

## Information Design

With apologies to E. Tufte,  
whose books you should read

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## Basic Techniques

- Information density
  - Avoid clutter: No meaningless elements
  - Every dimension is functional
    - Color, font, size, white space
- Task orientated
  - Often: Navigational & detail layers
    - (Tufte: Macro and micro views)
  - Iconic representation for “at a glance”
    - with detail information represented in other ways

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## Clutter vs. Content

December	31	Rain
January	31	Snow
February	28	Fog

┌ December 31 Rain  
January 31 Snow  
February 28 Fog └

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## Duckhunt (Old) Display

Subj Num	Title	CRN	Avail	Max	Creds	Times	Days
CIS 110	Concepts: Info Process	<a href="#">31128</a>	4	62	04	10:00-11:20	UH
CIS 110 + Dis		<a href="#">31127</a>	3	20	00	14:00-14:50	U
CIS 110 + Dis		<a href="#">31131</a>	0	21	00	15:00-15:50	W
CIS 110 + Dis		<a href="#">31132</a>	1	21	00	09:00-09:50	H
CIS 111	Concepts: Computers >4	<a href="#">31135</a>	34	83	04	10:00-11:20	MW
CIS 111 + Dis		<a href="#">31138</a>	8	21	00	14:00-14:50	W
CIS 111 + Dis		<a href="#">31139</a>	11	21	00	15:00-15:50	H
CIS 111 + Dis		<a href="#">31140</a>	6	21	00	10:00-10:50	F
CIS 111 + Dis		<a href="#">35357</a>	9	20	00	15:00-15:50	U
CIS 115	Multimedia on the Web	<a href="#">31142</a>	11	44	04	12:00-13:20	UH
CIS 115 + Lab		<a href="#">31143</a>	5	16	00	10:00-11:20	W
CIS 115 + Lab		<a href="#">31144</a>	6	15	00	08:00-09:20	H
CIS 115 + Lab		<a href="#">31146</a>	0	13	00	13:00-14:20	F
CIS 122	Concepts: Algor & Prog >4	<a href="#">31147</a>	20	78	04	14:00-15:20	UH
CIS 122 + Lab		<a href="#">31148</a>	1	19	00	16:00-16:50	W
CIS 122 + Lab		<a href="#">31149</a>	7	19	00	08:00-08:50	H
CIS 122 + Lab		<a href="#">31150</a>	2	20	00	13:00-13:50	F
CIS 122 + Lab		<a href="#">31151</a>	10	20	00	15:00-15:50	F
CIS 199 + Lab		<a href="#">35383</a>	Cancelled	00		13:00-13:50	W
CIS 199 + Lab		<a href="#">35386</a>	Cancelled	00		13:00-13:50	F
CIS 199 + Lab		<a href="#">35387</a>	Cancelled	00		14:00-14:50	F
CIS 199	Sp St Pattern Prob Sol	<a href="#">35488</a>	Cancelled	03			

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## Duckhunt (New) Display

CIS 110 Concepts: Info Process										4.00 cr.	
Grading Options: Optional for all students											
	CRN	Avail	Max	Time	Day	Location	Instructor	Notes			
Lecture	31128	4	62	1000-1120	uh	240C MCK	Ritter J	! §			
+ Dis	31127	3	20	1400-1450	u	026 KLA	Brown D				
+ Dis	31129	21	21	1600-1650	u	026 KLA	tba	Q			
+ Dis	31130	21	21	1300-1350	w	026 KLA	tba				
+ Dis	31131	0	21	1500-1550	w	026 KLA	Brown D				
+ Dis	31132	1	21	0900-0950	h	026 KLA	Brown D				
+ Dis	31133	21	21	1400-1450	f	026 KLA	tba	Q			
CIS 111 Concepts: Computers >4										4.00 cr.	
Grading Options: Optional for all students											
	CRN	Avail	Max	Time	Day	Location	Instructor	Notes			
Lecture	31135	34	83	1000-1120	mw	240A MCK	Hennessy M	! §			
+ Dis	31136	21	21	1600-1650	m	026 KLA	tba	Q			
+ Dis	31137	21	21	0900-0950	u	026 KLA	tba	Q			
+ Dis	31138	8	21	1400-1450	w	026 KLA	Razermera Mamy N				
+ Dis	31139	11	21	1500-1550	h	026 KLA	Razermera Mamy N				
+ Dis	31140	6	21	1000-1050	f	026 KLA	Razermera Mamy N				
+ Dis	35357	9	20	1500-1550	u	026 KLA	Razermera Mamy N				

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## New vs. Old Duckhunt

- Less dense vertically
  - More pages for same number of classes; usually appropriate for screen-design
- More functionally oriented
  - Search tools at right of class listing
- Visual aids
  - Rules and white space group content, distinguish headers, and guide the eye
  - Headers repeated as needed

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## Improving Duckhunt Further ...

- What would you do?

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## Basics of Typography

VARIATION IS INFORMATION; ALL CAPS LACKS DIFFERENTIATION OF SIZE AND WEIGHT. MONOSPACED IS EVEN WORSE.

Serifs help you decode parts of letter forms

**Sans serif is (often) more recognizable at a distance**

Line length is limited by ability of eye to track to next line beginning, which in turn depends on inter-line spacing

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## Summary of Basic Principles

- Maximize ratio of data ink to total ink
  - Erase, erase, erase meaningless marks
- Use all available dimensions
  - For information, not just decoration
  - But make allowance for impairment (e.g., color-blindness)
- Consider character and limitations of human perception and processing