Lecture 11 – Visual Design Critique

*Work in groups of 2-3*

Answer the following questions about the screen shots of two different magazine websites on the second handout. Annotate the images as much as you want!

**Part I – Gestalt Principles**
Identify at least one example of each gestalt principle on the two magazine page designs. What is it communicating to the viewer?

<table>
<thead>
<tr>
<th></th>
<th>The New Yorker</th>
<th>The Onion</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Proximity</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Similarity</td>
<td></td>
<td></td>
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<tr>
<td>3. Closure</td>
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<tr>
<td>4. Continuation</td>
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</tbody>
</table>
Part II – Visual Hierarchy and Visual Flow

1. Visual Flow – Consider the visual flow of the design.

<table>
<thead>
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<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>(a) What’s the entry point of the design? Is there more than one?</td>
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<tr>
<td>(b) Identify 2-3 prominent focal points. What <strong>visual cues</strong> create these focal points?</td>
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<tr>
<td>(c) How does your eye move across this design? <strong>Sketch</strong> the visual flow directly on the image.</td>
<td></td>
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</tr>
</tbody>
</table>

2. Visual Hierarchy – What elements are present in the design (e.g., headers, body text, etc)? Give examples of the **visual cues** used to communicate the organization and relationships between these elements – try to find different examples than those used in Part I.

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</table>

3. Critique – Think about what you find most effective about the current design. What could improve?
JOHN CASSIDY

INTERNET-SERVICE MONOPOLIES

In addition to advocating for net neutrality, President Obama should defend the interests of ordinary Internet users.

LETTER FROM JERUSALEM

ISRAEL'S NEW INTOLERANCE

The country's conservative President, Reuven Rivlin, speaks up for civility, and pays a price.

SHOUTS & MURMURS

SECRETS OF THE TRIANGLE OFFENSE

The starting players must stand in order of descending height. This does not offer any advantage, but it is considered "elegant."

CULTURE DESK

PINA BAUSCH'S FIRST REPRISE

By Andrew Boynton

In "Kontakte," failures and disappointments are enacted over and over, but so are small joys.

NEW YORKER

NORTH KOREA RELEASES TWO PRISONERS

By Barbara Demick

Why did Kim Jong-un let Kenneth Bae and Matthew Todd Miller go free?

NEW DESK

REMEMBERING JOHN DOAR

By Nicholas Lemann

It was Doar's job to enforce the Voting Rights Act in the South. He was the Gary Cooper of the civil-rights movement.
Man Arriving Late Forced To Use Excuse He Was Saving For Leaving Early

HARTFORD, CT—Silently berating himself for his carelessness and lack of foresight, local office worker Jason Lochrie, who arrived over an hour late to work Wednesday morning, reportedly had no choice but to use an excuse he had been hoping would allow him to leave early.

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- Entertainment
- Movies

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Sesame Street: Bert And Ernie Are Not Gay, They Are Depraved Pansexual Perverts

Economists: People Who Paint Selves Silver And Pretend To Be Statues Make Average Of $10 Million Per Year

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IN THE NEWS

Boyfriend Ready To Take Relationship To Previous Level

COLUMBIA, SC—“I can tell by the look in her eyes—that loving, longing gaze—that I must act now before I miss my chance,” boyfriend Matthew Sullivan said.

MOST POPULAR

1. Roger Goodell Quietly Says Goodriddly To Hallway Of NFL Greats' Chemically Preserved Bodies

2. Bulls Players Annoyed By Derrick Rose Always Leaving Torn Ligaments All Over Locker Room

3. Organ Transplants Might Favor Wealthier Patients