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

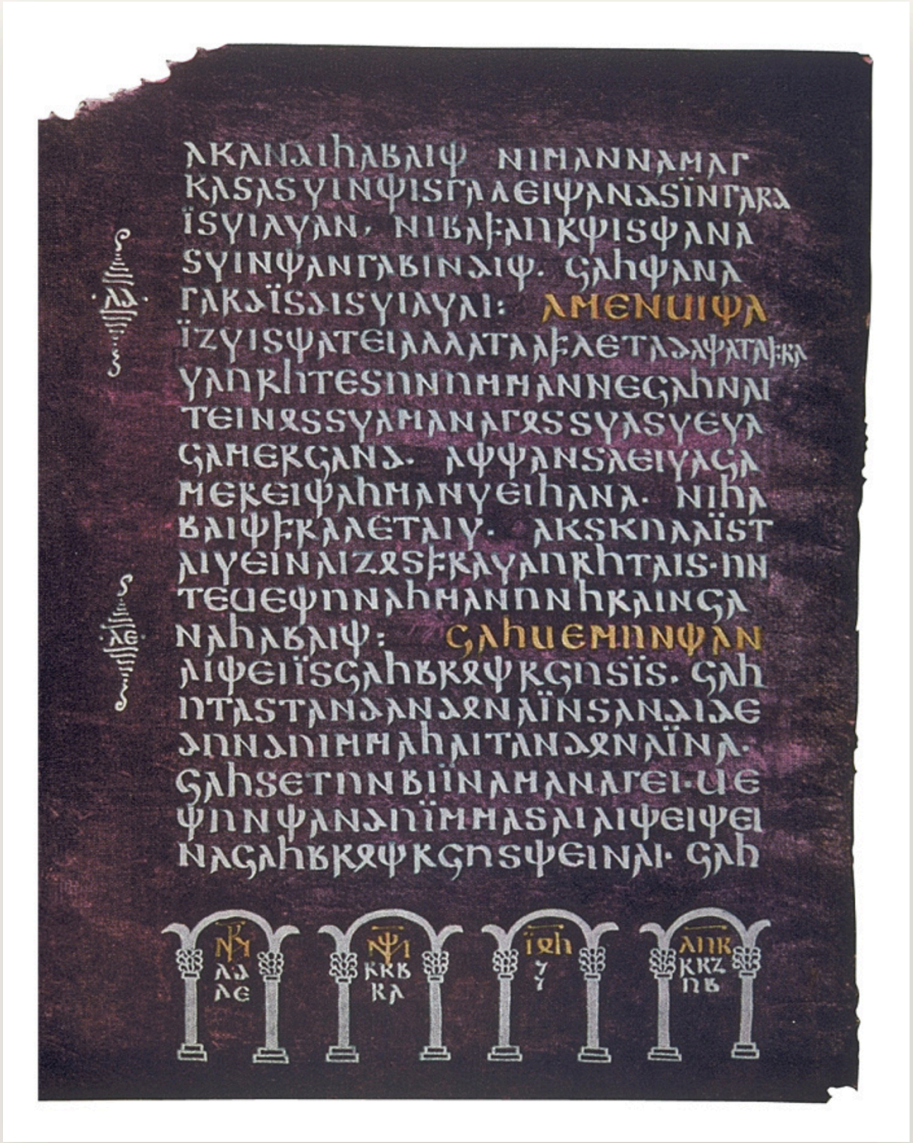
We started to write things down

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

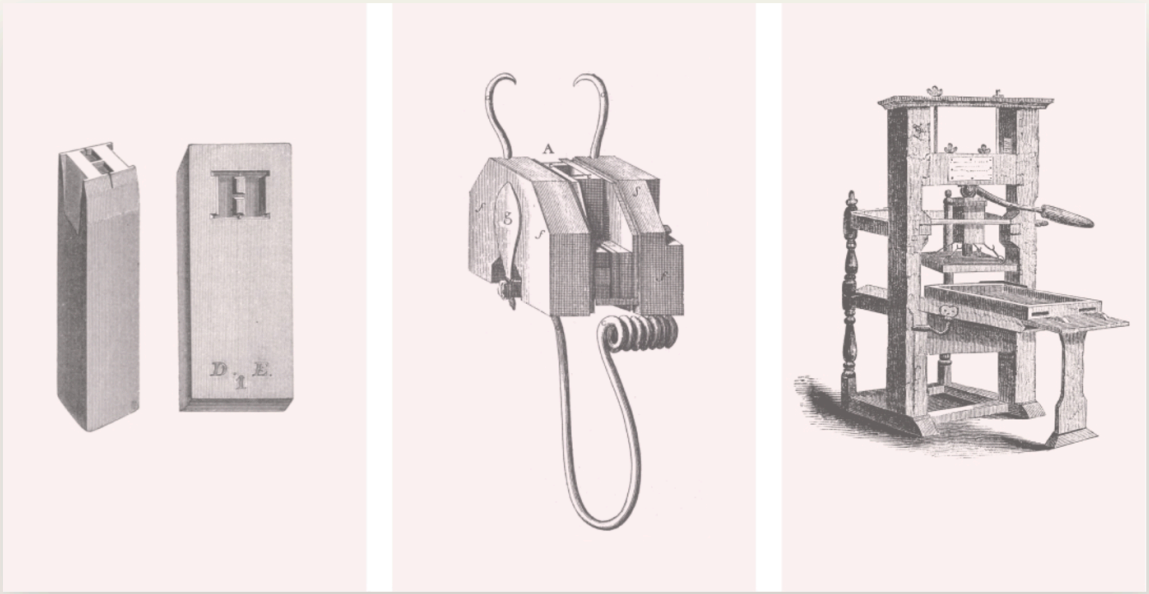
Code Argenteus (circa 6th century)

Type is a uniform Gothic Alphabet

Silver ink, purple vellum pages

We mechanized this uniformity with Movable Type

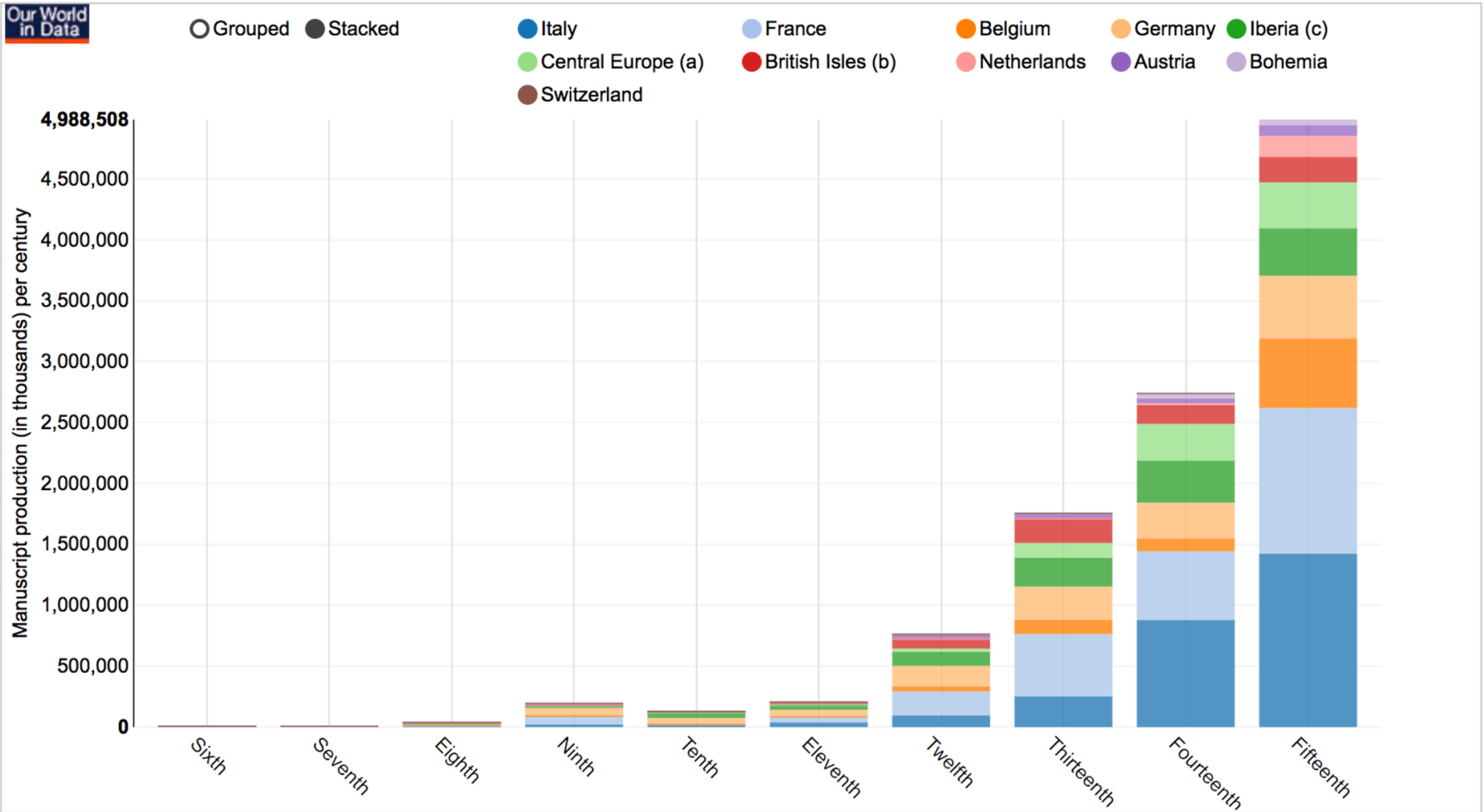
Bi Sheng introduced wooden moveable type blocks (1041 AD)



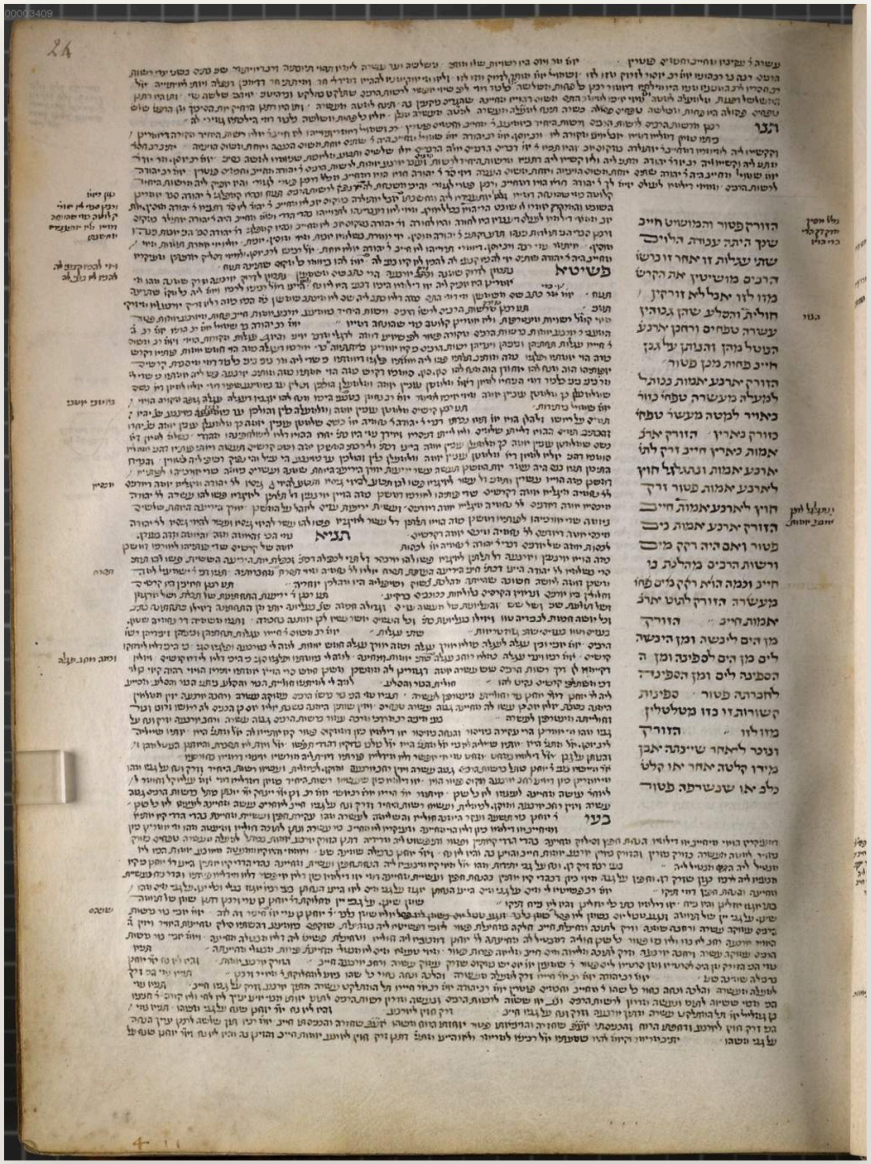
Gutenberg figured out how to mass produce it.

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

Manuscript production in absolute numbers per century, 6th to 15th century[1]



The author Max Roser licensed this visualisation under a CC BY-SA license. You are welcome to share but please refer to its source where you find more information: www.OurWorldinData.org/data/media-communication/books
Data sources: Buringh and Van Zanden (2009)

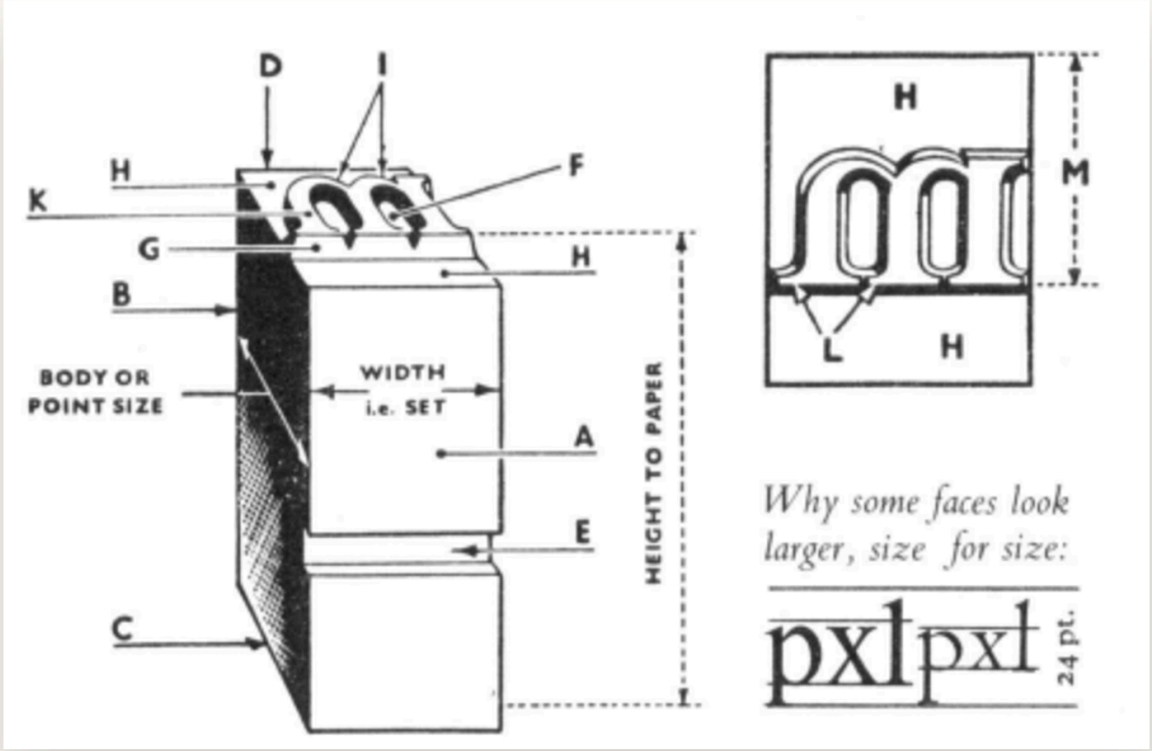


We started structuring our pages to codify meaning

Talmud captures what was once oral Scholarship.

Codifies numerous points of views on teachings with layout.

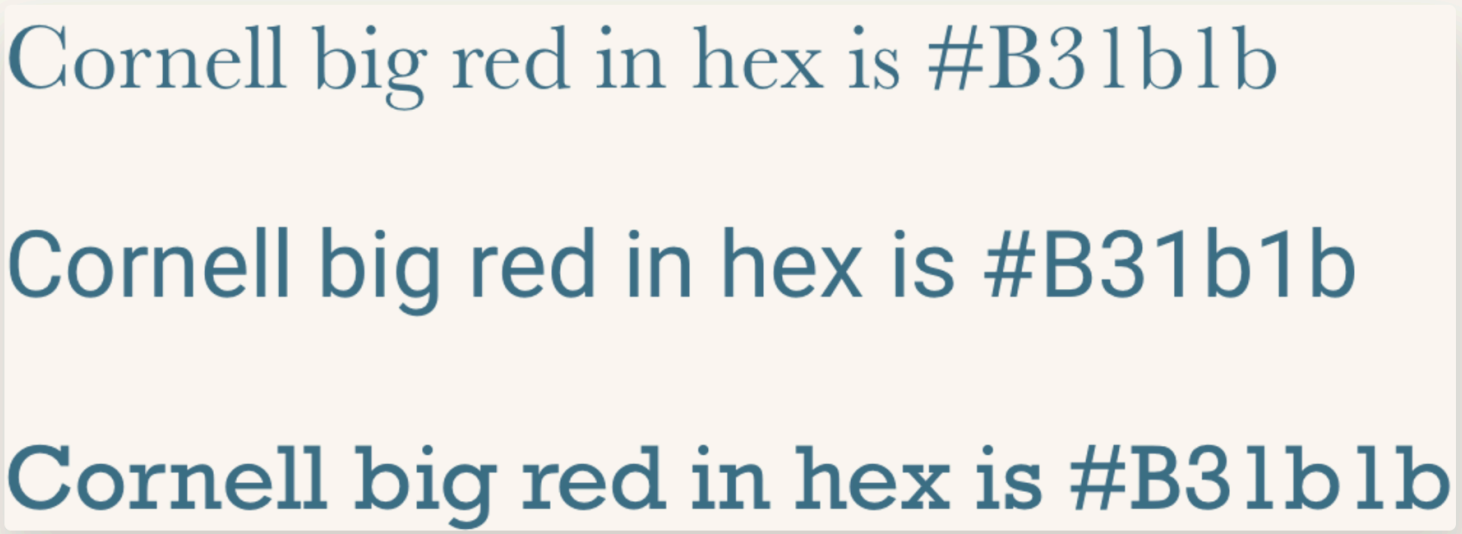
(Babylonian Talmud 1342)



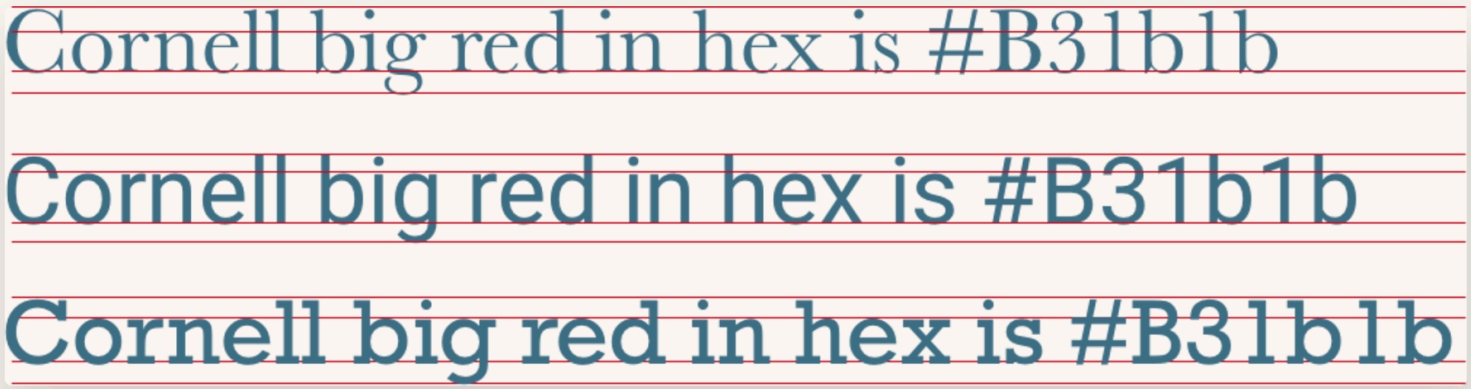
Type and Layout artifacts remain in our design systems today

Understanding type

Rank these typefaces point size small --> large

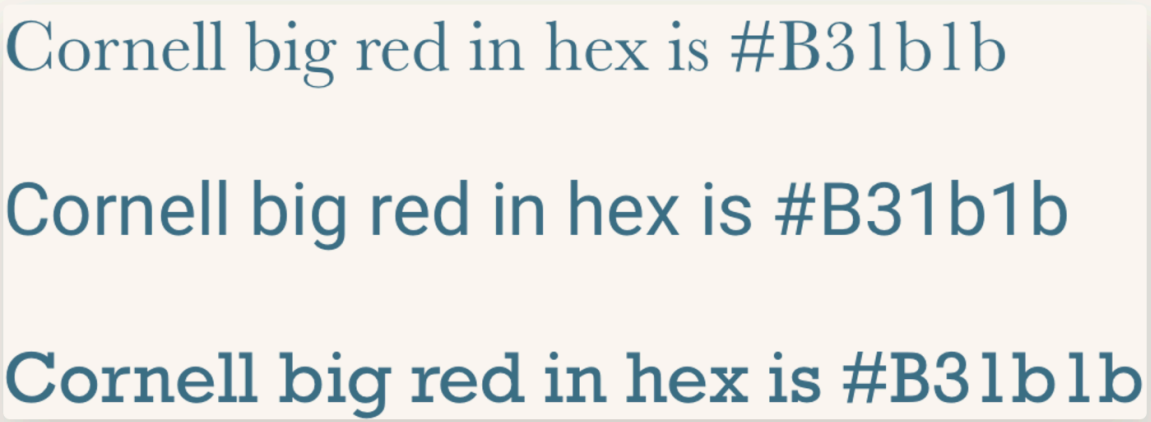


Anatomy of a typeface



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

Type size is not optically equivalent



How to classify Type

- Serf
- Sans Serif
- Slab Serif

This is One Typeface with Multiple Fonts

In different weights and styles

Bold is a weight

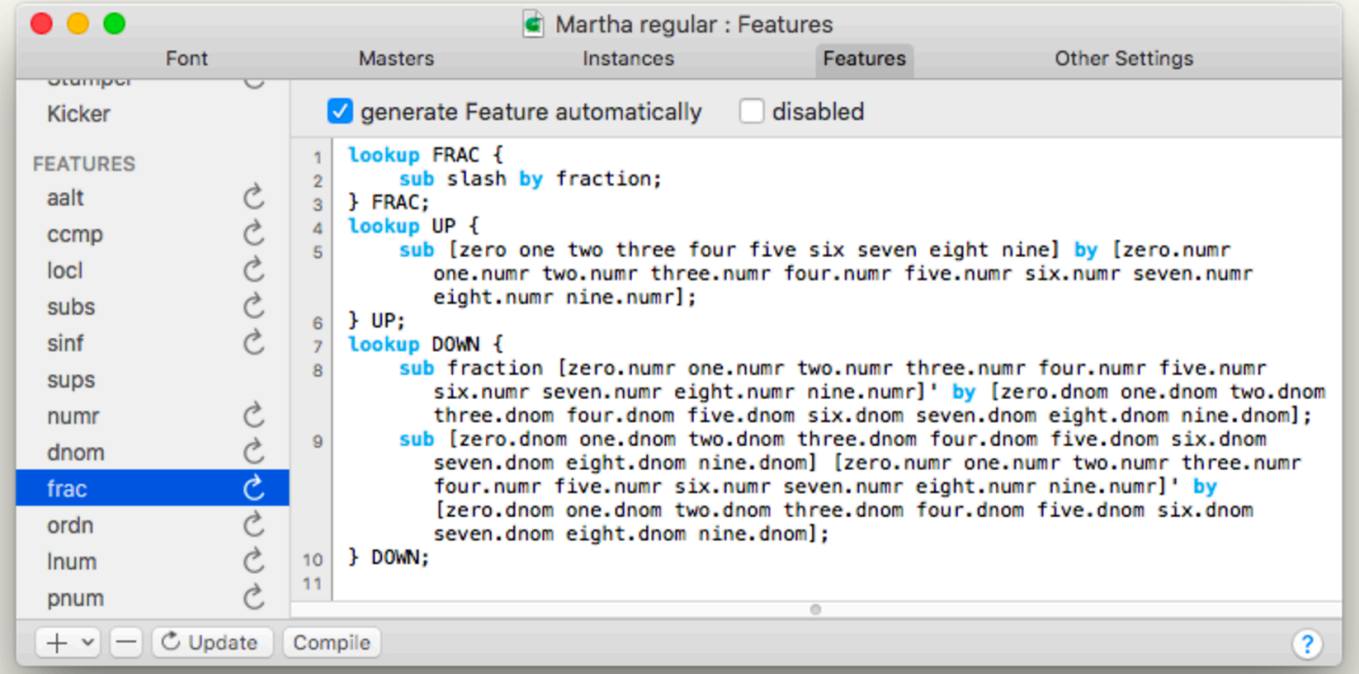
Use **B** carefully. You might not get the real font. In CSS Font-Style.

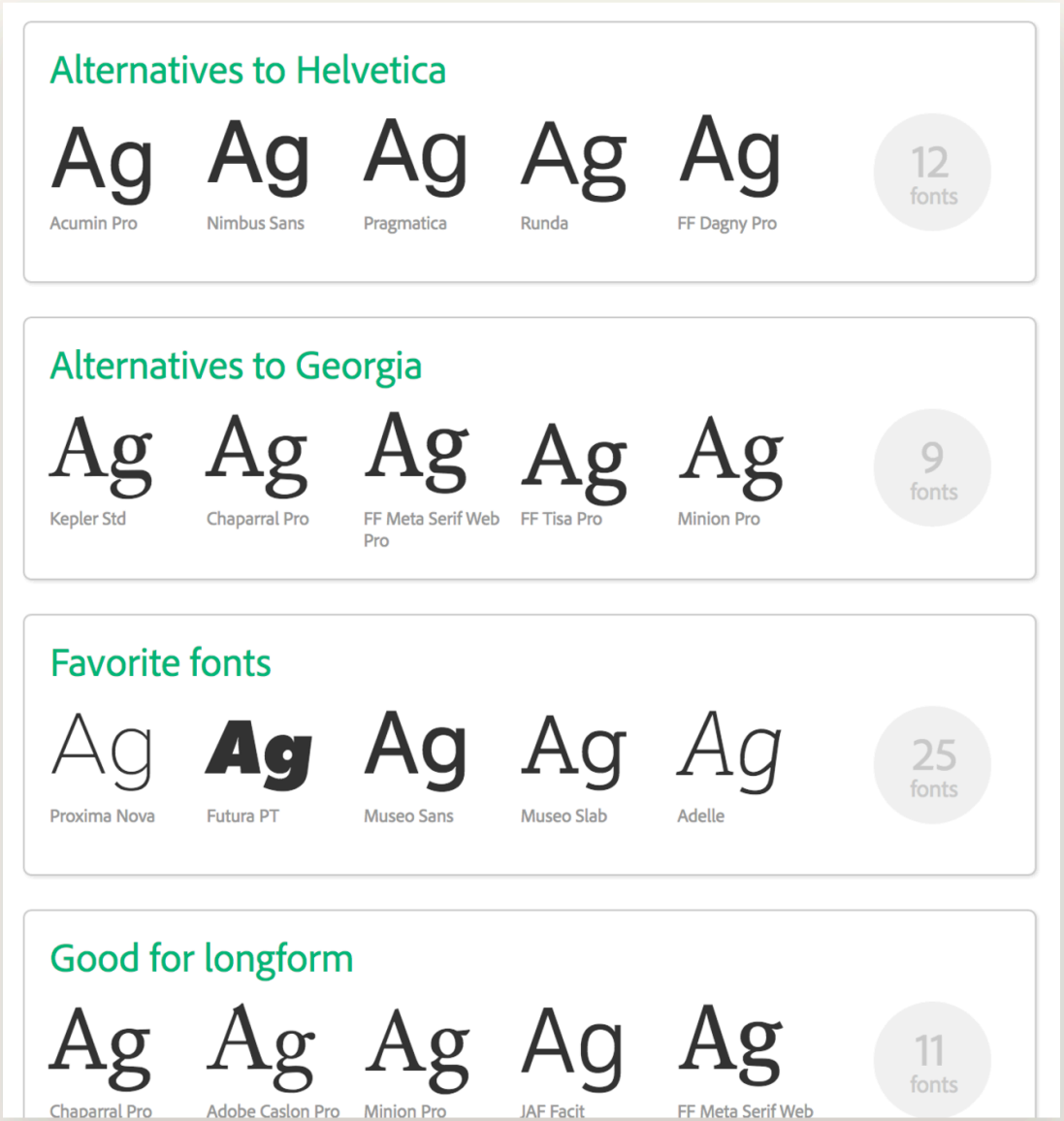
Italics vs Oblique

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

Fonts are software

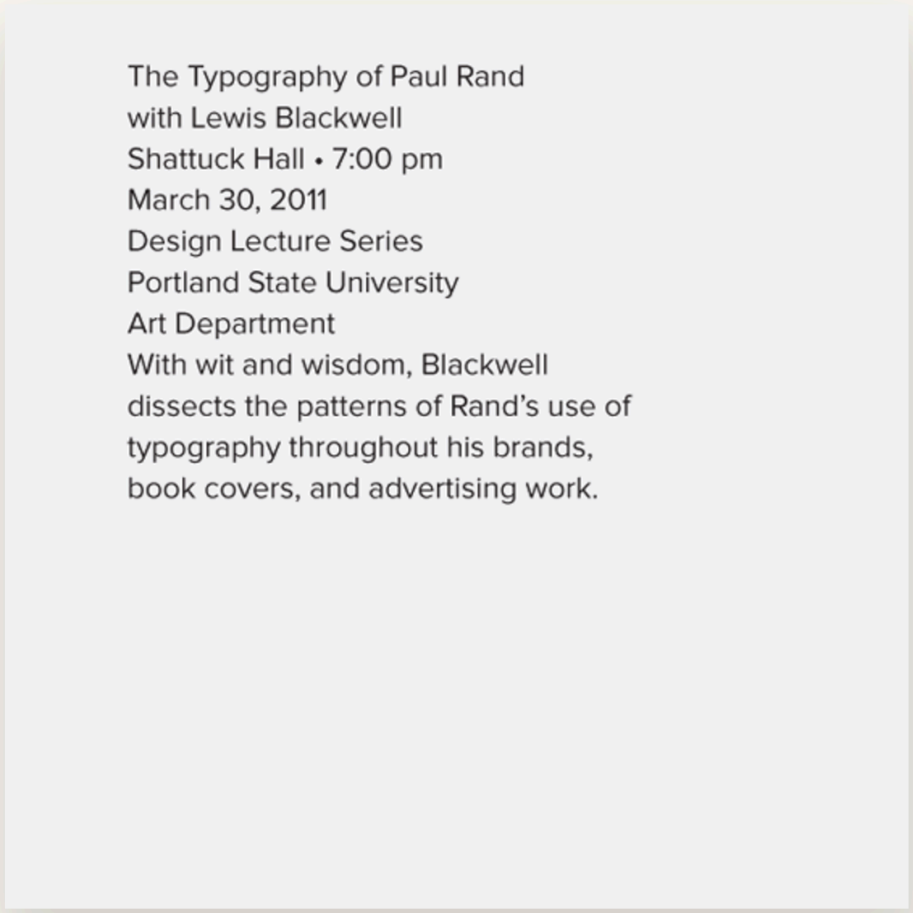
You need a license to publish like any other software





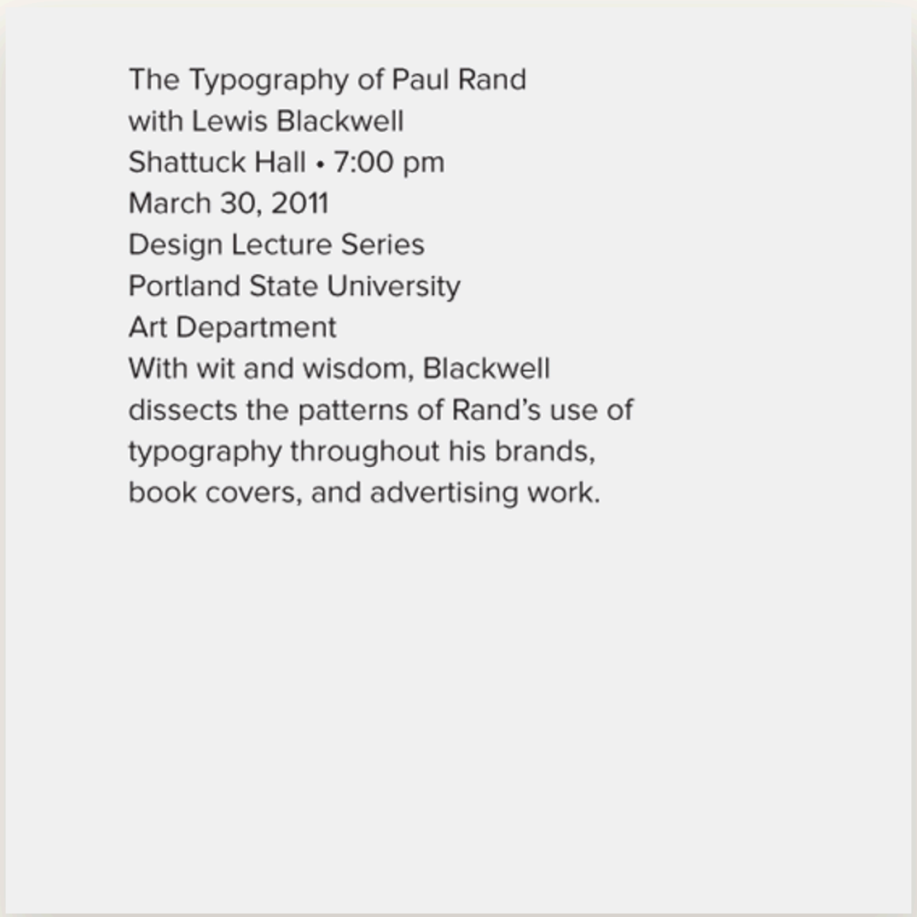
Font Resources

Typekit.com
Fonts.Google.com
GlyphsApp.com



Creating a Type Hierarchy

Blog post by Frank Chimera
https://blog.typekit.com/2011/03/17/type-study-typographic-hierarchy/



Creating a Type Hierarchy

How would you parse this info?

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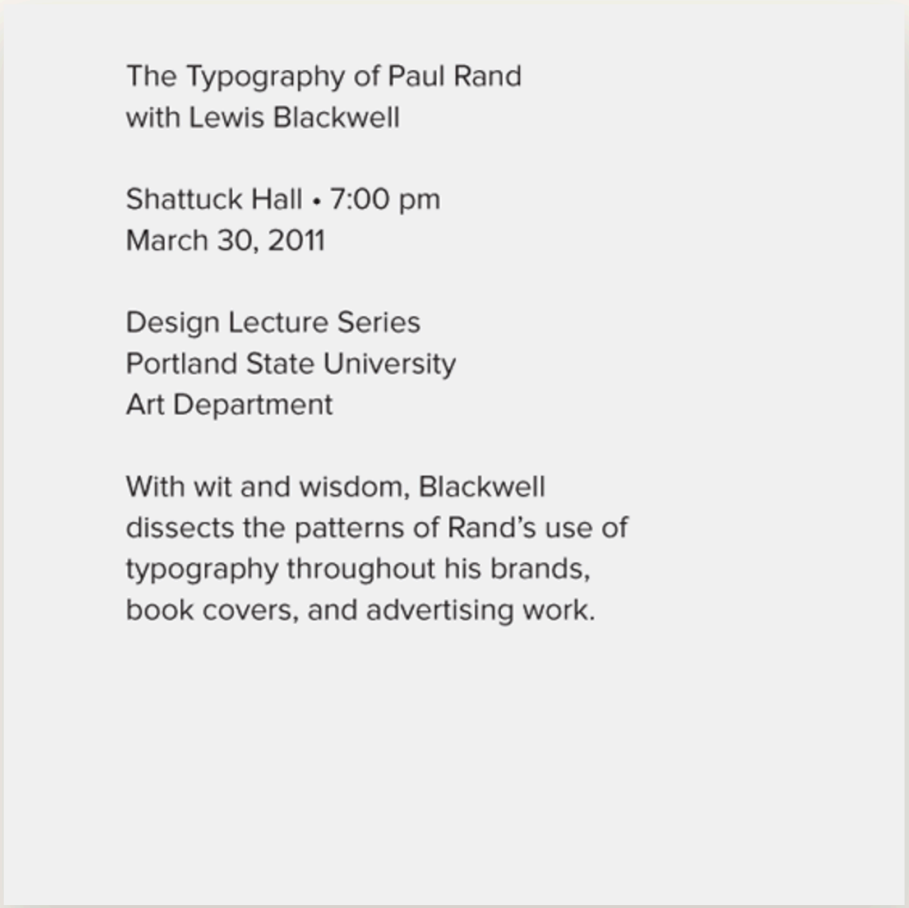

Creating a Type Hierarchy

Leveraging Space

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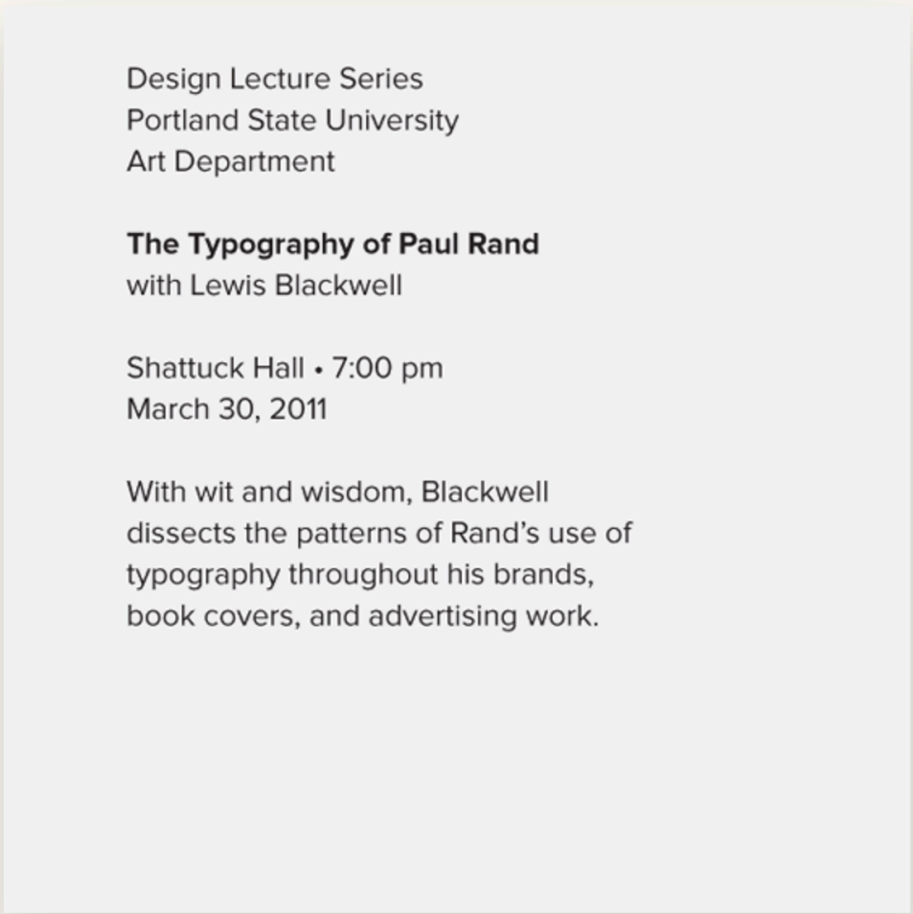
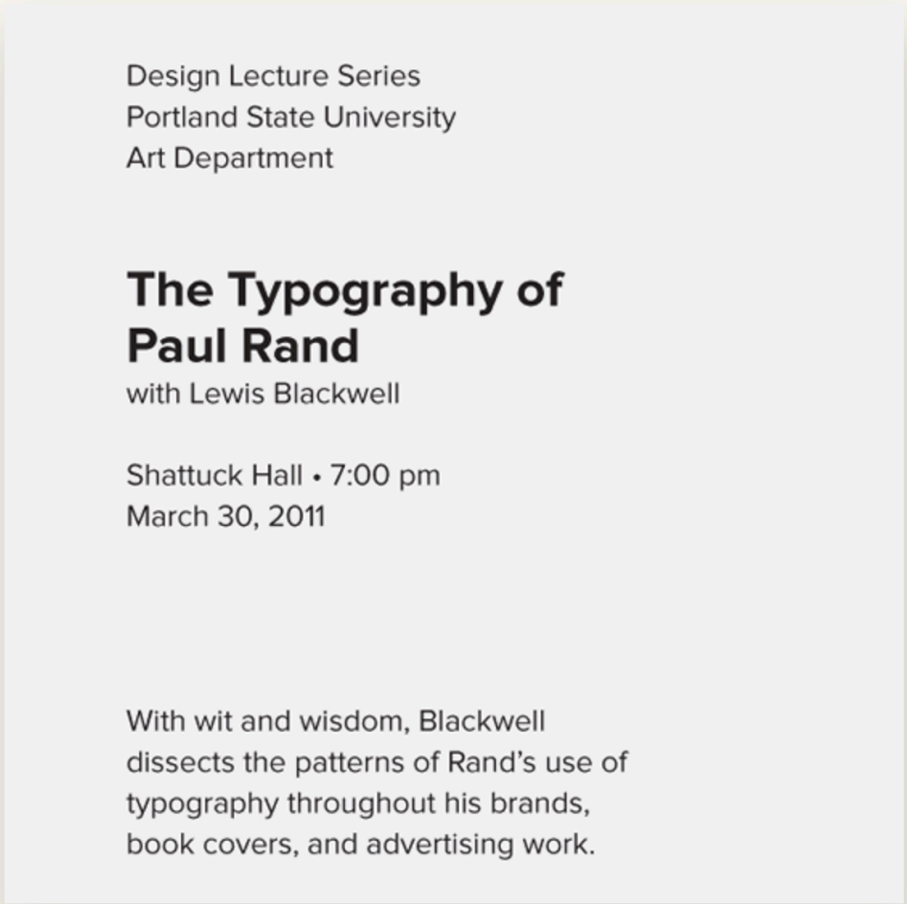


Creating a Type Hierarchy

Leveraging Weight

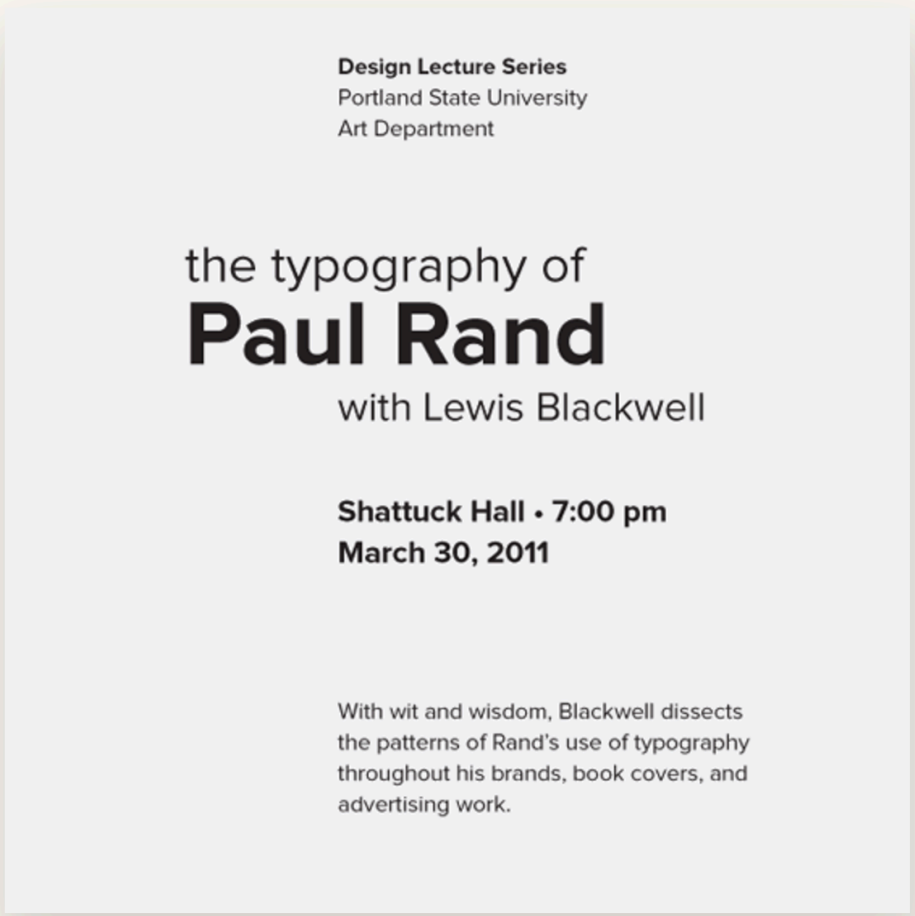
Post by **Frank Chimero**
https://blog.typekit.com/2011/03/17/type-study-typographic-hierarchy/



Creating a Type Hierarchy

Leveraging Size

Post by **Frank Chimero**
https://blog.typekit.com/2011/03/17/type-study-typographic-hierarchy/



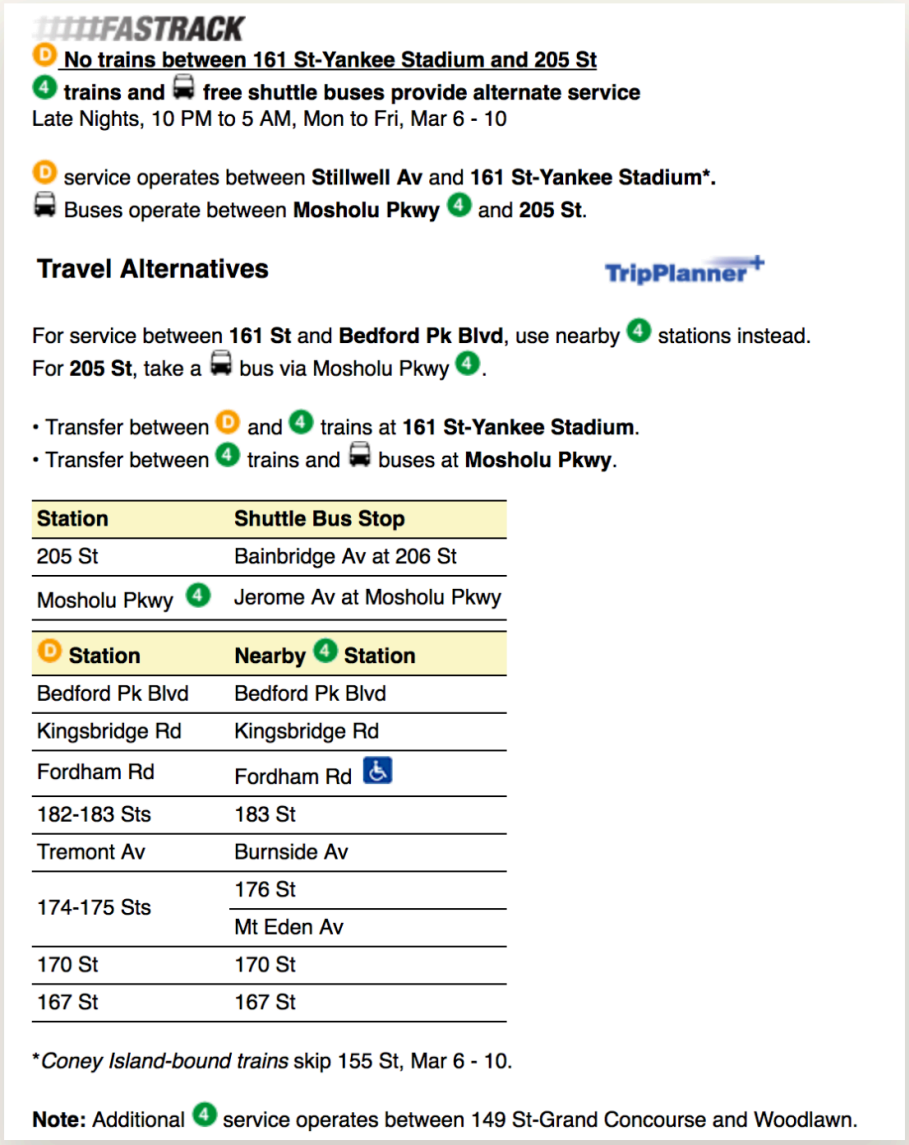
Creating a Type Hierarchy

Leveraging Layout

What else could we do?

Post by **Frank Chimero**
https://blog.typekit.com/2011/03/17/type-study-typographic-hierarchy/

OSCARS
EMMA STONE
"LA LA LAND"
Best Actress
Best Actress
EMMA STONE
"LA LA LAND"



FASTRACK

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

TripPlanner+

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.

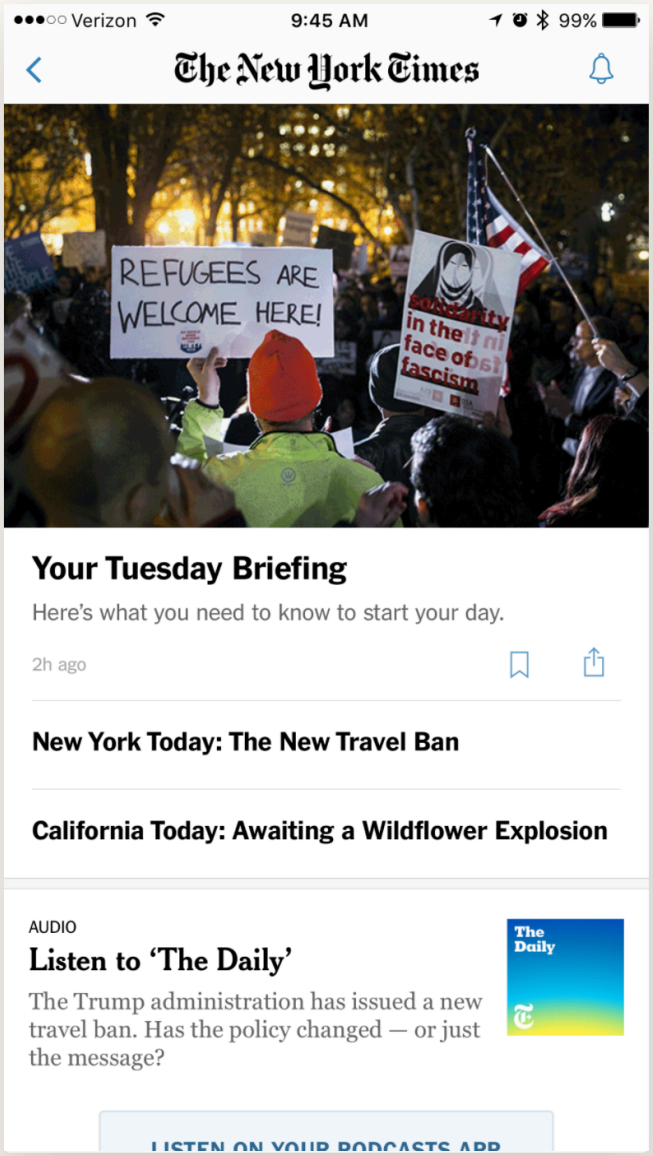
Note: Additional 4 service operates between 149 St-Grand Concourse and Woodlawn.

Can we fix this?

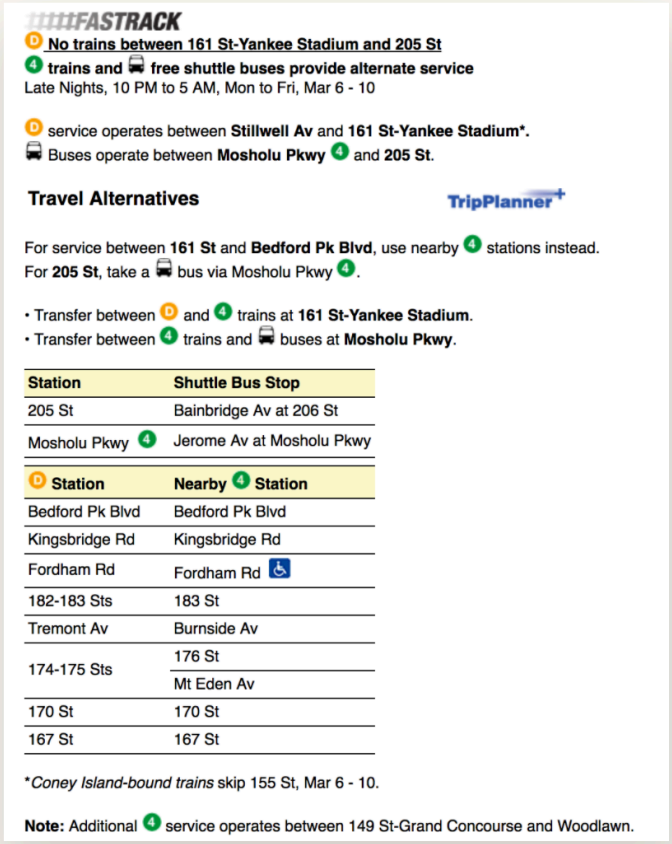
A passion project of many a designer

Source:
http://web.mta.info/nyct/service/fastrack_D_Concourse.htm

How does this translate to the Screen?



Or this screen?



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170 St	170 St
167 St	167 St

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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_Councorse.htm

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