The pre-reading quiz can be accessed from a link on the course DASHBOARD page, located on its respective due date. It is due on the date/time indicated on the dashboard.

After completing the pre-readings for Week 11, you should be able to:
- Explain the concepts of visual hierarchy, visual flow and proximity and grouping, and explain how they are related to one another; give some examples of how each can be achieved effectively.
- List the gestalt principles of closure, similarity, continuity and proximity, and briefly explain the differences between each.
- Explain the importance of typography and colour to good visual design.
- Explain and provide examples of how you can use colour and typography to 1) improve readability, salience, understandability of content, etc. and 2) elicit different affective responses from users.

**Texts Required**


*Entire book is available in hard copy in the UBC Library. Instructors recommend if you are interested in learning more about good principles for building interfaces.*

**Pre-readings:**

**Organizing the Page (excerpt from Chapter 4)**
- Tidwell, pp. 89 – 95.

**Basics of Visual Design (excerpt from Chapter 9)**
- Tidwell, pp. 269 – 283 (up to and including *Typography*).
- **OPTIONAL:** Tidwell, 283 – 287 (covers some additional factors for visual design that you may be interested in reading)

Re Tidwell reading: it looks long but goes fast with lots of pictures. Spend a few minutes really looking at the differences between the designs presented in the excerpt from Chapter 9.

Occasionally the text references *patterns* from elsewhere in the textbook – you are not required to be familiar with these.