

SEMINAR 500

INFORMATION-ORIENTED GRAPHIC DESIGN
IN
COMPUTER GRAPHICS

DAILY SCHEDULE

DAY ONE

- 8:30 Coffee and Registration
- 9:00 Introduction
- a. Graphic Design and Computer Graphics
 - b. Visual Semiotics: Structure and Process
 - c. Information Narratives: An Example
- 10:30 Break
- 10:45 Elementary Principles
- a. Elements of Visual Form: Point, Line and Plane
 - b. Principles of Visual Organization
 - c. Elementary Phenomena: Figure-Field,
- 12:00 Lunch - Complimentary
- 1:30 Proportion and Composition
- a. Basic Proportion
 - b. Compositional Grids
 - c. Critique of Conventional Layouts: Words and Images
 - d. Critique of Computer Graphics Layouts
- 3:00 Break
- 3:15 Letterforms and Symbols
- a. Typographic Form and Function
 - b. Factors of Legibility and Readability
 - c. Non-Aphanumeric Symbols Systems
 - d. Critique of a Text-Oriented Interface

DAY TWO

- 8:00 Coffee
- 8:30 Color
- a. Perceptual and Conceptual Basics
 - b. Elementary Phenomena
 - c. Critique of Conventional Use of Color
 - d. Critique of Use of Color in Computer Graphics
- 10:15 Break
- 10:30 Charts and Graphs
- a. Basic Forms and Functions
 - b. Principles of Design
 - c. Critique of Conventional Charts
 - d. Critique of Charting in Computer Graphics
- 12:00 Lunch - Open
- 2:00 Maps
- a. Basic Forms and Functions
 - b. Principles of Design
 - c. Map Design: An Example
 - d. Critique of Mapping in Computer Graphics
- 3:30 Break
- 3:45 Diagrams
- a. Basic Forms and Functions
 - b. Principles of Design
 - c. Critiques of Conventional Diagrams: Visual Metaphors
 - d. Critique of Diagramming in Computer Graphics
- 4:30 Adjourn

Graphic Design and Computer Graphics

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All computers communicate with human beings by means of visual signs/symbols and visible language. Graphic design is the discipline whose expertise lies in the creation and application of visible languages. Typography, symbolism, color, spatial relationships, and temporal sequencing are the essential media for the expression of facts, concepts, and emotions.

Graphic design will become increasingly important to computer graphics in this decade for three reasons: (1) because of the need to utilize the increasing technical capabilities of display devices, (2) because of the needs of increasingly large numbers of non-computer science people who use computer systems, and (3) because of the increasing demands upon effectively communicating visually complex structures and processes.

Graphic design can have a distinct impact upon the three 'faces' of computer systems: Outer Faces, Inter Faces, and Inner Faces. Outer Faces are the images of information (texts, charts, maps, and diagrams) which a computer system produces to communicate the results of data processing. Inter Faces are the frames of information (including online and offline documentation) in the human-computer interface through which final images are achieved. Inner Faces are the internal representations of program function, structure, and process by which computer systems are built and maintained. In all three areas graphic design has a role to play in achieving significant functionality and providing aesthetic and humane ('friendly') information environments.