



Interactive Media Design and Usability

Lab Three Activity

The purpose of this lab is for you to identify and understand the concepts learned in the lecture 3 (Page Layout). This activity is meant to help you identify the basic concepts of page layout as well as the proper use of terminology when critiquing a UI. Learning how users perceive and analyze information on a page can ensure successful UI development and understanding the inherent user patterns associated with layout techniques will help you develop UI's that are aesthetically and functionally strong. Remember, most users associate the strength of the application based on its interface; therefore a badly designed UI can kill a well programmed site or application before the user even interacts with it. You may not cite any examples from the textbook or that were discussed during lecture.

THIS ACTIVITY IS DUE AT THE END OF LAB 3.

Instructions

For each example below, you will be asked to provide a URL of a website that addresses the specific criteria. Each example that you provide will address at least one of the approaches, models, or topics covered in lecture 3. Remember that you are being graded on the relevance of your examples to each of the stated criteria.

Example 1

URL: _____

In the space above, provide a URL that shows an example of Visual Hierarchy in its page layout.

Questions

Answer each question thoroughly and explain your answers. List anything that you feel pertinent to the question or that will help you get your point across.

1. Of the three types of websites discussed in lecture (PR, tool/technology, educational), which type(s) best describes this website?

2. Does the website layout make use of any of the established page hierarchy mechanisms that were discussed in class (5 mechanisms discussed total)? Which ones?

3. Does this visual hierarchy work for its intended application or could a different visual hierarchy layout be used more efficiently? Explain why.

4. List as many of the “seven page layout patterns” (discussed in lecture 3) that you can find within the UI. Provide an explanation for each example that you cite that explains how it works within the functionality of the UI.

Example 2

URL: _____

In the space above, provide a URL that show examples of Visual Flow and content sections created using Grouping and Alignment.

Questions

Answer each question thoroughly and explain your answers. List anything that you feel pertinent to the question or that will help you get your point across.

1. Of the three types of websites discussed in lecture (PR, tool/technology, educational), which type(s) best describes this website?

2. What direction does your eye travel when you first look at the page? Is it guided to to the most important aspects of the UI or is there no discernible pattern in regards to eye movement? Are there any Focal Points that draw attention to certain aspects of the UI?

3. What kind of method does the above website utilize in order to group its content and what characteristics are present that indicate as much? For example, are they using group boxes in order emphasize the grouping or are they relying on much more subtle methods in order to accomplish this?

4. Does the above website make use of any of the Visual Flow / Grouping and Alignment techniques that were discussed in class (Focal Points, Proximity, Similarity, Continuity, Closure)? Which ones?

Example 3

URL: _____

In the space above, provide a URL that shows an example of a website using Dynamic Displays as well as the page layout patterns we discussed in class.

Questions

Answer each question thoroughly and explain your answers. List anything that you feel pertinent to the question or that will help you get your point across.

1. Of the three types of websites discussed in lecture (PR, tool/technology, educational), which type(s) best describes this website?

2. Does the website layout make use of any of the dynamic display mechanisms that were discussed in class (2 mechanisms discussed total)? Provide an explanation for each example that you cite that explains how it works within the functionality of the UI.

3. Does this dynamic display mechanism work for its intended application or is there an alternate way to present the information to the user? Explain why.

4. List as many of the “seven page layout patterns” (discussed in lecture 3) that you can find within the UI. Provide an explanation for each example that you cite that explains how it works within the functionality of the UI.

Example 4

URL: _____

In the space above, provide a URL that shows an example of a site that uses Diagonal Balance in its layout.

Questions

Answer each question thoroughly and explain your answers. List anything that you feel pertinent to the question or that will help you get your point across.

1. Of the three types of websites discussed in lecture (PR, tool/technology, educational), which type(s) best describes this website?

2. How is Diagonal Balance being used in the layout? Does it direct the eye flow as planned or does it detract from the overall page layout?

3. What kind of grouping and alignment (if any) is present in this example? Explain how Visual Flow and content hierarchy is being achieved (or not being achieved).

4. List as many of the “seven page layout patterns” (discussed in lecture 3) that you can find within the UI. Provide an explanation for each example that you cite that explains how it works within the functionality of the UI.