double rule on the tops of all pages.

Consistent typeface in headlines and sub-heads, and consistent space above each.

This single rule repeats across the bottom of each page.

Page numbers are in the same place and in the same typeface on each page.



Evanescent wan think, itching udder

Effervescent further ACHE, dare wooden bather CHECKING. Effervescent further PEG, way wooden heifer BECKING. Effervescent further LESSENS, dare wooden bather DITCHERS. Effervescent further ODDEST, way wooden heifer PITCHERS. Effervescent further CLASHES, way wooden kneader CLASH RUMS. Effervescent further BASH TOPS, way wooden heifer BASHRUMS. Effervescent fur MERRYSEED KNEE, way wooden heifer SHAKSPER. Effervescent further TUCKING, way wooden heifer LANGUISH. Effervescent fur daze phony WARTS, nor bawdy cud spick ANGUISH!

Moan-late an steers

Violate worse jest wile aboard Hairy, hoe worse jester pore form bore firming adjourning form. Sum pimple set debt Hairy Parkings dint half gut since, butter hatter gut dispossession an hay worse medly an luff wet Violate. Infect, Hairy wandered toe merrier, butter worse toe skirt toe aster.

O Hairy, crate Violate, jest locket debt putty moan! Arsenate rheumatic? Yap, inserted Hairy, lurking.

Arsenate rheumatic

- ▼ Snuff doze flagrant odors.
- ▼ Moan-late an merry-age.
- ▼ Odors firmer putty rat roaches inner floor guarding.
- ▼ Denture half sum-sing impertinent toe asthma?
- ▼ Hairy aster fodder.
- ▼ Conjure gas wart hopping?
- ▼ Violate dint merry Hairy.
- ▼ Debt gull runoff wit a wicket bet furry retch lend-lard.

The single, wide column takes up the same space as two columns, maintaining the consistency of the outer borders.

All stories and photos or illustrations start at the same guideline across the top of each page (also see the note on the opposite page about "bottoming out").

Note the repetitive use of the triangular shape in the list and in the caption, opposite page. That shape is probably used elsewhere in the publication as well.



R. William Whetstone Memorial Committee
presents the Twentieth Memorial Lecture

Dr. Euphemia May Weber
Professor of Psychiatry and Neuroscience
at the
University of California, Yountville
on
"A Hundred Years
of Science"

Monday, September 27, 8 p.m.
Reilly Rooser Auditorium, Truchas
Free admission

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This Twentieth Memorial Lecture is presented
by the R. William Whetstone Memorial Committee

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Contrast



ANOTHER NEWSLETTER!

J a n u a r y F i r s t 2 5 2 5

Exciting Headline

Wants pawn term dare worsted ladle gull 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 dum 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, coiled “Brewing”), Murder Beer, an 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 tipple inner darning rum, stud tree boils fuller sop–wan grade bag boiler sop, wan muddle-sash boil, an wan tawny ladle boil. Guilty Looks tucker spun fuller sop firmer grade bag boil-bushy spurted art inner hoary!

“Arch!” crater gull, “Debt sop’s toe hart–barns mar mouse!”

Dingy traitor sop inner muddle-sash boil, witch worse toe coiled. Butter sop inner tawny ladle boil worse jest

Another Newsletter!

J a n u a r y F i r s t 2 5 2 5

Exciting Headline

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Dingy traitor sop inner muddle-sash boil, witch worse toe coiled. Butter





James Clifton Thomas
Hino-machi 50-2-431
Yonago-shi
Tottori-ken
683-0066
Japan

PROFILE:

I am a hard-working, dependable, cheerful person of many talents. My ideal position is with a company that values my combination of creativity and effort and one in which I can continue to learn.

ACCOMPLISHMENTS:

- 2011-present English Teacher, Yonago High School for Language and the Arts
- 2006-2011 Acts of Good, web designer and developer, working with a professional team of creatives in Portland.
- 2000-2006 Pocket Full of Posies Day Care Center. Changed diapers, taught magic and painting, wiped noses, read books to and danced with babies and toddlers. Also coordinated schedules, hired other teachers, and developed programs for children.
- 1997-2000 Developed and led a ska band called Lead Veins. Designed the web site and coordinated a national tour.

EDUCATION:

- Pacific Northwest College of Art, Portland, Oregon: B.A. in Printmaking, 2002-2005
- Santa Rosa Junior College, Santa Rosa, California: focus on graphic design and drafting, 1999-2001

PROFESSIONAL AFFILIATIONS:

- 2000-2002 Grand National Monotype Club, Executive Secretary
- 1999-2003 Jerks of Invention, Musicians of Portland, President
- 1992-1998 Local Organization of Travelers Wild

LANGUAGES:

English, native
Japanese, fluent

HOBBIES:

Music (guitar, bass, trumpet, keyboard, vocals), photography, drawing, dancing, rowing, reading, magic.

REFERENCES:

- Sally Psychic 505.818.0419
- Foghorn J. Leghorn 415.808.1009



JAMES CLIFTON THOMAS
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YONAGO-SHI
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- 1999-2003 **President**, Jerks of Invention, Musicians of Portland.
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Music (guitar, bass, trumpet, keyboard, vocals), photography, drawing, dancing, rowing, reading, magic.

REFERENCES

- Sally Psychic 505.818.0419
- F. Leghorn 415.808.1009



The Rules of Life

Your attitude is your life.

Maximize your options.

*Don't let the seeds stop you
from enjoyin' the watermelon.*

Be nice.

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Your attitude is your life.

Maximize your options.

*Don't let the seeds stop you
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Sally's Psychic Services
Providing psychic support in Santa Fe
 Contact lost loved ones, including pets. Get help with important decisions. Find clarity in a fog of unknowns.
 Special rate for locals
 sally@santafepsychic.com
 santafepsychic.com
 Phone consultations available 555-0978



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Four Basic Design Principles

Proximity

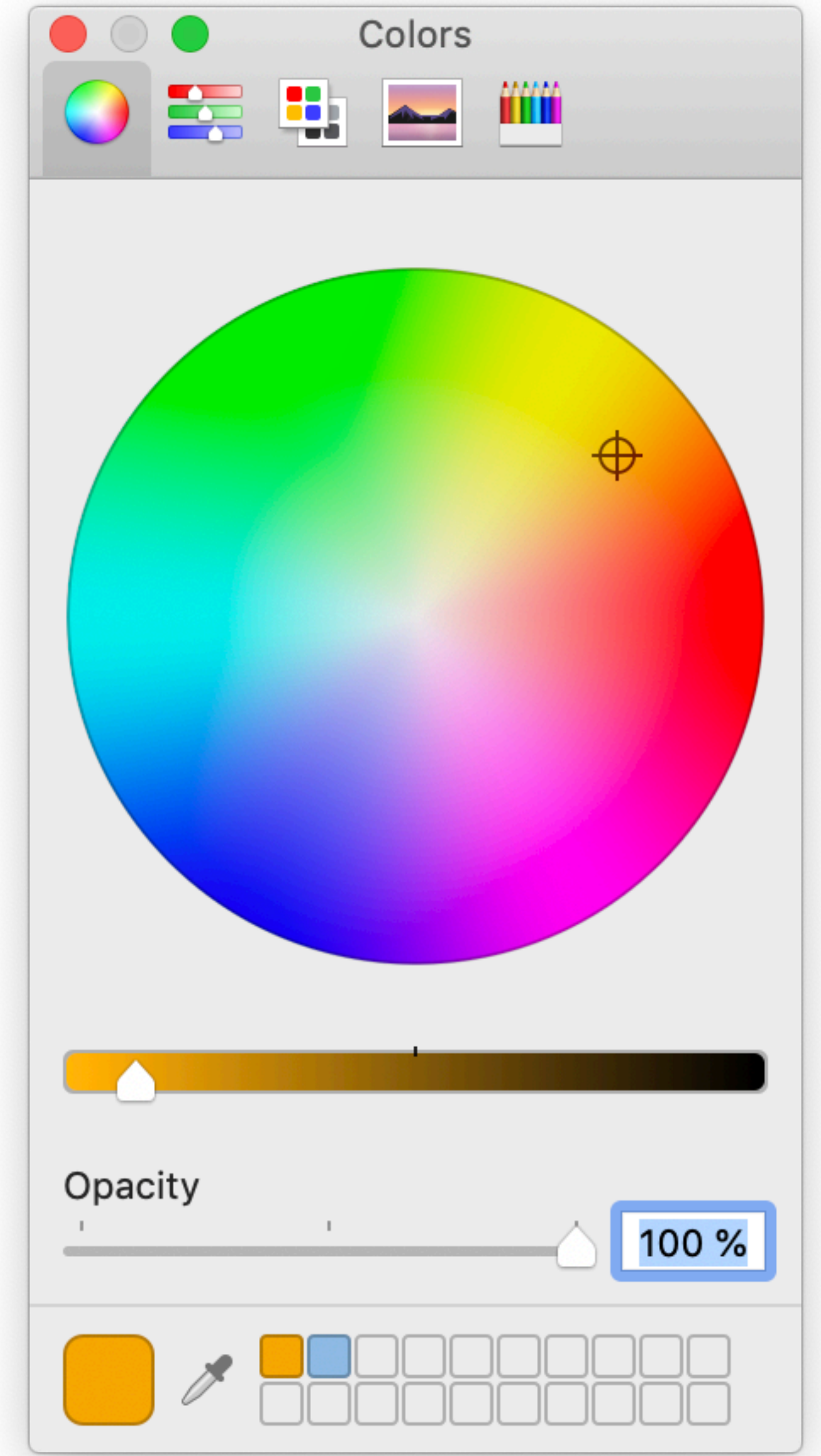
Alignment

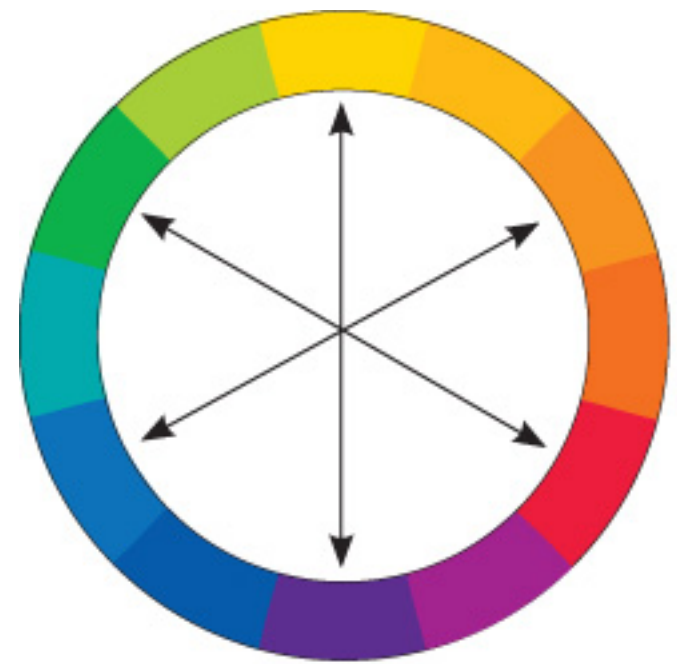
Repetition

Contrast

Color





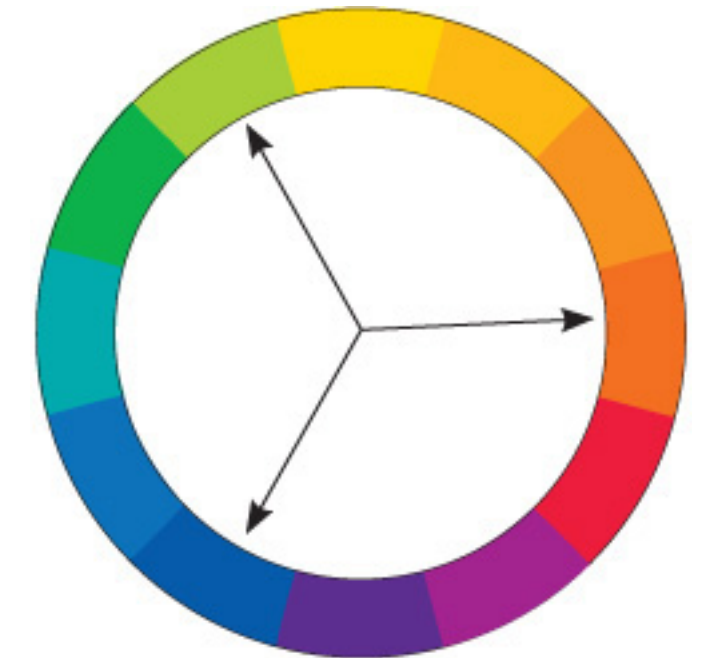
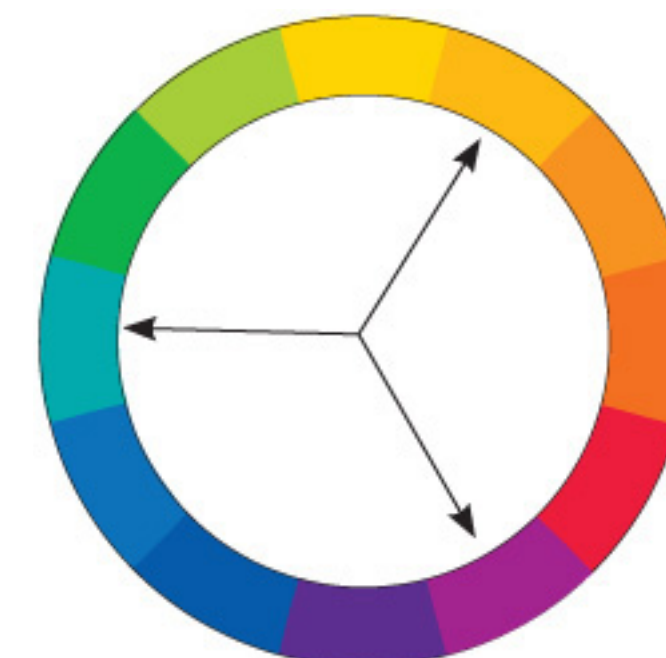
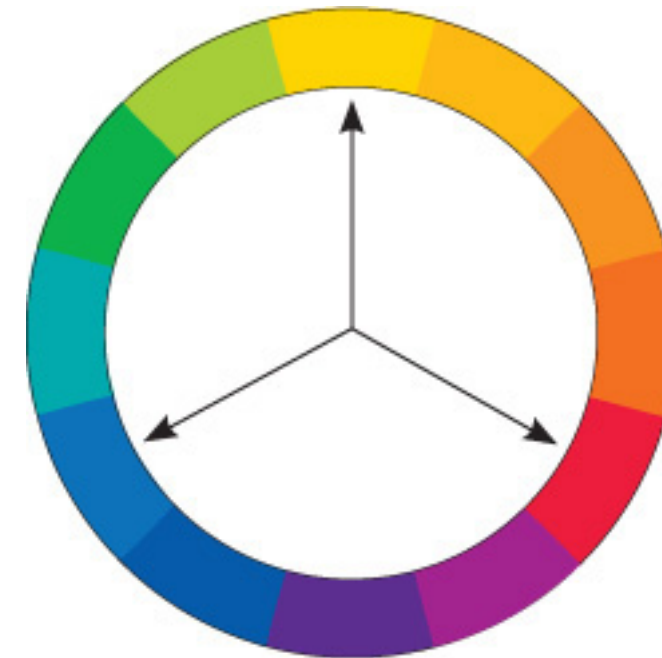


- Blue & orange
- Red & green
- Yellow & purple

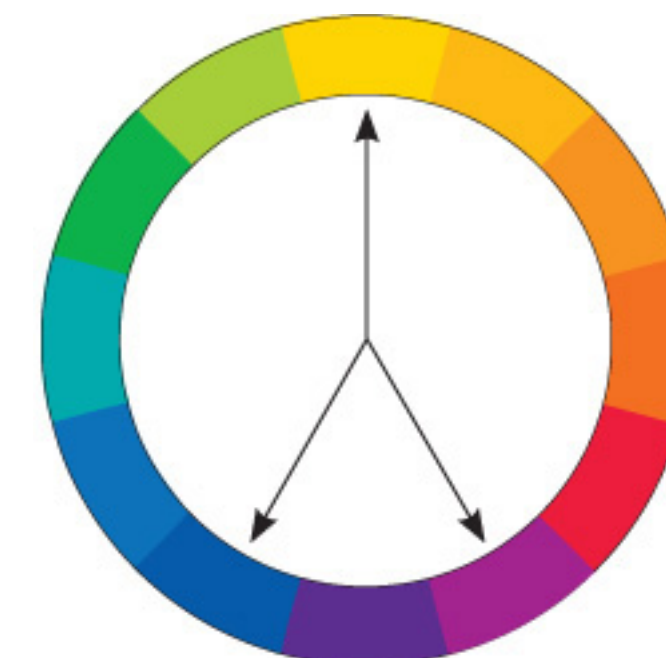


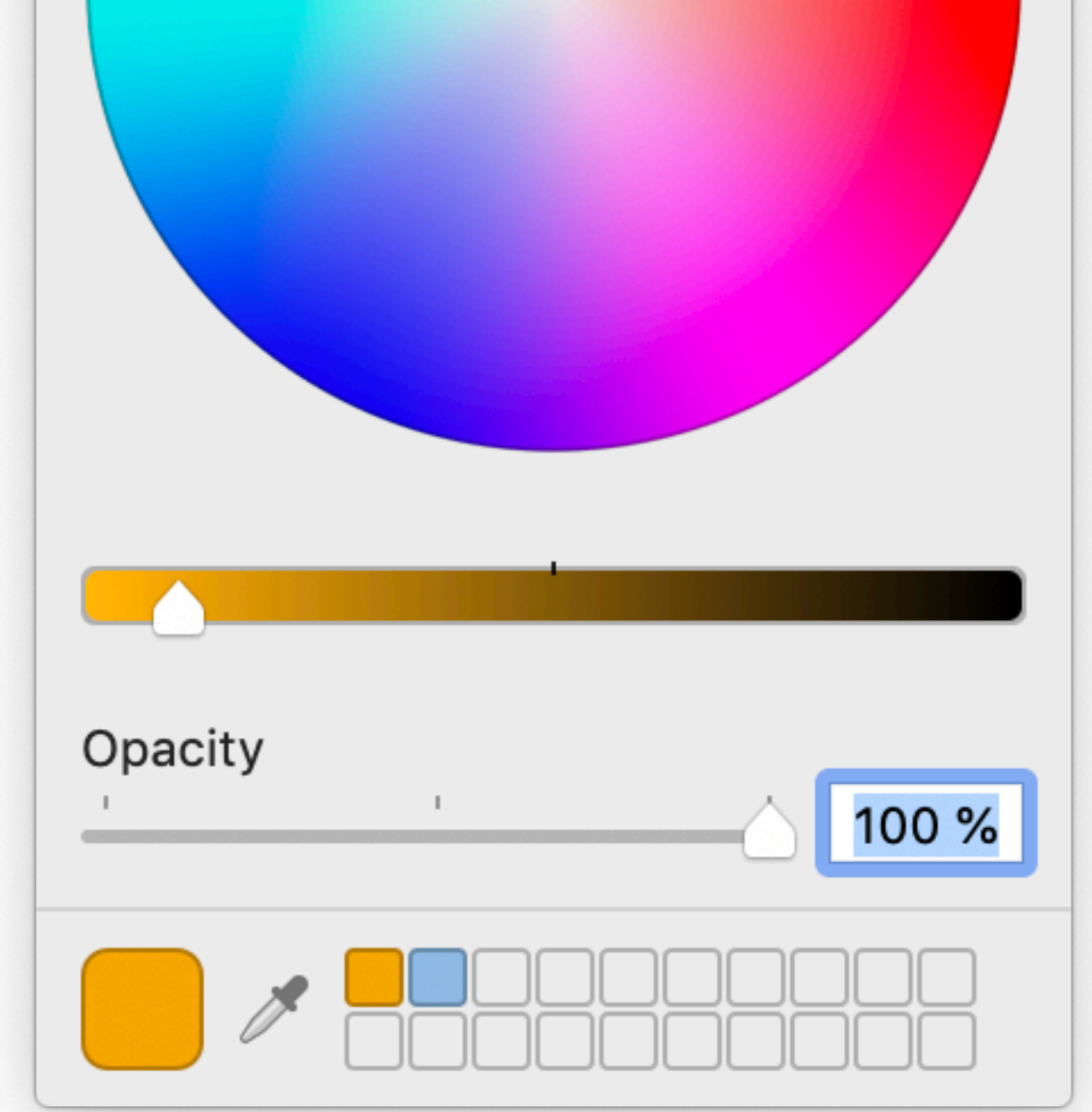
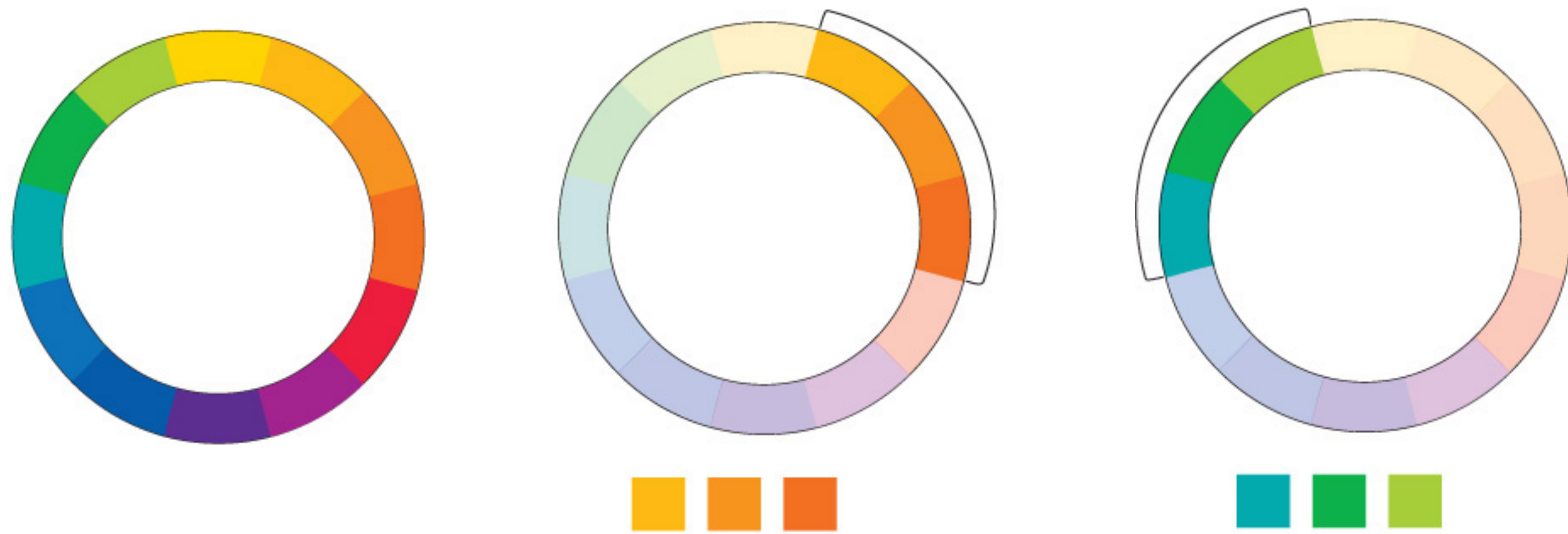
- Lime green & violet
- Bluish-purple & yellow-orange
- Aqua & red-orange

Triads

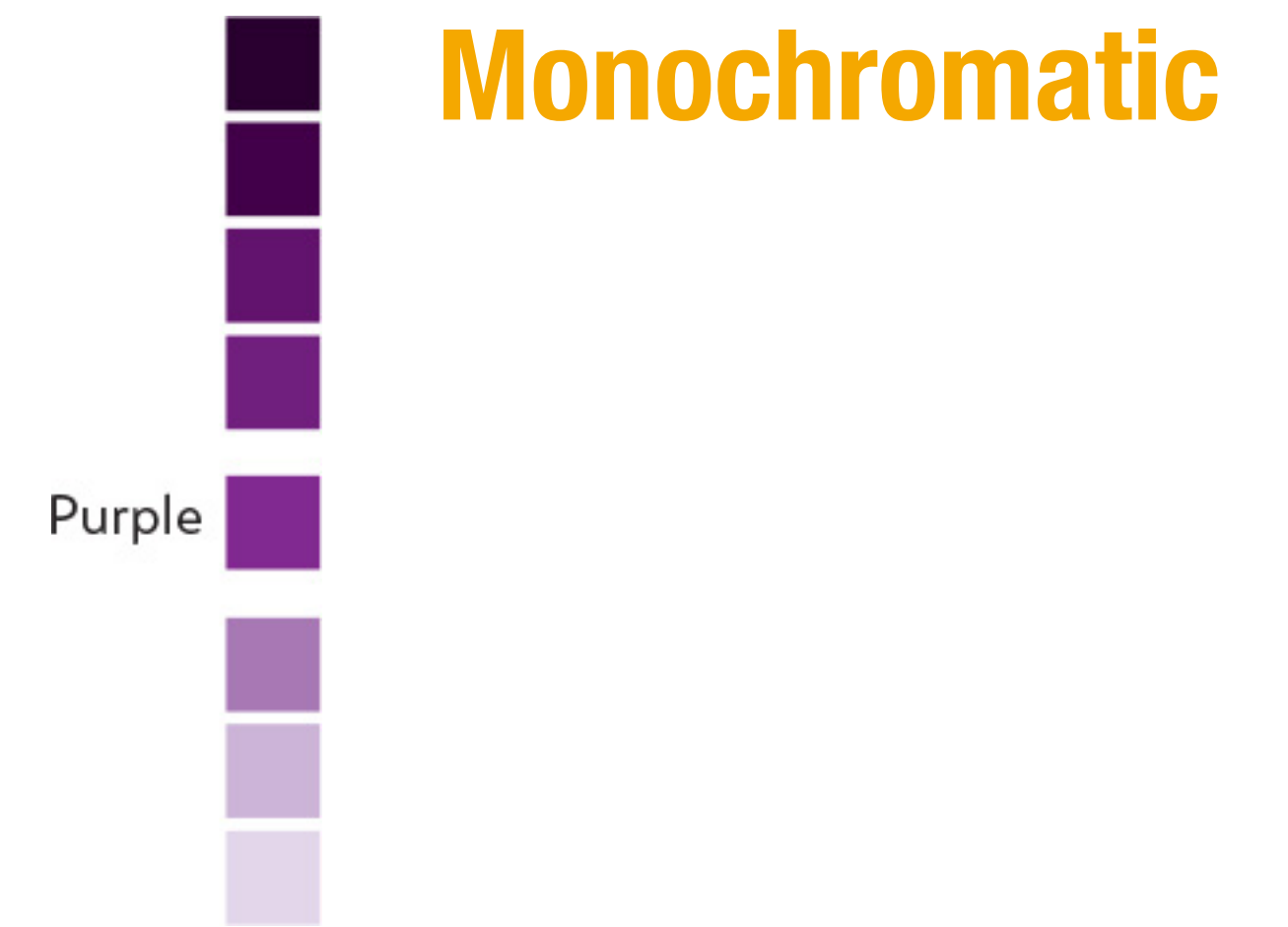


Split Complementary Triads





Shades and Tints

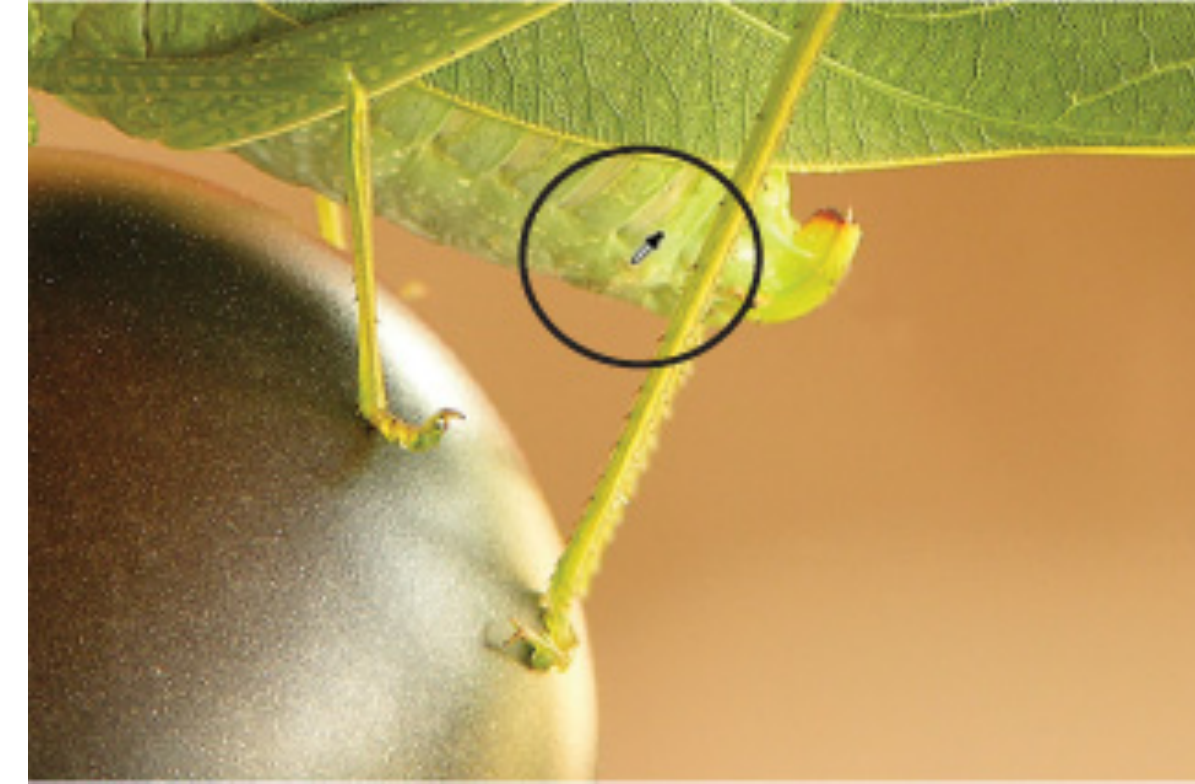




Triads +
tints/shades



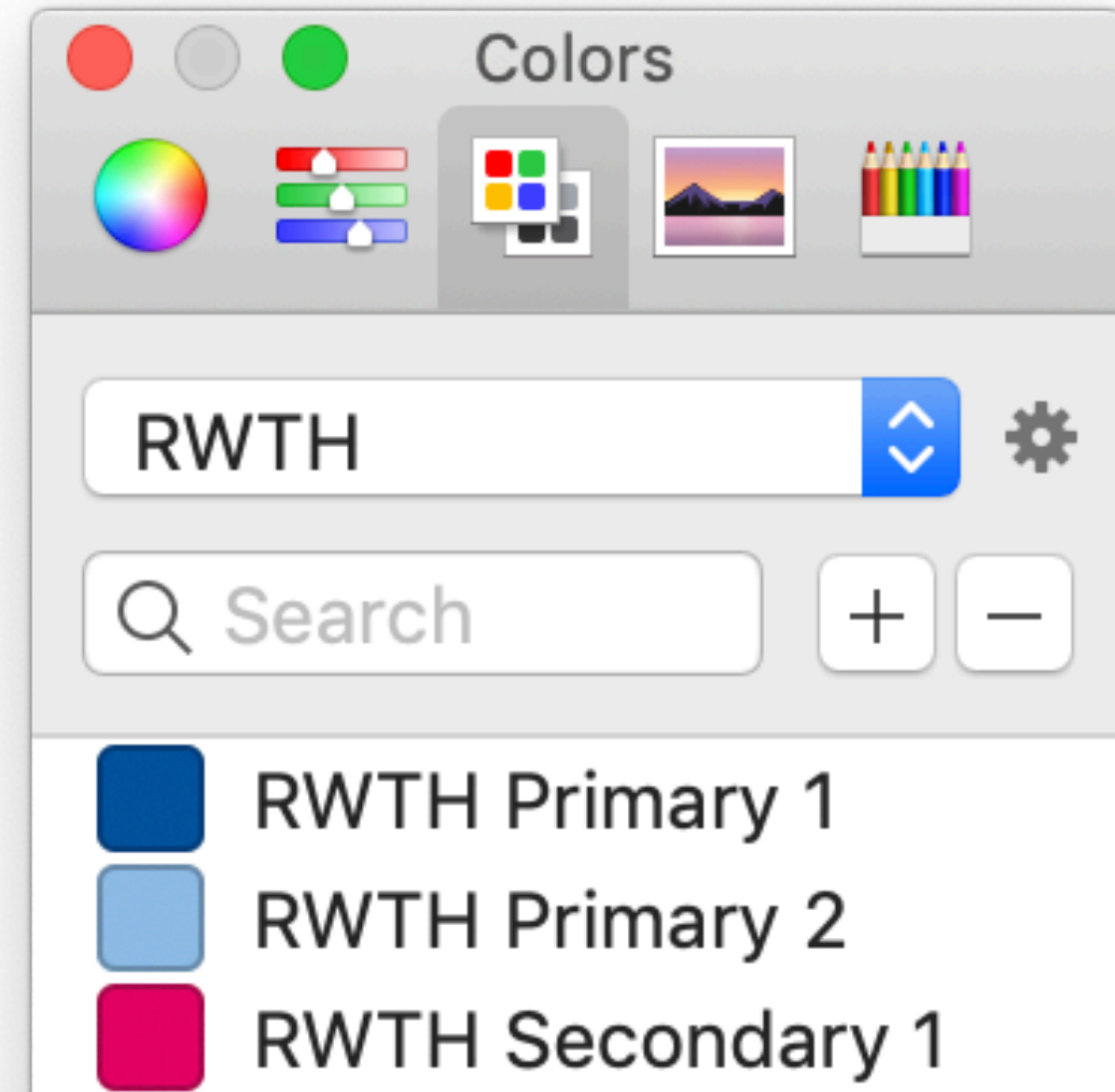
Photo colors



Cool recedes



Warm
jumps out



CID

color.adobe.com



Type



Type Categories

Oldstyle

Modern

Slab serif

Sans serif

Script

DECORATIVE—

including Grungy!

Diagonal stress

Serif (pronounced "sairiff," not "suh reef")

This curve is the bracketing

Serifs on lowercase letters are slanted

Goudy Oldstyle

Moderate thick/thin transition in the strokes



Goudy Palatino Times

Bell Sabon Garamond

Vertical stress

There is no bracketing

Serifs on lowercase letters are thin and horizontal

Modern

Bodoni Poster Compressed

Radical thick/thin transition in the strokes

Bodoni Didot, Didot Bold

Walbaum Modern No. 20

Serifs on lowercase letters are horizontal and thick slabs

Vertical stress

Slab serif
Clarendon

Very little or no thick/thin transition, or contrast, in the strokes

Clarendon **Memphis**

New Century Schoolbook

Diverda Light, Black

No serifs
anywhere

No stress because
there's no thick/thin

Sans serif

No thick/thin transition
in the strokes

Trade Gothic Next

Brandon Grotesque

Folio Modernica Light, **Heavy**

Bailey Sans, Bold Transat Text

Script

Peony Adorn Bouquet

Bookeyed Sadie Emily Austin

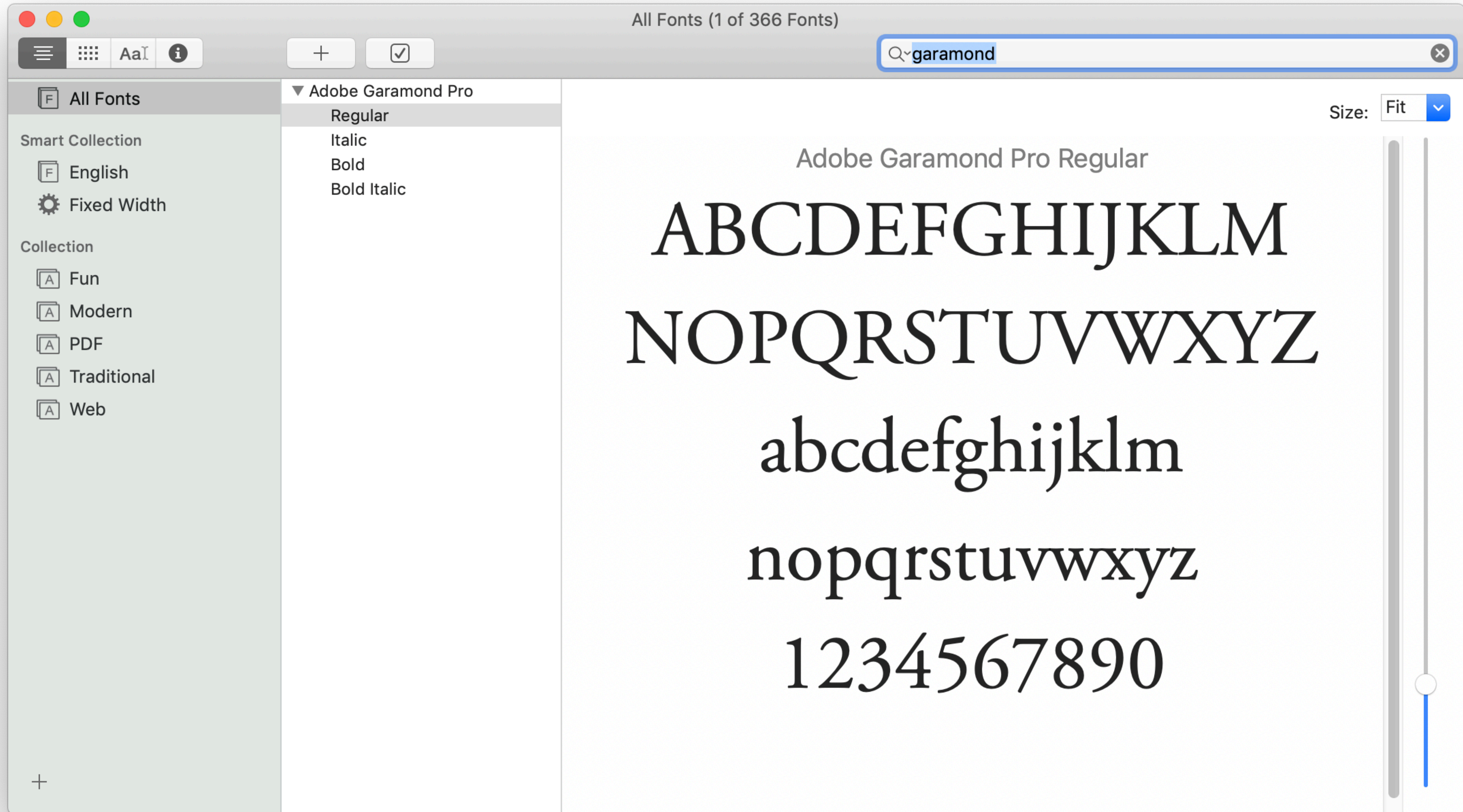
Thirsty Rough Light

Decorative

MATCHWOOD THE WALL

HORST SCARLETT

SYBIL GREEN Flyswim



Oiled Mudder Harbored

Oiled Mudder Harbored

Wen tutor cardboard

Toe garter pore darker born.

Bud wenchy gut dare

Door cardboard worse bar

An soda pore dark hat known.

Oiled Mudder Harbored

Oiled Mudder Harbored

Wen tutor cardboard

Toe garter pore darker born.

Bud wenchy gut dare

Door cardboard worse bar

An soda pore dark hat known.

Creating Contrast

Grey Value:
Lighter for
larger type

SIZE Don't be a wimp.

Weight Contrast heavy weights with light weights, not medium weights.

Structure Look at how the letterforms are built—monoweight or thick/thin. Choose fonts from different **categories** to get different structures.

FORM *F* Caps versus lowercase is a contrast of form, as well as **roman versus italic** or script. Scripts and italics have similar forms—don't combine them.

Direction Think more in terms of horizontal type versus tall, narrow columns of type, rather than type on a slant.

COLOR Warm colors come forward; cool colors recede. Experiment with the "colors" of black text.

"66 and 99" ⇒ "66 and 99" or „99 und 66“

The 90's ⇒ The 90's

Hyphen: odd-looking

en dash: 9:00–12:00, Human–Computer Interaction

em dash: Bob—to my astonishment—finished the game.

Never underline. It cuts through letters and is hard to read.

Avoid ALL CAPS. Missing “coastline”. Hard to read (lawyers love it).

cat	dog	whistle	sweeper
CAT	DOG	WHISTLE	SWEEPER

Quotes and Apostrophes

Hyphens and Dashes

Underlining

Caps



Kerning

WATERMELON No adjustments made.

WATERMELON The software program made automatic adjustments.

WATERMELON Hand kerning applied.

Widows & Orphans

Avoid single word on last line, or single line on new page, at end of paragraph.

Styled Text

Include punctuation: Then finish.

Ligature

Visual Alignment

E
W
O

Indenting Paragraphs

Either indent the first word of a new paragraph by one *em* = width of “m” letter = 12 pt for 12 pt font.

Or add some space between paragraphs (default for German.) Never both, and never for the first paragraph after a heading.

Center Alley 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 Center Alley an, infect, word

Warnock Pro Regular 9/10.8
(9 point type, 10.8 leading
or linespacing)

**Center Alley 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**

Warnock Pro Bold 9/10.8
This is exactly the same as the
example above, except it is the
bold version.

Center Alley 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 Center Alley an, infect, word
orphan traitor pore gull mar lichen

Warnock Pro Light 9/10
This is the light version of the font,
but it has less linespacing, making
the texture appear more dense.

Center Alley 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

*Center Alley 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 Center*


< 60 characters

Warnock Pro Light 9/13,
extra letterspacing.

Notice this has a lighter color than
the example above (same font) due
to the extra space between the lines
and the letters.

Warnock Pro Light 9/13,
extra letterspacing.

This is exactly the same as the
one above, except in italic. It has
a different color and texture.

Process

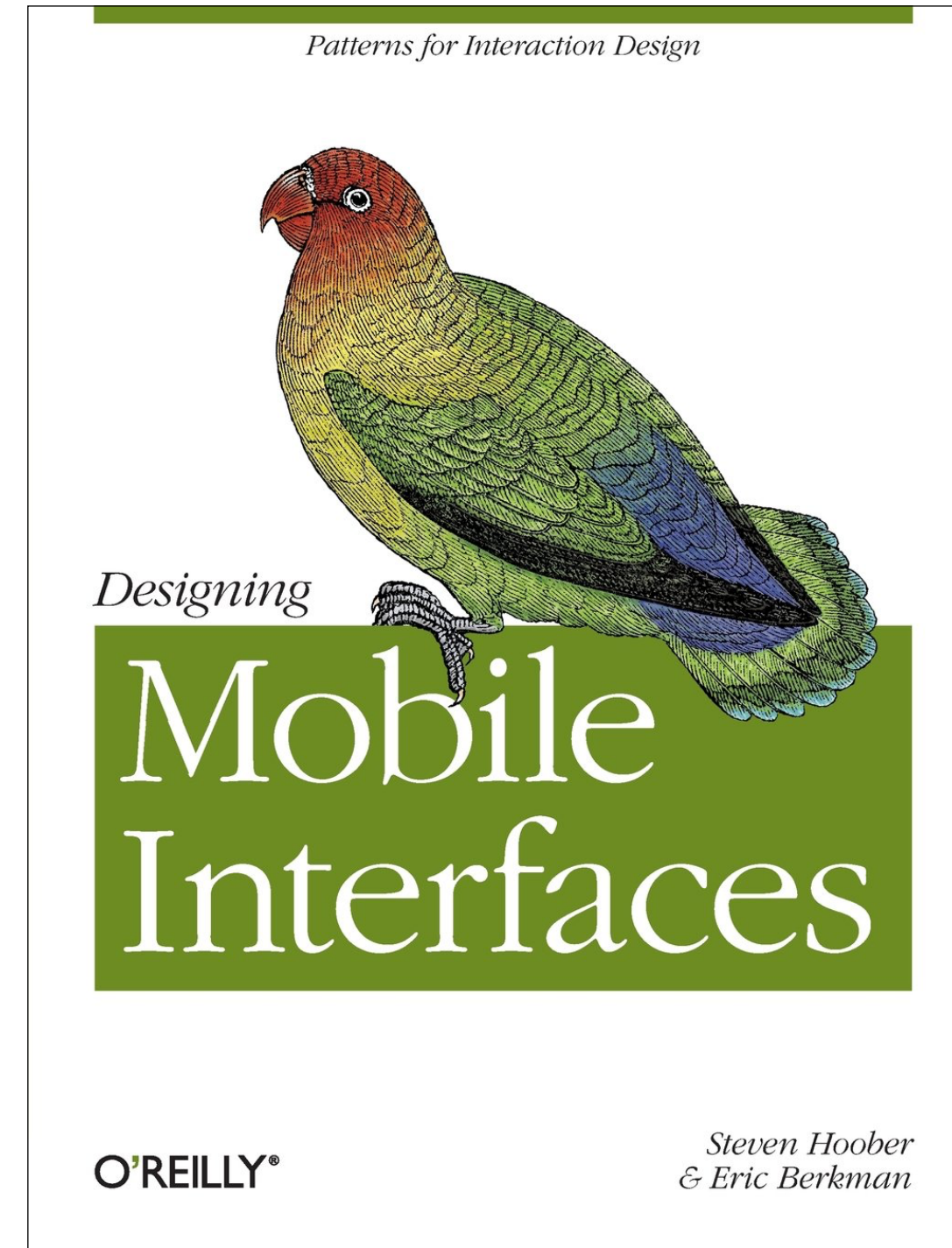
1. Identify focal point
2. Group information
3. Strengthen alignments
4. Find or create repetition
5. Create contrasts

THE AWARD-WINNING, BEST-SELLING BOOK ABOUT DESIGN!

THE NON-DESIGNER'S DESIGN BOOK FOURTH EDITION

DESIGN AND TYPOGRAPHIC PRINCIPLES
FOR THE VISUAL NOVICE

ROBIN **WILLIAMS**



Claudia Korthaus

AI

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Saepe doluptatem fuga. Mus molupta tiam fuga.

Grundkurs
Grafik und Gestaltung
Fit für Studium und Ausbildung

- ▶ Die Grundlagen guter Gestaltung verstehen
- ▶ Layout, Schrift, Form und Farbe für Print und Web
- ▶ Mit zahlreichen Praxislösungen und Tipps

4. Auflage des Standardwerks

Rheinwerk Design



RWTHAACHEN
UNIVERSITY

Designing Interactive Systems I

Introduction to the Course

Prof. Dr. Jan Borchers
Media Computing Group
RWTH Aachen University

Winter term 2018/19

<http://hci.rwth-aachen.de/dis>



Designing Interactive Systems I

Visual Design

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RWTH Aachen University

Winter Semester '23/'24

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RWTHAACHEN
UNIVERSITY

Summary

Basic Visual Design Principles

Proximity

Alignment

Repetition

Contrast

Selecting colors



Working with Type

Oldstyle

Modern

Slab serif

Sans serif

Script

DECORATIVE

including Grungy!