

# Grafisk grensesnittdesign

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Hvorfor

Semiotikk

Visuelle elementer

Konseptuell modell

Leting og Lesing

# Hvorfor?

Visuelt tiltrekkende design har høyere opplevd brukbarhet

Visuelle egenskaper skaper brand og identitet

Visuelt design formidler troverdighet

Utseende skaper en emosjonell respons

Kontroll over leserens fokus og lese rekkefølge

# Semiotikk

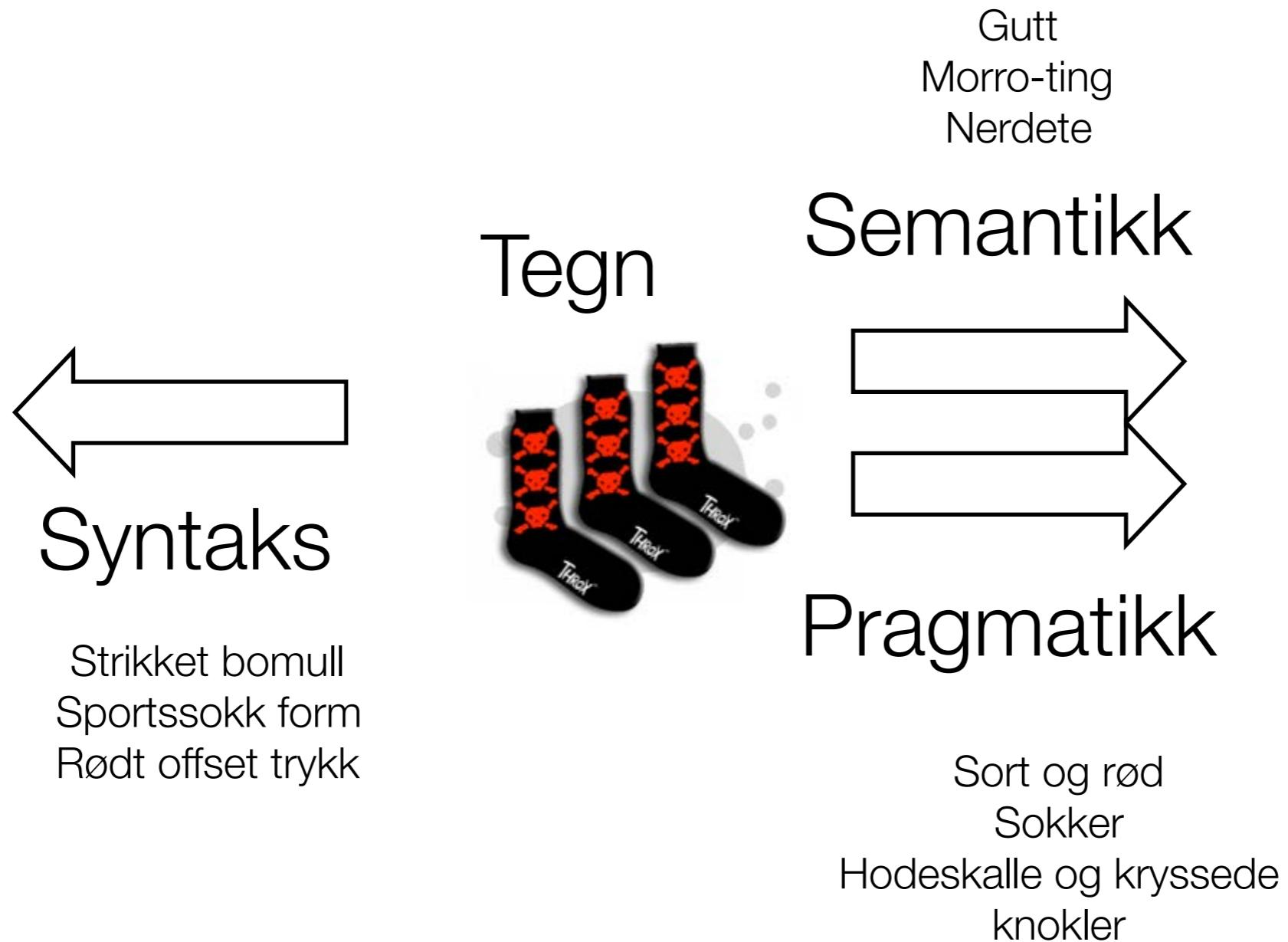
# Du kan ikke, ikke kommunisere

Watzlawick, P., Beavin-Bavelas, J., Jackson, D. 1967. *Some Tentative Axioms of Communication*. In Pragmatics of Human Communication - A Study of Interactional Patterns, Pathologies and Paradoxes. W. W. Norton, New York.

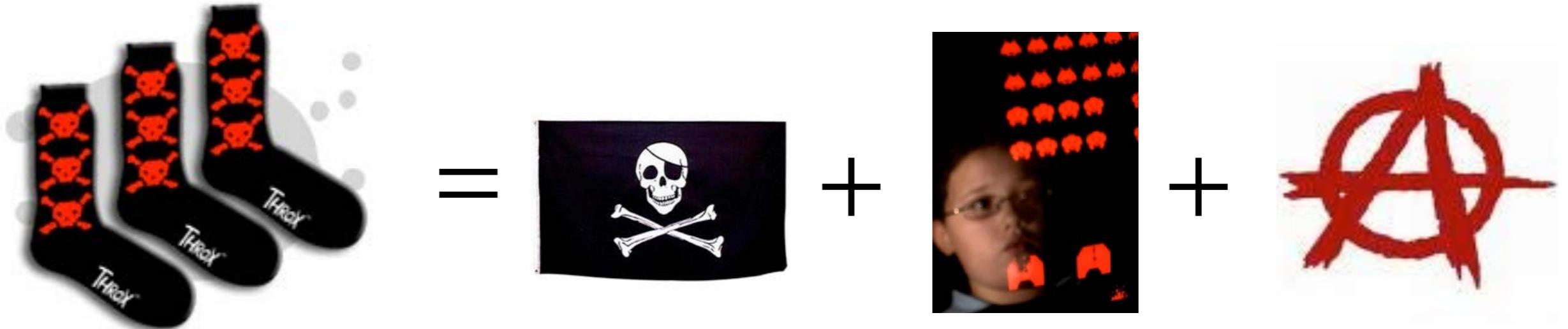
*Du kan ikke,  
ikke kommunisere*

Du kan ikke ikke  
kommunisere

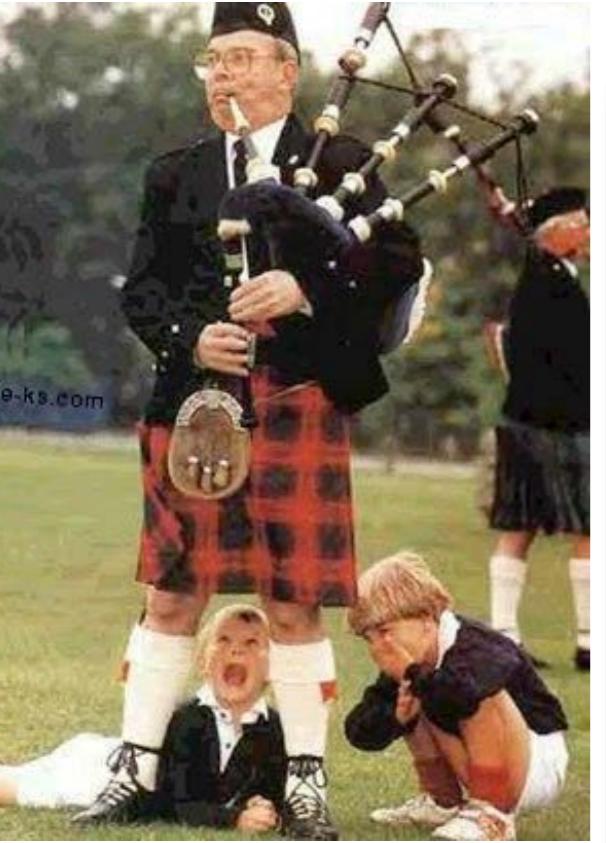
# Semiotikk: Tegnenes oppbygging og mening



# Semantisk overføring



Kjente ideer og verdier knyttet til bestemte produkt overføres til nye produkt ved å overføre noen fysiske representasjoner for tegnet



+



<http://www.utilikilts.com/>

semantisk  
overføring

**fall.ng**

Kinesthesia som semantikk

# Visuelle elementer

point

a point creates focus



Alarm Timer Stopwatch



Wake up

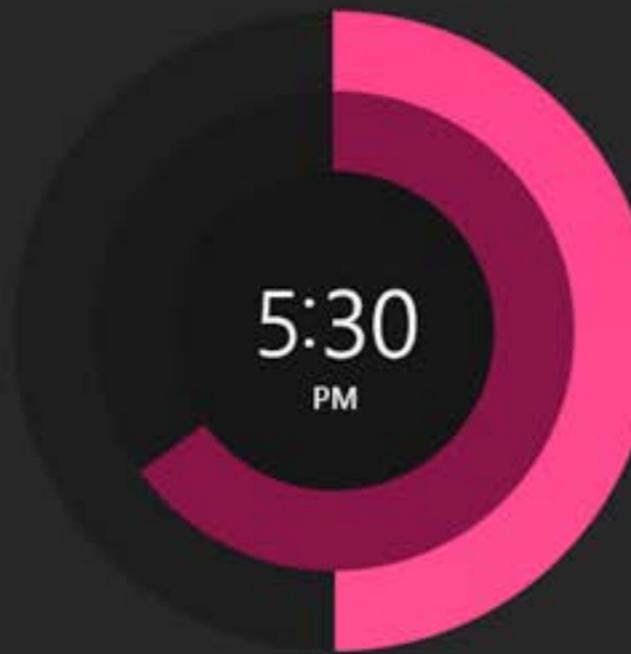
Weekdays



On

Pick up the kids

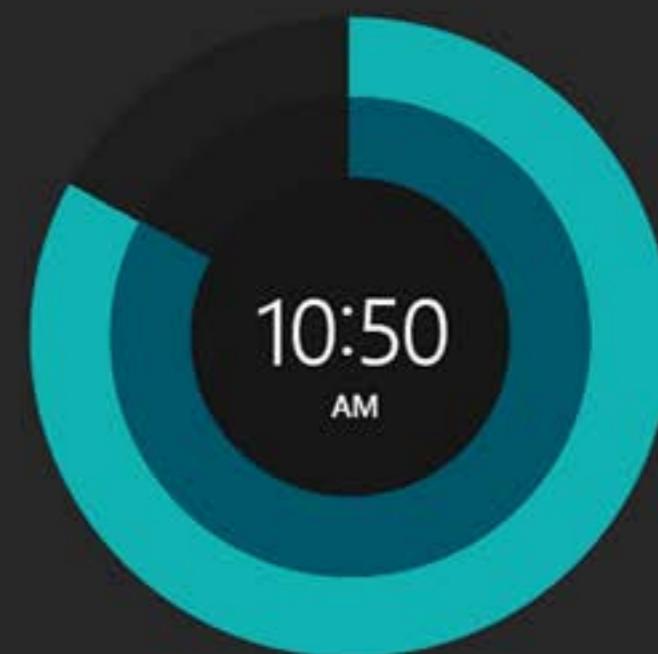
Tuesdays



On

Weekends wake up

Weekends



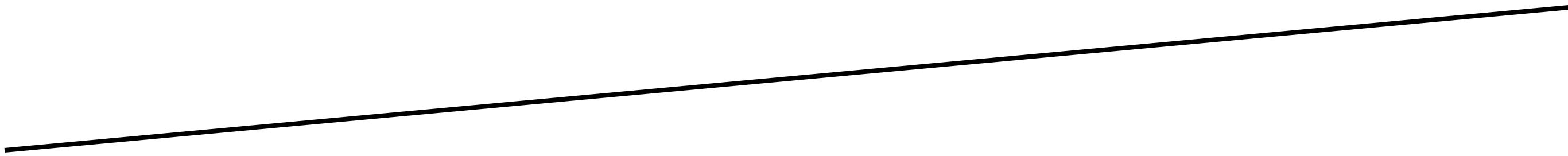
On

Go to gym

Mon, Wed, Fri, W



# **Line**



*Provides direction and a sense of movement*

F

4 serial 3 sept. 6 request 2 release

Next Step : Apt with S. Jobs Steve Jobs + Add To

2000 \$ 1000 \$ 2000 \$ 1000 \$ 1000 \$ 2000 \$ 1000 \$ 2000 \$ 1000 \$ 1000 \$

Tommorow Now Yesterday 1 week ago 2 week ago October

**01** thursday october 2012

Rappel 14:56

Appointment

Lore ipsum dolor sit adipiscing elit. Donec non s elementum volutpat m ips ipsum dolor sit amet.

**02** Wednesday october 2012

Steve Jobs sj@name.com 06.22.25.78.97

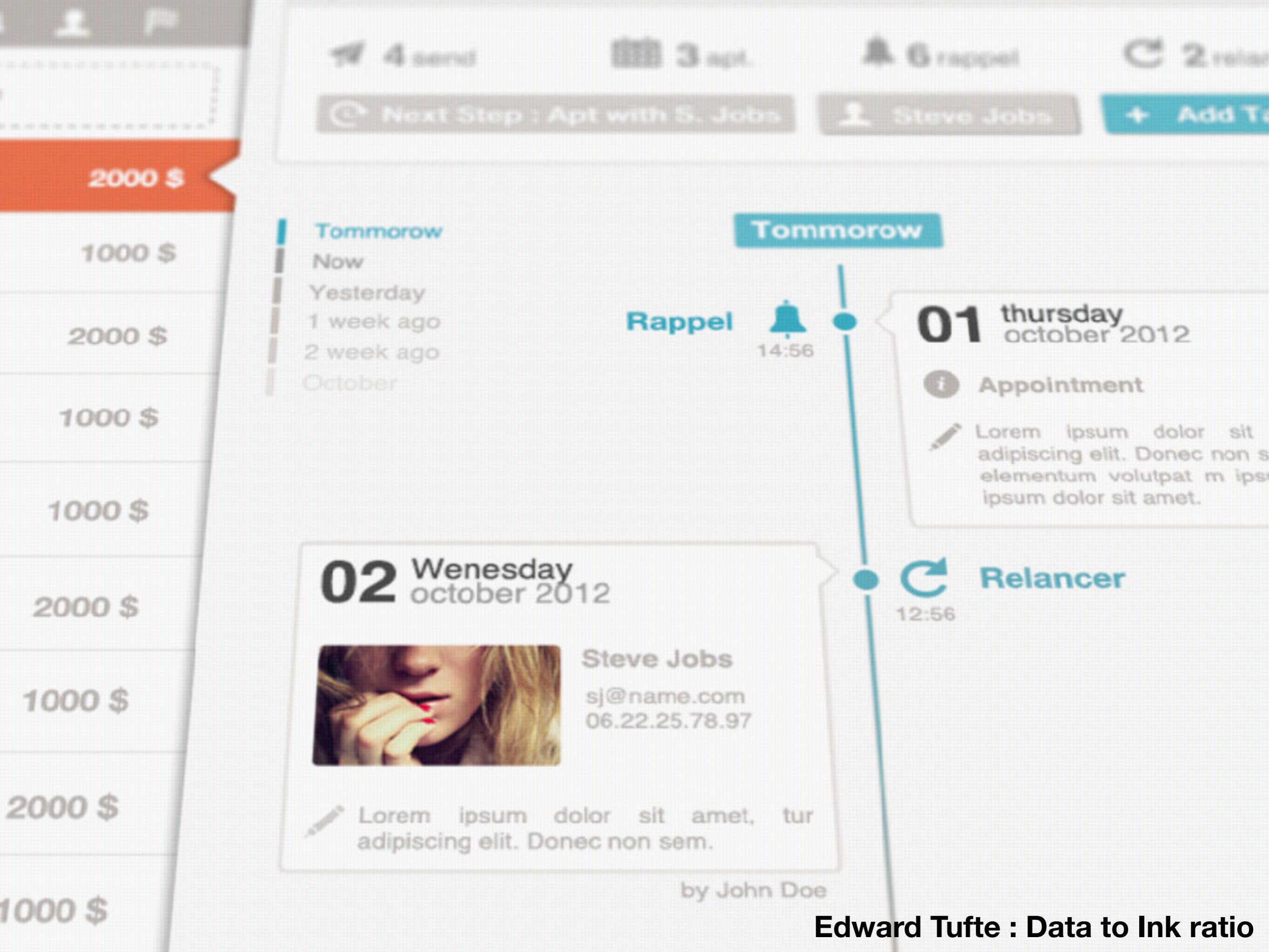
Relancer 12:56

Lore ipsum dolor sit amet, tur adipiscing elit. Donec non sem.

by John Doe

# Plane

contains, limits, and frames attention.



# White space or Negative space



# Gestalt prinsipper

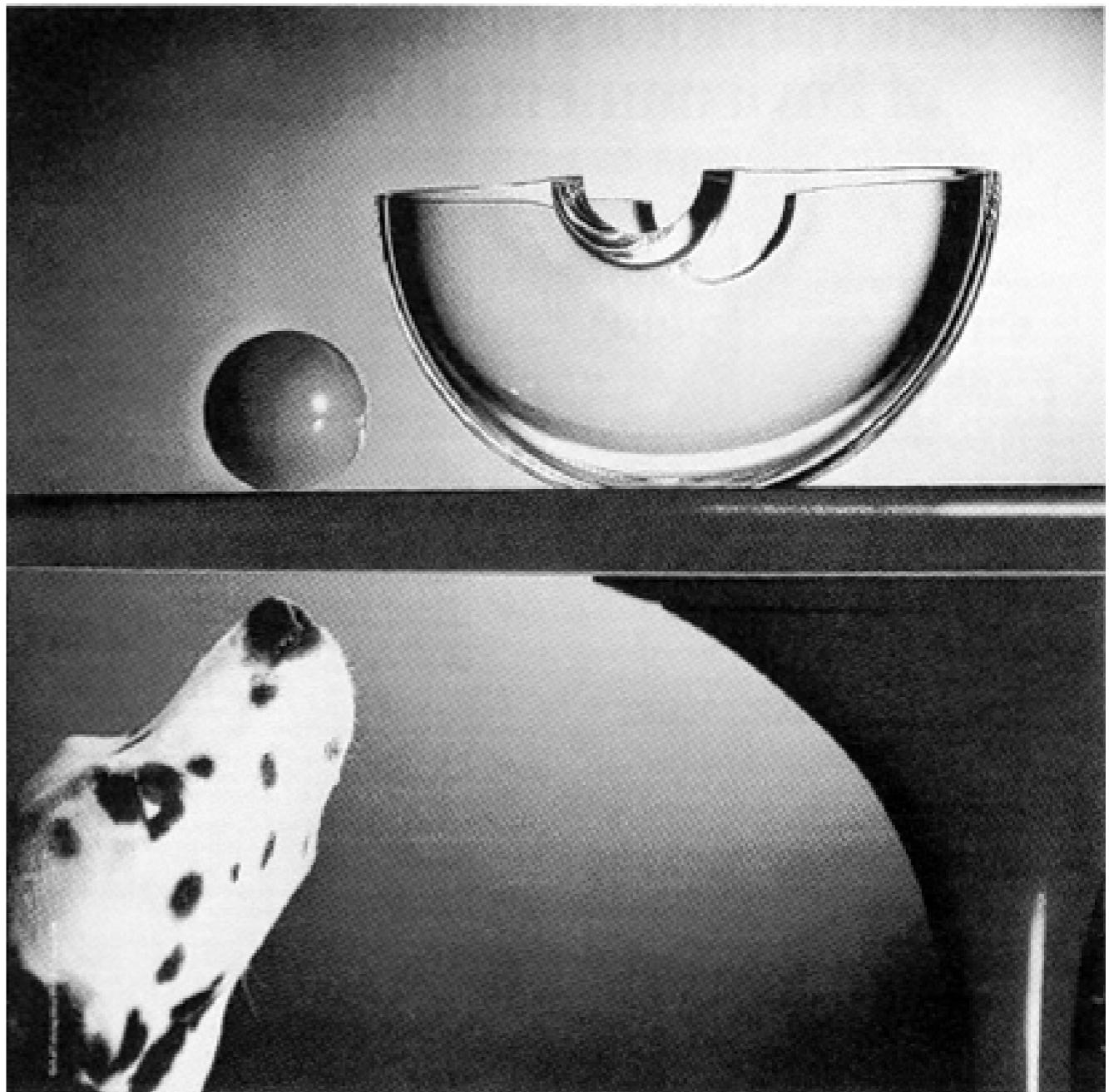
Gruppering / nærhet / retning

Mental komplettering

Forgrunn / bakgrunn og reversering

Likhet i form og farge

Linje / kontinuitet / konvergens



# The Grid System

The ultimate [resource](#) in grid systems.

*"The grid system is an aid, not a guarantee. It permits a number of possible uses and each designer can look for a solution appropriate to his personal style. But one must learn how to use the grid; it is an art that requires practice."*

Josef Müller-Brockmann

Show Grid

Join The Forum

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## Articles

### Musings on the Relationship Between Grids and Guides

An article that takes a look at the relationship between the grid and the use of guides.

06.Feb.2011

## Tools

### GuideGuide

A columns, rows and mid-points panel for Photoshop CS4 & CS5.

06.Feb.2011

## Books

### Ordering Disorder: Grid Principles for Web Design

Ordering Disorder is a book by Khoi Vinh that delivers a definitive take on grids and the Web and provides both the big ideas and techniques of grid-based design.

11.Nov.2010

## Templates

### 960px Grid Templates

A selection of 960 pixel-wide uniform grid templates ranging from 3-columns to 16-columns, for both Adobe Photoshop and Fireworks.

11.Nov.2010

## Blog

### The Columnist

A grid based WordPress theme that features a newspaper column layout and neat typographic hierarchy..

06.Feb.2011

## Inspiration

### Ace Jet 170

AisleOne

Athletics

BBDK

Blanka

Build

Corporate Risk Watch

Counter Print

David Airey

Design Assembly

Dirty Mouse

Experimental Jetset

Form Fifty Five

Grafik Magazine

Grain Edit

Graphic Hug

I Love Typography

Lamosca

Mark Boulton

Minimal Sites

Monocle

### Regulatory Policy Newsletter

An article outlining the re-design of ICMA's quarterly publication and its grid.

06.Feb.2011

### Modular Grid Pattern

A web app and Photoshop extension that aids in creating modular grid systems.

06.Feb.2011

### Universal Principles of Design

Universal Principles of Design is the first comprehensive, cross-disciplinary encyclopedia of design.

04.Nov.2009

### The Golden Grid Template

A PSD template based on the CSS framework The Golden Grid by Vladimir Carrer.

02.Mar.2010

# **Consetetur**

# 1 column

Feels information heavy

Does not have room  
for many categories

A woman in a white dress stands in front of a large window, looking out at a city skyline. The window has a grid pattern. The scene is set against a light blue background.

## 2 column

Feels information rich

## Left column for main story

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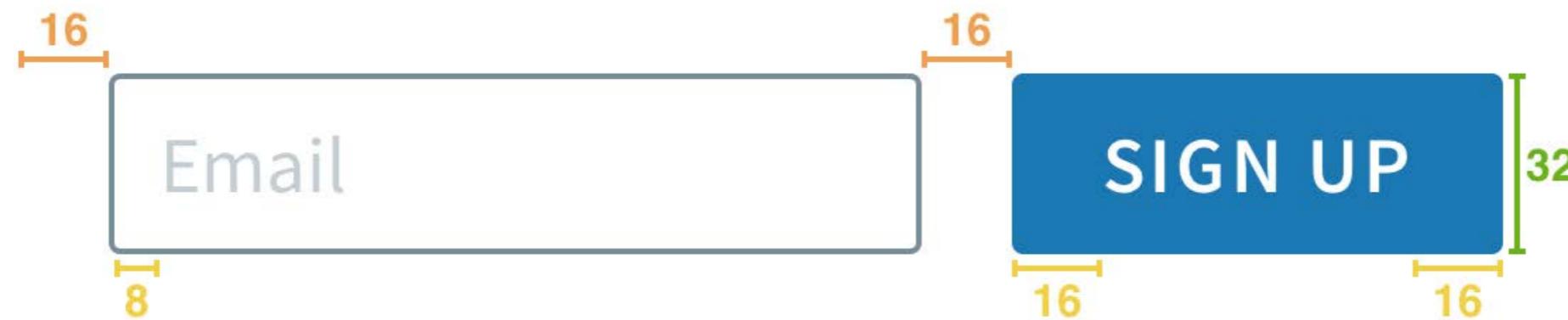
3 column

Feels well organized  
(rule of thirds)

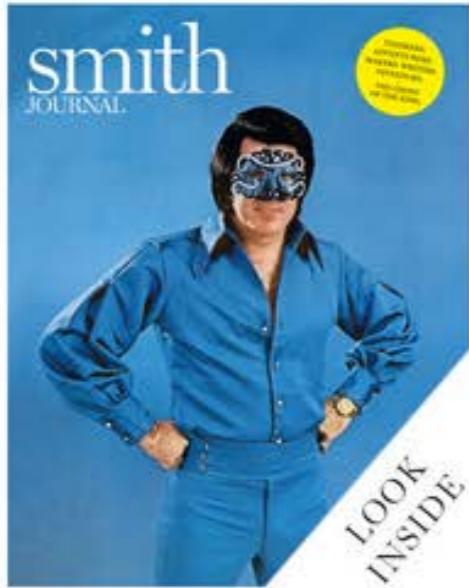
# Left columns for main stories

# Right for extras

# 8 point grid



Because resolution is dividable with 8  
(no antialiasing during scaling between devices)



# smithJOURNAL

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## THE DAILY LIVES OF STORMTROOPERS

wednesday september 16, 2015

written by ronan

In his ongoing series *The Other Side*, photographer [Jorge Pérez Higuera](#) looks beyond the grand heroics of Luke Skywalker and the merciless villainy of Emperor Palpatine, and casts a light on the *Star Wars* saga's most banal character: the humble, faceless and entirely subordinate Imperial Stormtrooper.

Since 2012, Higuera has photographed Stormtroopers

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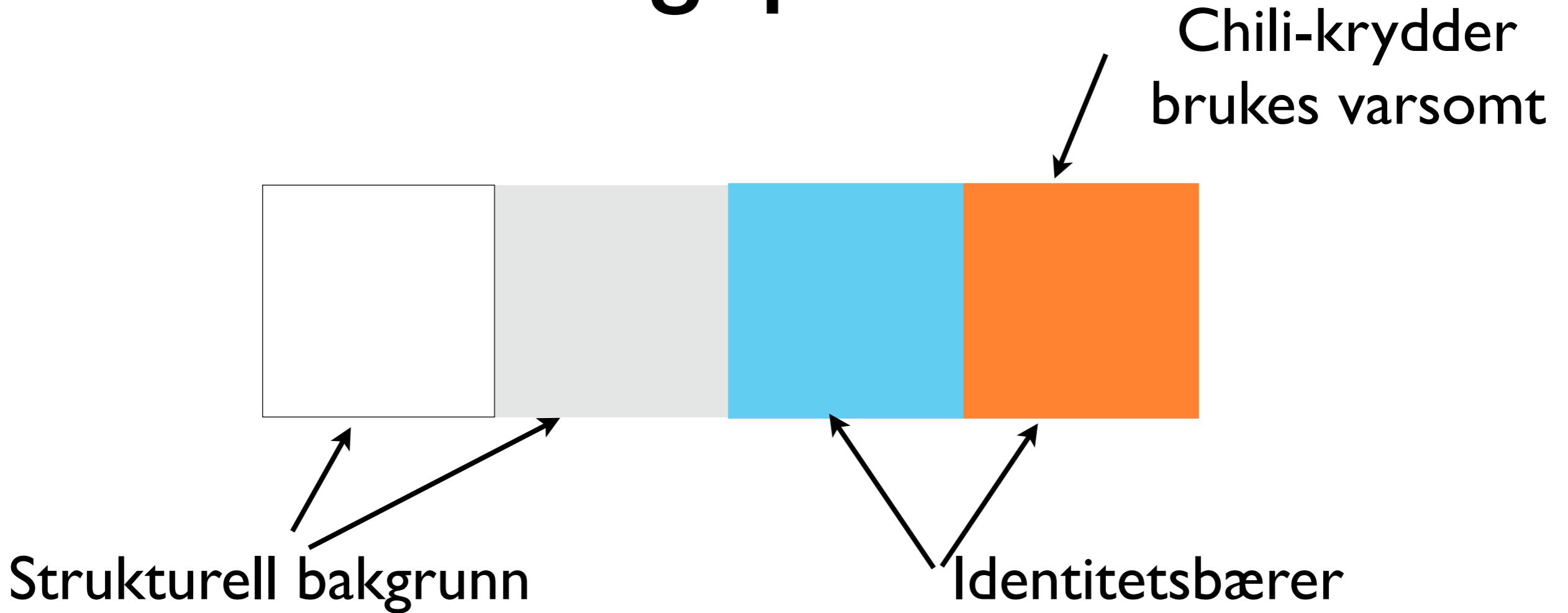
SIGN UP

## SEARCH

## POPULAR CATEGORIES

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FOOD / GIVEAWAY / HISTORY / LEARN / LIFE /  
MELBOURNE / MUSIC / PHOTOGRAPHY /

# Fargepalett



# Konzeptuell modell

A conceptual model is a **set of integrated ideas** about what a system should do, behave and look like,  
**that will be understandable by the users** in the manner intended”

Conceptual model



Mental model

konseptet må formidles med  
en kjerne ide'

Fokuser på det aller viktigste:

Grunntanken

Konsekvenser av den

THE BASIC IDEA  
BEHIND THE  
VOLVO TURBO  
WAGON.

Basically, the rig pictured above can do anything a Volvo 740 Turbo Wagon can do. It will hold loads of cargo. Out-accelerate many performance cars. And reach top speeds of over 100 MPH. It will also pull about 150 G's. Right from your wallet. Which is why it pays to consider a Volvo 740 Turbo Wagon instead. Its 74 cubic feet of cargo space is greater than most wagons in its class. While its performance rivals that of some of the world's top sports cars. You see, unlike other wagons, both ends of the Volvo 740 Turbo Wagon were built for hauling.

**VOLVO**  
A car you can believe in.

Ingen kombi løsning



Underordnet funksjonalitet må  
integreres i kjerne-konseptet

Hva gjør brukerne når de utfører oppgaver

Planlegger innkjøp, velger brød, betaler, frakter hjem

Hvordan vil app'en støtte oppgavene

Handleliste, vise brødene, se pris, frakt.

Vil det passe med en metafor?

Brødbutikk, bakeriet, personlige brød, brødbilen?

Hvilke interaksjons metoder og stiler

Drag-and-drop ingredenser, Send oss oppskrift, browse  
brødtypene, se video av bakingen i dag, Rangering av  
oppkriftene. Salgstall, Handlevogn, Avtale levering tider,  
etc.



one conceptual  
model  
=  
one name



Bakery shop

DIY Bread

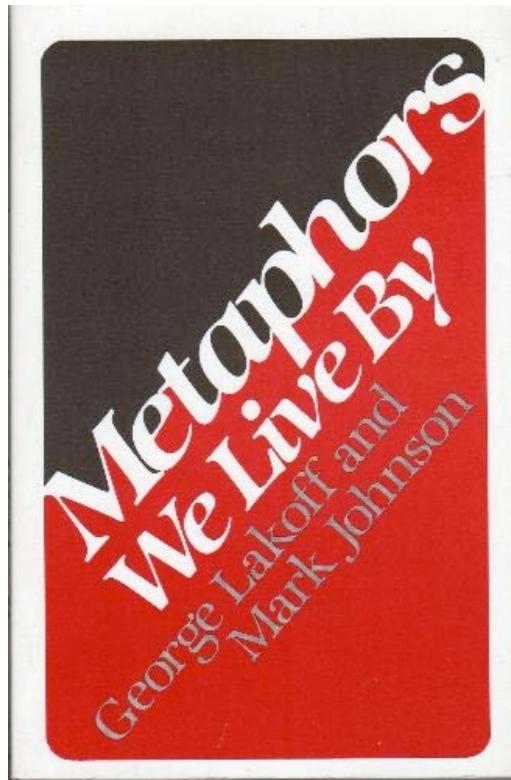
Bread of the  
day

Bread  
experience

Bread delivery  
every morning

Metaphor, is a **fundamental mechanism of mind**, that allows us to use what we know about our physical and social experience to provide understanding of countless other subjects

## **Saksgang**



Basis-nivå metaforer defineres ved at:

Betingelse1: Vi klarer å identifisere og gjenkjenne bilder av ting.

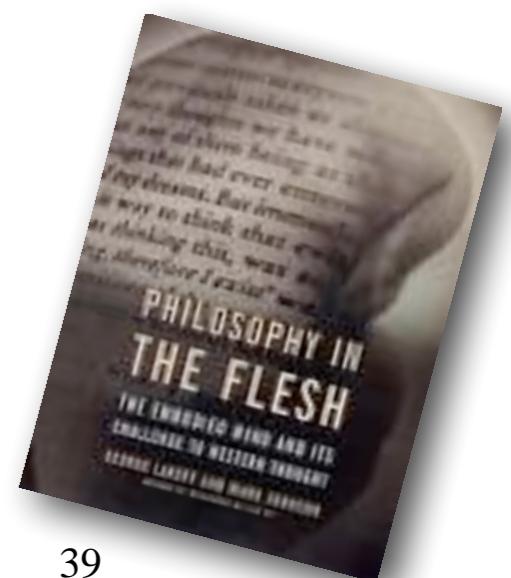
Betingelse 2: Vi klarer å skape mentale bilder av ting.

Betingelse 3: At vi kan kalle opp unike handlingsmønstere for bare denne tingen.

Betingelse 4: At det er på dette nivået vi har samlet mest kunnskap om hva ting gjør og er.



Lakoff og Johnson (1999)



# Basic level metaphor



# Sub-level metaphors



Abondance cow

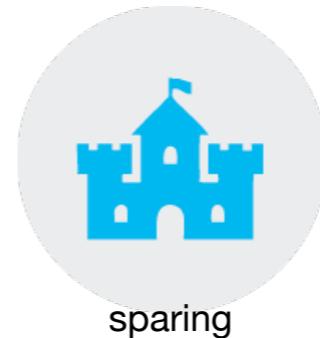


Évolène cow

# Abstract metaphors

**Fondsforvaltning**

# Fondsforvaltning !



Sparebank 1

Skagenfondene

Nordnet

Landskreditbank

# Leting og Lesing



<http://www.tobiipro.com>

# Usability task success

Shop for  
a casserole



le creuset oven proof cass... +/-

www.google.co.uk/#hl=en&biw=1274&bih=900&&sa=X&ei=osbbTKbxBIx4gaJpPDPCA&ved=0CCEQBSgA&q=le+creuset+oven+proof+casserole&spell=1&fp=1a646461bb6d78c

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**Google**

Everything Shopping More

The web Pages from the UK More search tools

About 62,700 results (0.22 seconds) Advanced search

**Shopping results for le creuset oven proof casserole**

[Le Creuset Volcanic pot 5.5l round stoneware casserole dish](#)  
£12.00 - Debenhams

[Le Creuset Cassis 20cm Round Casserole](#)  
£90.00 - Next

[Le Creuset Tri-ply 20cm Deep Casserole](#)  
£82.00 - House of Fraser

[BBC - Food Messageboard - Food Q&A - Using le creuset sets in the ...](#) 19 Oct 2014 ... We wanted to make a casserole with the dish in the oven but were unsure whether the plastic handle would be oven proof? Have Le Creuset ...  
www.bbc.co.uk/dna/mbfood/N12670471?thread=7825564 - Cached

[Slow Cooked Venison Ragout - 24cm round casserole - Le Creuset](#) 14  
Preheat the oven to 170C (gas mark 3). Heat the olive oil in a large, ovenproof casserole and brown the venison, a few pieces at a time. ...  
www.lecreuset.co.uk/.../Casseroles/Slow-Cooked-Venison-Ragout---24cm-round-casserole/ - Cached

[Benefits - Le Creuset](#) 15  
Range Guide Recipes · [Casseroles](#) · Grills and Grillits · Frying Pans ...  
www.lecreuset.co.uk/en-gb/Product.../Benefits/ - Cached - Similar

[Show more results from lecreuset.co.uk](#) 16

[Le creuset oven safe casserole - Shop sales, stores & prices at ...](#) 17  
Le creuset oven safe casserole - 1364 results from 79 stores, including Cobalt Blue Le Creuset 1.5-Quart Poterie Casserole - Dutch Ovens, Le Creuset Le ...  
www.thefind.com/.../browse-le-creuset-oven-safe-casserole - United States - Cached - Similar

[Le Creuset 3-Ply Stainless Steel Deep Casserole, 24 cm: Amazon.co ...](#) 18  
Le Creuset Trivita Stainless Steel Deep Casserole, 18 cm ... Oven proof to 220 degrees Celsius / 425 degrees Fahrenheit / Gas Mark 7. ...  
www.amazon.co.uk/Creuset-3-Ply...Steel-Casserole/.../B0000AR0R6 - Cached

[20 cm Dutch oven, 20 cm Casserole dish - Compare prices on Twenga ...](#)  
Oven proof and dishwasher, freezer and microwave... 20 cm Dutch oven. £16.99 + Delivery: £5.95 .... Le Creuset Dutch oven - A small, French style casserole. ....  
www.twenga.co.uk/dj/Homewares,Pots-and-pans,Dutch-oven-045067 - Cached

[oven & flameproof casserole dish - MoneySavingExpert.com Forums](#)  
Makro currently have a deal where you can get a Le Creuset set including frying pan, normal pan, round casserole dish and 3 different sized oven to table ...  
forums.moneysavingexpert.com/showthread.php?t=283941 - Cached

[Twin Handle Sauté / Casserole With Ovenproof Lid - Find great ...](#)  
twin handle sauté casserole dish with ovenproof lid and knob 3 different size .... Le Creuset have launched a range of Toughened Non-Stick saucepans. ....  
www.shopzilla.co.uk/BN\_-cat\_id-13288\_oid-2074511979 - Cached

Advanced search

Ads

Food Messageboard

Food Q&A

Q&A BLOG

BBC food Twitter

Facebook

YouTube

Instagram

We wanted to make a casserole with the dish in the oven but were unsure whether the plastic handle would be oven proof? Have Le Creuset always made oven ...

Reply to this message

Message 1 in topic re: ovenproof ...

Re: ovenproof ...

Message 2 in topic re: ovenproof ...

Re: ovenproof ...

Message 3 in topic re: ovenproof ...

Re: ovenproof ...

Message 4 in topic re: ovenproof ...

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Message 5 in topic re: ovenproof ...

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Message 261 in topic re: ovenproof ...

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Message 262 in topic re: ovenproof ...

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Message 263 in topic re: ovenproof ...

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Message 264 in topic re: ovenproof ...

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Message 265 in topic re: ovenproof ...

Re: ovenproof ...

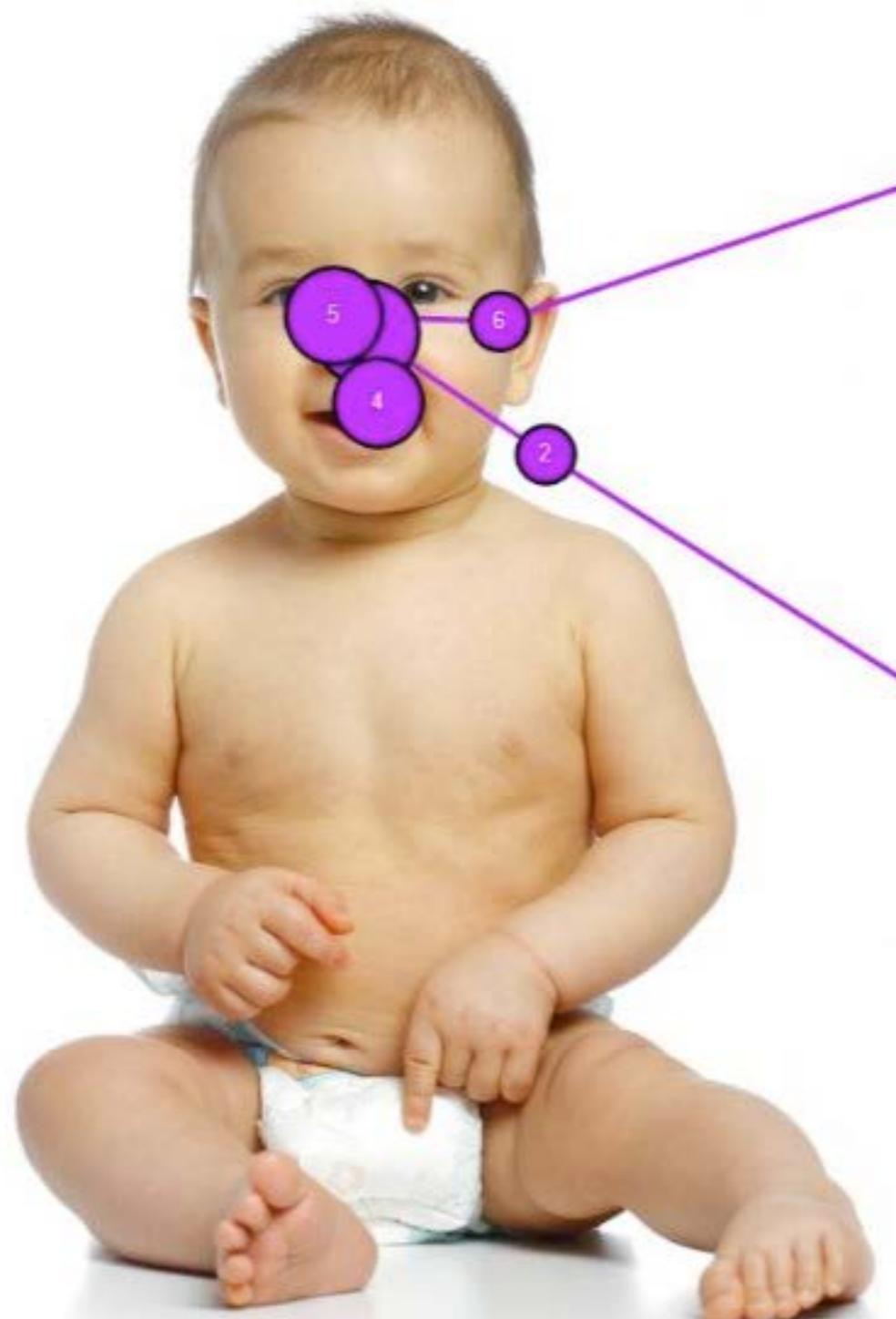
Message 266 in topic re: ovenproof ...

Re: ovenproof ...

Message 267 in topic re: ovenproof ...

<p

# People always get attention first



Extra gentle for the most sensitive skin.

Start with ultra sensitive skin, add the chemicals and moisture of urine and stools, and you have diaper rash.

Baby diaper's unique high-absorbency natural-blend cotton padding provides cotton-soft, extra thick, gel-free protection for your baby's sensitive skin. The chlorine-free materials and absorbent polymers are non-toxic and non-irritating. Clinically tested and pediatrician recommended for babies with allergies and sensitive skin.

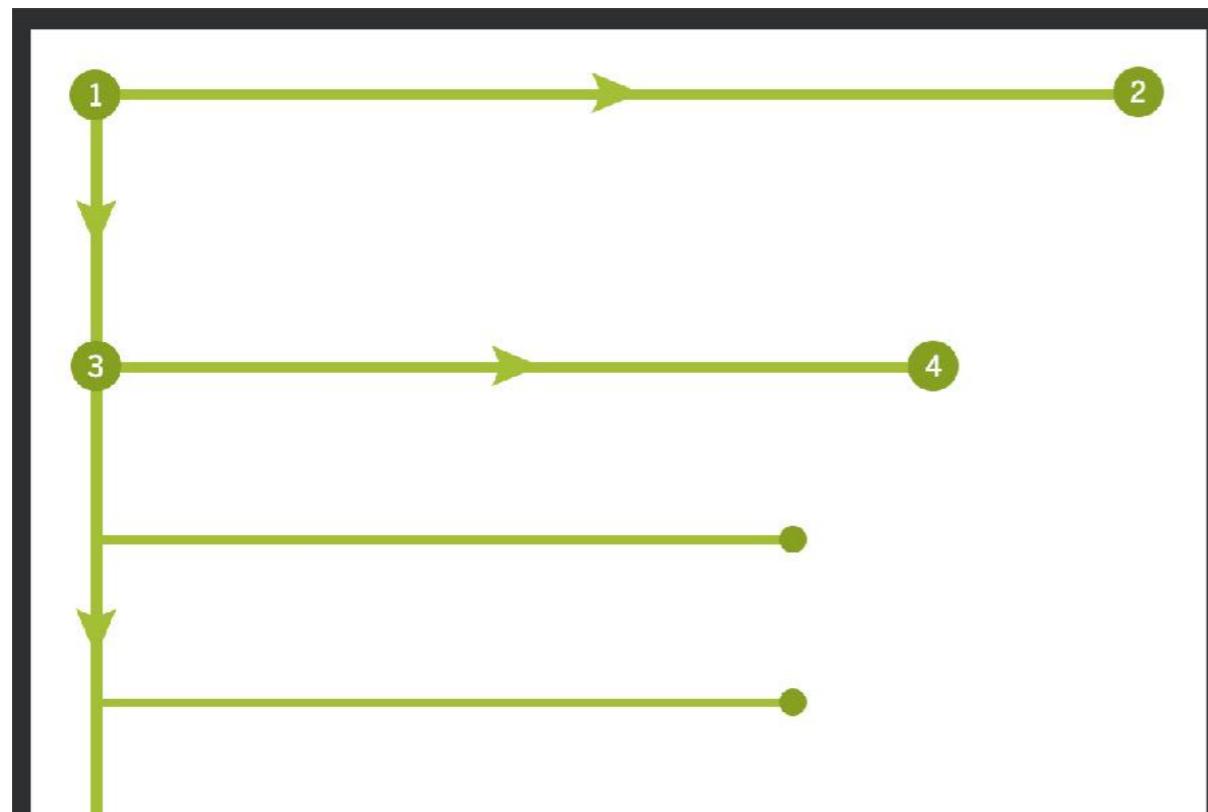


baby™

# Heat maps of searching



# F pattern



1: Logo

2: Shop/contact

3: Subheadings and  
paragraphs with  
information heavy  
first words.

<https://uxmag.com/articles/the-f-pattern-understanding-how-users-scan-content>

<http://www.nngroup.com/articles/f-shaped-pattern-reading-web-content/>

**Takk for meg!**

**trond.are.oritsland@ntnu.no**