

HCI:

**Type, Hierarchy, Design
Patterns**





Before We Wrote

**We told
stories with
our voice**





Spoken word has...

- **Interaction:** Ask a question
- **Spacing:** Comma, Period, Pregnant pause
- **Weight:** Volume
- **Color:** Intonation

Stories have...

- **Structure:** A story arc
- **Navigation:** Narrative

Winston Churchill at The Whitehouse 1943





We started to write things down

Linearly, on big things



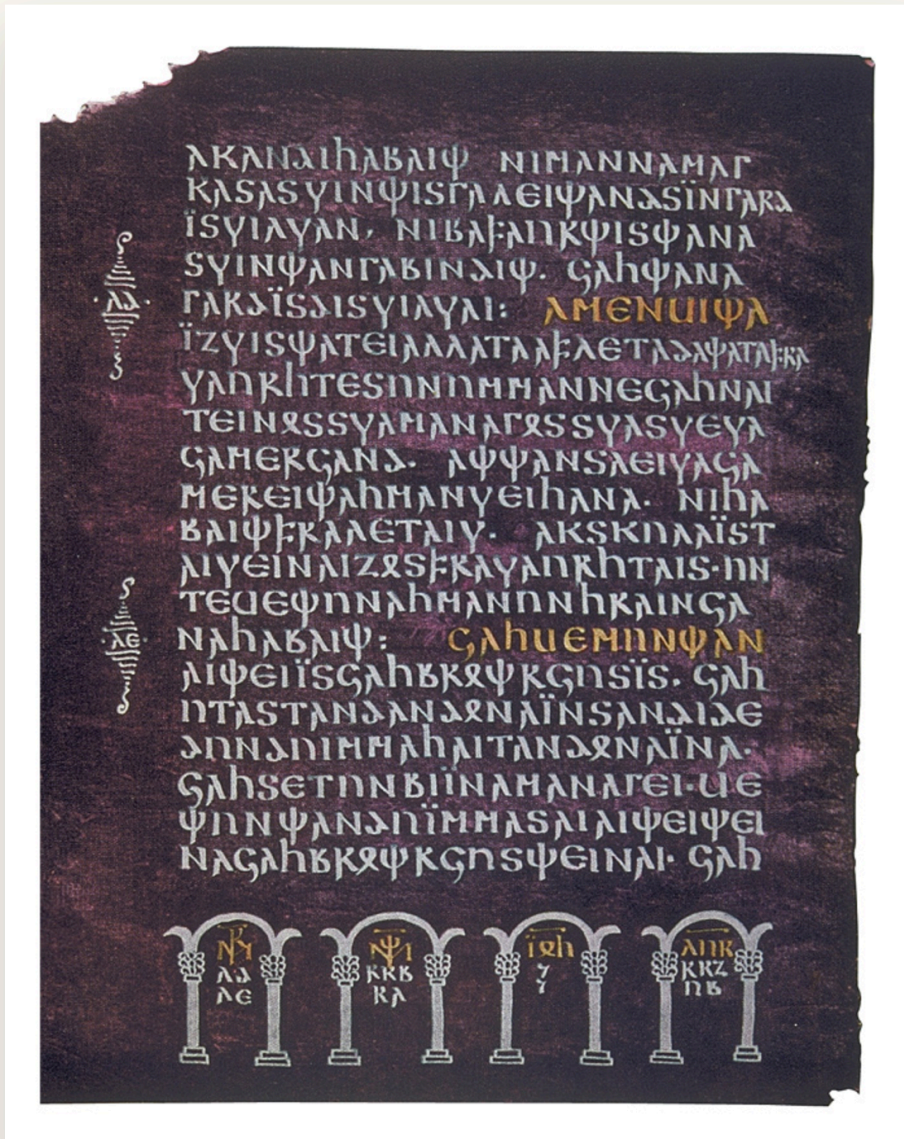


We started to compact and structure the medium.

Codex

- Portable
- Easily access large amounts of information
- Search





Pages became a thing

Discrete units of information with uniform characters

Code Argenteus (circa 6th century)

Type is a uniform Gothic Alphabet

Silver ink, purple vellum pages

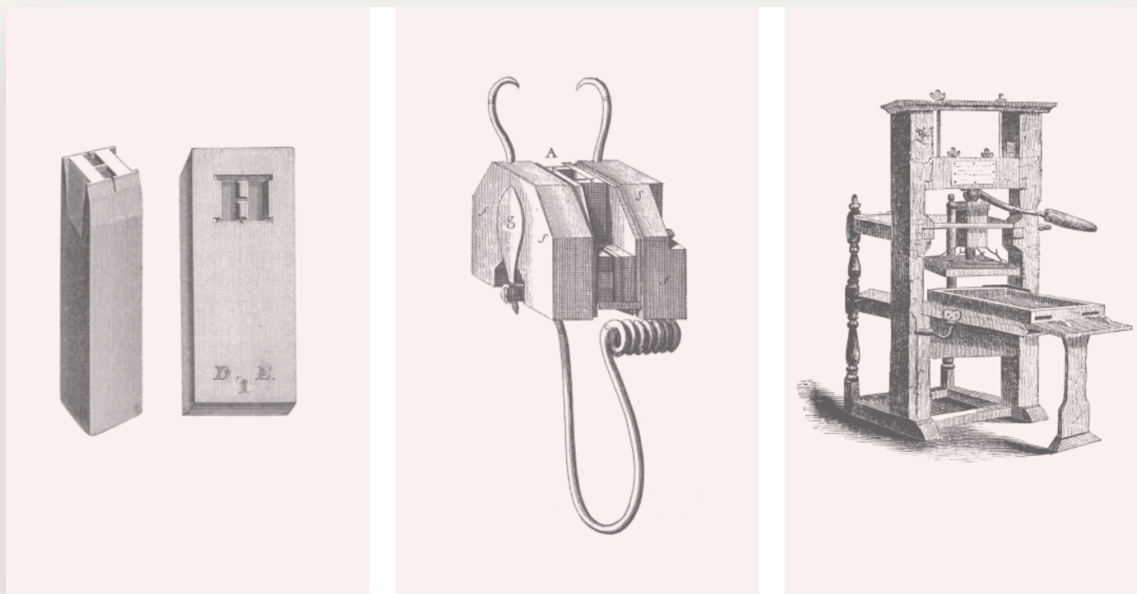




We mechanized this uniformity with Movable Type

Bi Sheng introduced wooden moveable type blocks (1041 AD)





Gutenberg figured out how to mass produce it.

- Punch and Matrix
- Re-usable Mold
- Wooden Press and Oil Inks



Manuscript production in absolute numbers per century, 6th to 15th century¹

Our World
in Data

○ Grouped ● Stacked

Italy

France

Belgium

Germany

Iberia (c)

Central Europe (a)

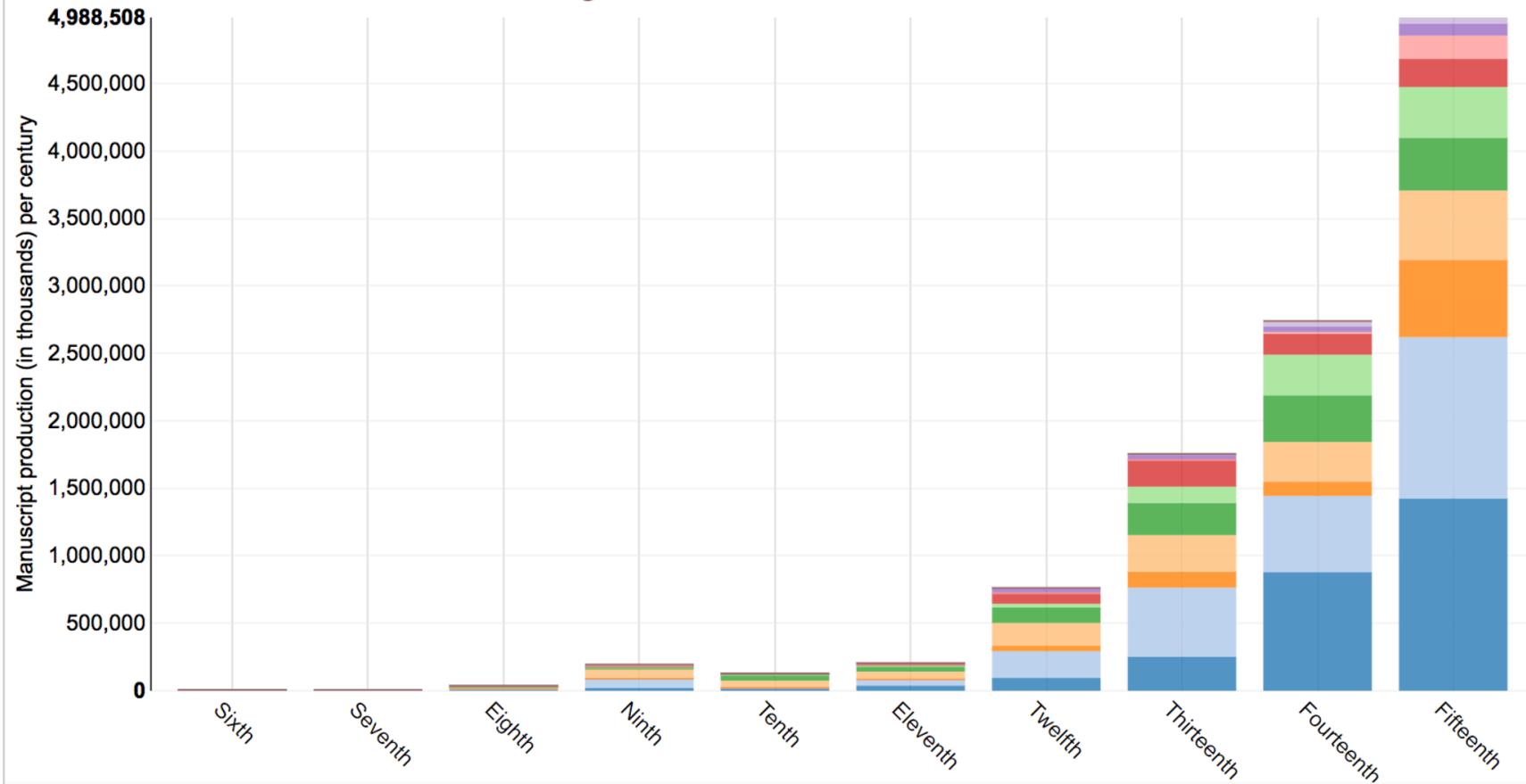
British Isles (b)

Netherlands

Austria

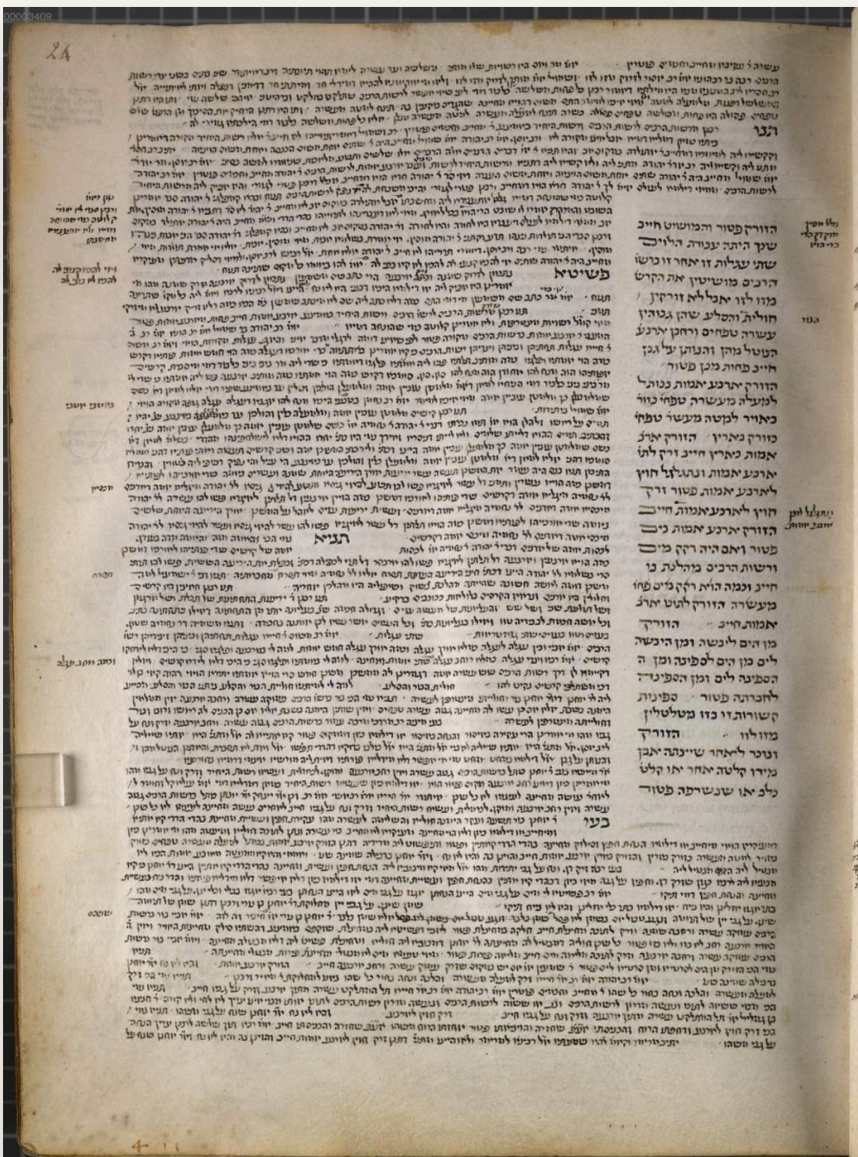
Bohemia

Switzerland



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Data sources: Buringh and Van Zanden (2009)





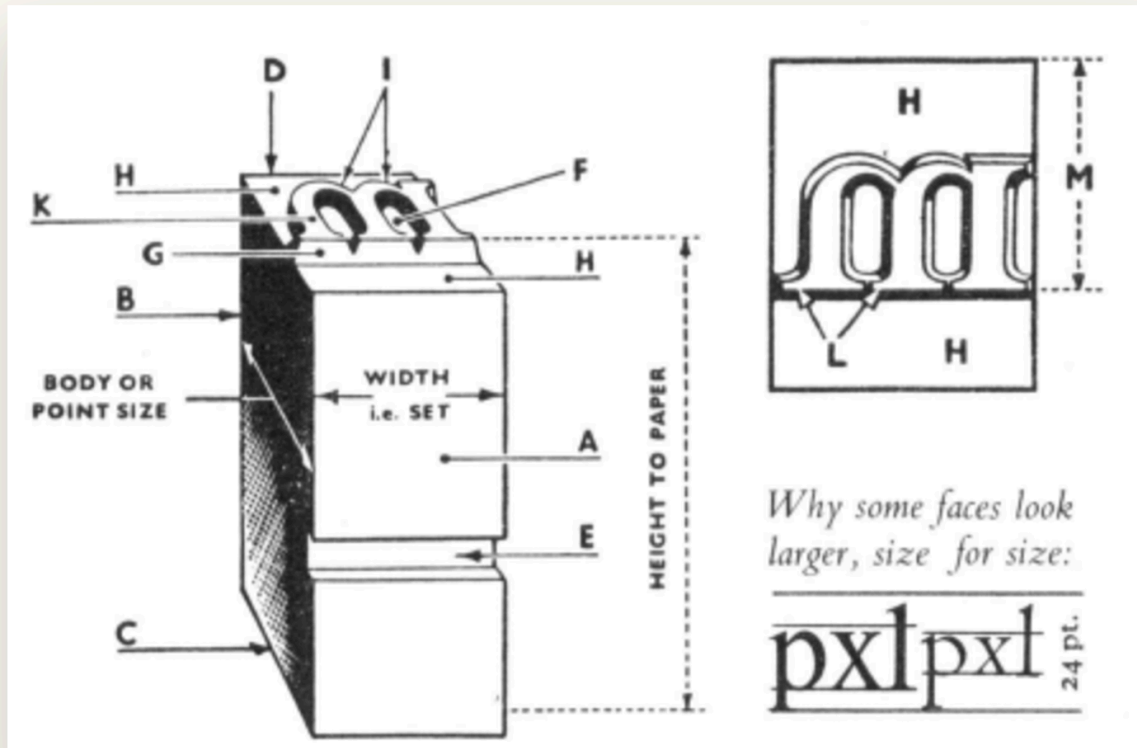
We started structuring our pages to codify meaning

Talmud captures what was once oral Scholarship.

Codifies numerous points of views on teachings with layout.

(Babylonian Talmud 1342)





Type and Layout artifacts remain in our design systems today



Understanding type

Rank these typefaces point size small --> large

Cornell big red in hex is #B31b1b

Cornell big red in hex is #B31b1b

Cornell big red in hex is #B31b1b



Cornell big red

Ascender Line

Big red

X-Height

Baseline

Descender Line

Anatomy of a typeface



Cornell big red in hex is #B31b1b

Cornell big red in hex is #B31b1b

Cornell big red in hex is #B31b1b

Relationship of x-height to bounding box affects how a type is optically sized

Type size is not optically equivalent



Cornell big red in hex is #B31b1b

Cornell big red in hex is #B31b1b

Cornell big red in hex is #B31b1b

How to classify Type

- Serif
- Sans Serif
- Slab Serif



Cornell big red regular weight
Cornell big red semi-bold
Cornell big red bold
Cornell big red italic

This is One Typeface with Multiple Fonts

In different weights and styles



Cornell big red regular weight
Cornell big red semi-bold
Cornell big red bold
Cornell big red italic

Bold is a weight

Use **B** carefully. You might not get the real font. In CSS Font-Style.

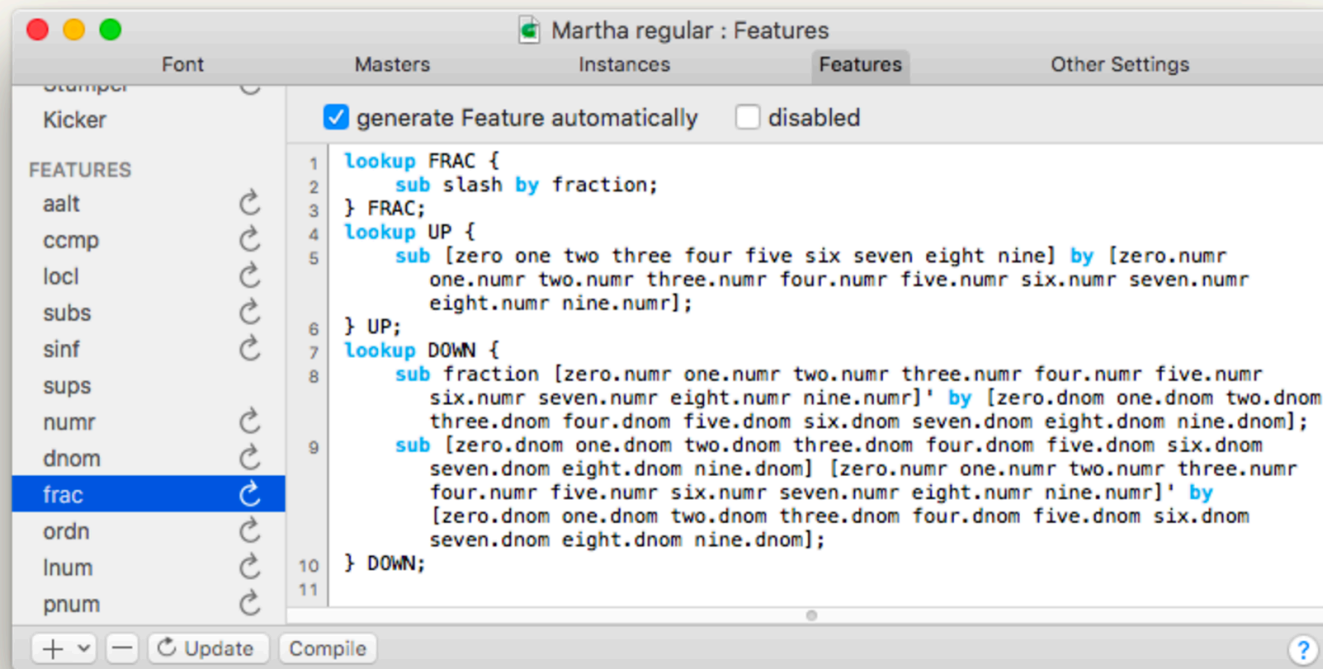
Italics vs Oblique

Careful with you use the **I**. In CSS Font-Style



Fonts are software

You need a license to publish like any other software



Alternatives to Helvetica

Ag Ag Ag Ag Ag

Acumin Pro

Nimbus Sans

Pragmatica

Runda

FF Dagny Pro

12
fonts

Alternatives to Georgia

Ag Ag Ag Ag Ag

Kepler Std

Chaparral Pro

FF Meta Serif Web
Pro

FF Tisa Pro

Minion Pro

9
fonts

Favorite fonts

Ag **Ag** Ag Ag Ag

Proxima Nova

Futura PT

Museo Sans

Museo Slab

Adelle

25
fonts

Good for longform

Ag Ag Ag Ag Ag

Chaparral Pro

Adobe Caslon Pro

Minion Pro

JAF Facit

FF Meta Serif Web

11
fonts

Font Resources

[Typekit.com](https://typekit.com)

[Fonts.Google.com](https://fonts.google.com)

[GlyphsApp.com](https://glyphsapp.com)



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

Blog post by Frank Chimera

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



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Creating a Type Hierarchy

How would you parse this info?

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Leveraging Space

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Leveraging Weight

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Leveraging Size

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Creating a Type Hierarchy

Leveraging Layout

What else could we do?

Post by **Frank Chimero**

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OSCARS

EMMA STONE
"LA LA LAND"

Best Actress


Best Actress

EMMA STONE
"LA LA LAND"



####FASTRACK

D No trains between 161 St-Yankee Stadium and 205 St

4 trains and  free shuttle buses provide alternate service

Late Nights, 10 PM to 5 AM, Mon to Fri, Mar 6 - 10


D service operates between **Stillwell Av** and **161 St-Yankee Stadium***.


 Buses operate between **Mosholu Pkwy** **4** and **205 St**.

Travel Alternatives




For service between **161 St** and **Bedford Pk Blvd**, use nearby **4** stations instead.

For **205 St**, take a  bus via **Mosholu Pkwy** **4**.

- Transfer between **D** and **4** trains at **161 St-Yankee Stadium**.
- Transfer between **4** trains and  buses at **Mosholu Pkwy**.

Station	Shuttle Bus Stop
205 St	Bainbridge Av at 206 St
Mosholu Pkwy 4	Jerome Av at Mosholu Pkwy

D Station	Nearby 4 Station
Bedford Pk Blvd	Bedford Pk Blvd
Kingsbridge Rd	Kingsbridge Rd
Fordham Rd	Fordham Rd 
182-183 Sts	183 St
Tremont Av	Burnside Av
174-175 Sts	176 St Mt Eden Av
170 St	170 St
167 St	167 St

*Coney Island-bound trains skip 155 St, Mar 6 - 10.

Note: Additional **4** service operates between 149 St-Grand Concourse and Woodlawn.

Can we fix this?

A passion project of many a designer

Source:

http://web.mta.info/nyct/service/fastrack_D_Councilor.htm



SECTIONS SEARCH

ENGLISH 中文 (CHINESE) ESPAÑOL

SUPPORT NOW Irechis

The New York Times

Tuesday, March 7, 2017 Today's Paper Video 42°F S. & P. 500 -0.30%

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THE 45TH PRESIDENT

G.O.P. Health Plan Would Subvert Mandate With Incentives
By ROBERT PEAR and THOMAS KAPLAN

- The plan would replace the Affordable Care Act with a

U.S. 9%

China 27%+

EDITORIAL

Muslim Ban Lite
By revising the ban, the administration has acknowledged it fumbled on a major campaign promise. But the result is still pernicious.

• President Trump's Blinkered Fiscal Vision

The Opinion Pages

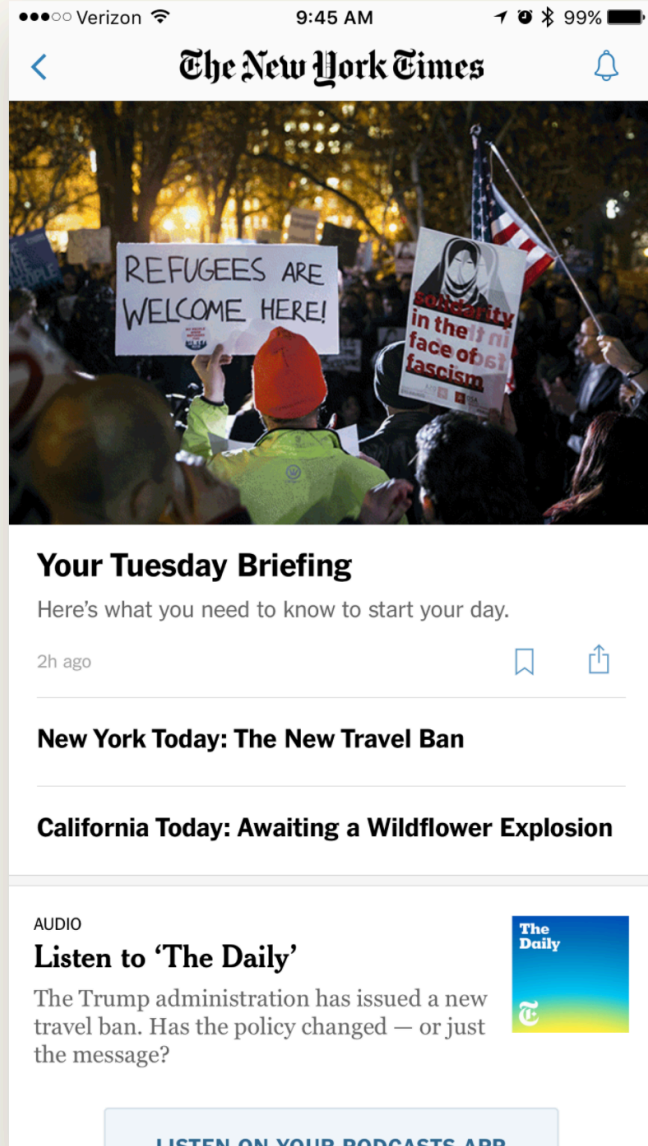
OP-ED CONTRIBUTOR

The Hard Truth About Refugees
By JAMES TRAUB

Refugees bring with them problems that liberals would do well to recognize. Failing to do so opens the political door to right-wing xenophobes.

How does this
translate to
the Screen?





Or this screen?



In Class Assignment

Can we fix this?

1. **Define User:** Where? What's the readable distance?
2. **Define Medium:** (Poster, Mobile App, Desktop, Kiosk Screen)
3. **Establish Hierarchy:** Order the most -> least chunks of information on a separate sheet outline
4. **Design:** Create a readable, usable version
5. **Submit:** as a pdf

Source:

http://web.mta.info/nyct/service/fastrack_D_Council_Course.htm



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170 St	170 St
167 St	167 St

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Decompose Your App

Create a Google Slide Doc with the following

1. Identify components (take lots of screenshots and annotate)
 - Call out how is typography is being used (Typeface choice, hierarchy of type, body copy vs headline copy vs nav copy)
 - Call out how is hierarchy being used
 - Identify and call out which design patterns are present in the app and where they appear (<http://material.io>)
2. Make a new Main Screen (Homework)
 - Deconstruct these patterns and remix into a new Main Screen using Material Design
 - Format for Tablet and Mobile

