

Quick and Dirty Information Design

Some Principles In a Nutshell

- One Goal
- Legibility
- Unity
- Facilitate “Attention”

One Goal

- Who is your primary user?
- What is site owner's intended outcome for this user?
- What action(s) do you want them to take on the site?
What sequence?
- Answer these questions FIRST
- And only then can you begin consider how secondary aspects play in

Legibility

- Color Contrast
- Font Selection
- White space
- Connections between the visual and context
- Simplicity

Unity

- Style choices need to be cohesive
- Continuity between pages
- Navigational choices need to be understandable/readily understood
- Defined color palette
- Defined layout principles

Facilitate Attention

- 7, plus or minus two
- Avoid apples and oranges in information organization
- Location and Color palette to draw eye to desired “action”
- Use graphical elements to facilitate memory (e.g., icons for actions)