INNOVATIVE APPLICATIONS FOR INSTRUCTIVE...

Nedda Ahmed & Jill Luedke

Jackson Pollock
Autumn Rhythm, 1950
Collection Metropolitan Museum of Art
George A. Hearn Fund, 1957
57.92

ARLIS/NA Conference 2010
Boston, MA
Agenda

- Layout & Color
  - Group Critique Exercise
- Writing for the Web
  - Writing Exercise
- Image Resources
- Screencasting
- Other Cool Stuff
- Pet Peeves
- Small-Group Critiques
- Why is design important? “Selling” design to your co-workers
Composition = Visceral Communication

Raphael
*Madonna and Child Enthroned with Saints*
ca. 1504
Collection Metropolitan Museum of Art
Gift of J. Pierpont Morgan, 1916
16.30a

Image Blocked By Copyright
Click here to see image
Composition = Visceral Communication

Image Blocked By Copyright
Click to see image

Jackson Pollock
Convergence, 1952
Collection Albright-Knox Art Gallery
Gift of Seymour Hs. Knox, Jr., 1956
Composition:
“Hierarchy of contrast & viewer attention”

- Focal areas
- Entry points
- Rest areas
- Uniformity

“Every extra design element detracts from all the other design elements on the page. When you push irrelevant links at people, you teach them to ignore the ones that matter.”

- Jakob Nielsen

http://www.useit.com/alertbox/bad-design.html
Composition:
Focal Areas

1. Centered: stable, still, peaceful, passive... boring!
2. Left-weighted, suggests movement left
3. Right-weighted, suggests movement right
4. Top-heavy, suggests upward movement
Composition:
Entry Points

Nielsen’s Guidelines for Designing around the F-Shaped Pattern:
1. Navigation on the left.
2. Main content a bit further in on the left.
3. Most important stuff between one-third and halfway across the page.
4. Secondary content goes on the right.
Composition:

Rest Areas (or: Tranquility)

Nobody likes to read a page full of text, or a page that is overcrowded with information and images. You’ve probably heard this dozens of times about designing Powerpoint slides—the same idea applies to designing research guides. Our eyes have trouble focusing if there is too much going on on the page—think Jackson Pollock. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras aliquet tincidunt sapien a dapibus. Nam ac orci sapien. Donec egestas enim id orci viverra aliquam. Ut gravida vehicula tempor. Vestibulum vel nisi quis sapien tempor dignissim. Maecenas iaculis massa nec orci dictum in scelerisque magna interdum. Nam pulvinar accumsan libero sed molestie. Morbi condimentum dignissim massa nec blandit. Morbi ornare suscipit felis, in dapibus sapien tempus eu. Pellentesque porttitor odio in lacus imperdiet at adipiscing sapien fringilla. Vestibulum malesuada facilisis ante sed hendrerit. Quisque gravida turpis nisi. Donec nunc risus, facilisis eu rhoncus at, luctus vel lorem. Aliquam erat volutpat. Donec vulputate, nunc id feugiat ultricies, nisl tellus feugiat felis, at eleifend ipsum orci a lacus. Maecenas ut dolor vel neque iaculis lobortis at condimentum. Ut posuere mauris ut neque iaculis lobortis at condimentum. Ut posuere mauris ut neque iaculis lobortis at condimentum. Ut posuere mauris ut neque iaculis lobortis at condimentum.
Composition:
Uniformity (or: Harmony)

Uniformity can:
• Set up user expectations
• Increase usability (and decrease confusion)

Talk to your coworkers! Can you agree on:
1. Single color palette for tabs & box borders?
2. A core set of content/tabs?
A Word About Color… avoid UVD*!

Color Attributes:
- Advancing/Receding
- Contrast
- Vibration
- Weight
- Meaning
- Harmony
- Saturation
- Proportion

* UVD = Unpleasant Visual Discord

Josef Albers
*Homage to a Square*
(The Grandfather of color theory.)
Design: Group Critique!

- http://www.sparknotes.com
- http://www.apple.com
- http://www.csumentor.edu
- http://kidshealth.org/teen
- http://libguides.colostate.edu/financialcrisis
- http://guides.swem.wm.edu/film
- http://guides.swem.wm.edu/content.php?pid=1505&sid=7004
- http://libguides.acadiau.ca/content.php?pid=1254&sid=6266
- http://guides.temple.edu/content.php?pid=249&sid=1574
- http://smarthistory.org/
- LibGuides Community Site: http://libguides.com/community.php?m=g
Writing for the Web

**Concise**
cut in \( \frac{1}{2} \), then cut in \( \frac{1}{2} \) again

**Objective**
leave out the b.s. (and the library jargon)

**Scannable**
formatted for the screen
Nebraska is filled with internationally recognized attractions that draw large crowds of people every year, without fail. In 1996, some of the most popular places were Fort Robinson State Park (355,000 visitors), Scotts Bluff National Monument (132,166), Arbor Lodge State Historical Park & Museum, *Carhenge*, Stuhr Museum of the Prairie Pioneer, and Buffalo Bill Ranch State Historical Park.

In 1996, six of the best-attended attractions in Nebraska were Fort Robinson State Park, Scotts Bluff National Monument, Arbor Lodge State Historical Park & Museum, *Carhenge*, Stuhr Museum of the Prairie Pioneer, and Buffalo Bill Ranch State Historical Park.

Nebraska has several attractions. In 1996, some of the most-visited places were Fort Robinson State Park (355,000 visitors), Scotts Bluff National Monument (132,166), Arbor Lodge State Historical Park & Museum (100,000), *Carhenge* (86,598), Stuhr Museum of the Prairie Pioneer (60,002), and Buffalo Bill Ranch State Historical Park (28,446).

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- Scotts Bluff National Monument (132,166)
- Arbor Lodge State Historical Park & Museum (100,000)
- *Carhenge* (86,598)
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- Buffalo Bill Ranch State Historical Park
Writing for the Web: Making Text Scannable

1. Prioritize
2. List
3. Distill
4. Link
5. Illustrate
6. Emphasize key words
7. Design!

Betsyjean79
Rebecca's Hat
flickr
Writing for the Web:
Designing Text

- Italics (but not a whole paragraph)
- Bold (but not EVERYTHING)
- No underlining... ever!
- Color (but not TOO MANY)
- Capitals (BUT NOT ALL CAPS)
- Font craziness (avoid it... esp. Comic Sans)

WIDTH & SPACING
WRITING FOR THE WEB EXERCISE
Dear Nedda,

We are writing you because we recently noticed a posting from you of ARTstor images on the open-access websites libguides.com and research.library.gsu.edu. Several specific pages we found were: http://research.library.gsu.edu/vocalmusic; http://research.library.gsu.edu/theatre; http://research.library.gsu.edu/popmusic; http://research.library.gsu.edu/mtm3030

While we are delighted that you have taken an interest in the content in the ARTstor Library, unfortunately displaying such images on an open-access site violates our terms of use (http://www.artstor.org/our-organization/o-pdf/terms-conditions.pdf).

While we are sure that this violation was inadvertent, it’s important that users abide by our terms of use. ARTstor is a community project, and our users’ compliance with the Library terms of use help ensure that content providers feel comfortable with supplying images of their works to educational users. We therefore have to ask that you take your image down from these public-access sites.

We appreciate your cooperation. Should you have any questions, please do not hesitate to contact me or any of my colleagues in ARTstor’s User Services department at 888-278-0079 or userservices@artstor.org.

Sincerely,

XXXXXXXXX
ARTstor User Services
More image resources...
(see handouts for a list of our faves)

WorldImages
http://worldimages.sjsu.edu

Local repositories?
Screencasts

What are they

“A screen capture of the actions on a user’s computer screen, typically with accompanying audio.”
Screencasts

Why use them
Screencasts – Best Practices

Content

☐ Standardize/Uniform/Consistent.

☐ Provide outline or TOC at the beginning.

☐ Start basic and work towards advanced.
Screencasts – Best Practices

Delivery

- Smooth mouse movements.
- Pause cursor before clicking on next link.
- Conversational language.
- Keep it short (under 3 minutes).
- Break up long casts into shorter ones.
- Clear clutter from Desktop and Toolbars.
Screencasts – Best Practices

Preparation

☐ Practice. Practice. Practice.

☐ Write a script.

☐ Allow time for production.
  - Few minutes to several hours
Screencasts

What you need

☐ Screencasting software
☐ Host
  - Screencast.com provides this for you
  - Blip.tv
  - YouTube
☐ Microphone
  - Built-in
  - Stand alone
Screencasts

Examples

☐ Short and sweet
☐ Lengthy and dramatic
☐ Best Practices
Screencasts

Resources

- ANimated Tutorial Sharing Project (ANTS)
- “Screencast” wikipedia
Other Cool Stuff

- **Concept Mapping:**
  http://www.mindmeister.com/

- **Other Guide Creation Apps:**
  - SubjectPlus: http://www.subjectsplus.com/ (free!)
  - Library á la Carte:
    http://alacarte.library.oregonstate.edu/

- **Chat/IM:**
  - Meebo: http://www.meebo.com
  - Pidgin: http://www.pidgin.im/
  - Plugoo: http://www.plugoo.com/
Pet Peeves: A List of (mostly) Do’s

- **DO** personalize
- **DO** make URLs user-friendly
- **DO** add tags & keywords (to increase access)
- **DO** update regularly
- **DO** include a chat/IM widget
- **DON’T** use library jargon
Small-Group Critique Time!
Why is design important?

Don Norman: *Emotional Design*

“Attractive things work better”

3 Components of Product Design:
- Usability
- Aesthetics
- Practicality

3 Levels of Design:
- Visceral
- Behavioral
- Reflective
Why is design important? (part 2)

- Linda Stone:
  
  *Continuous Partial Attention*

- What Websites Do To Turn On Teens | Wired magazine, 2005
  
  “ Teens are also much less willing than adults to stick around sites with useful content but poor presentation.”

- David Dabner: Graphic Design School
  
  “Badly arranged space is a bit like mis-timed pauses in speech; they can disrupt meaning and emphasis.”

- Web Style Guide:
  
  “Design creates visual logic….”

- Jennifer J. Little: “Cognitive Load Theory & Library Research Guides”
  
  “Effective research guide design will encourage both the construction and automation of schemas.”
Further Reading

- Donald A. Norman: *Emotional Design*


- Patrick J. Lynch and Sarah Horton: *Web Style Guide* (3rd Ed.)

- Linda Stone
  http://www.lindastone.net/

- Useit.com: Jakob Nielsen’s Website
  http://www.useit.com/

- Daniel Terdiman: “What Websites Do to Turn On Teens”
  *Wired* magazine / February 8, 2005.
  http://www.wired.com/culture/lifestyle/news/2005/02/66514


- Sara E. Morris & Darcy Del Bosque: “Forgotten Resources: Subject Guides in the Era of Web 2.0.”