

NMD 306/Professor Scott
Interactive Design
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Reading Response #2: 80/20 Rule---Baby-Face Bias (pgs 13-34)

Universal Principles of Design;

written by William Lidwell, Kristina Holden, and Jill Butler.

(Add two of your own examples of your own, to each of these topics.)

1.) **80/20 Rule:** 20% is used 80% of the time.

My Examples: In Photography, 20% of the time people are doing what makes them newsworthy, the other 80% of the time they are just doing the ordinary things.

Book Example: Study on wealth distribution in Italy.

2.) **Accessibility:** Adjustable Car Seats and Seat Belts

My Examples: Automobile, Adjustable seats and seatbelt. Lower bar that slides seat backward and forward, to accommodate a range of human heights. Side lever accommodates different angles of human posture. The adjustable seatbelt slides up and down to also accommodate different heights. (Ever remember being small, and the seatbelt would cut into your neck, so you wore the chest portion behind your back? We improvised, but defeated the effectiveness of safety, by creating a hazardous scenario. This still happens to short adults.)

Adjustable Seatbelt allowed short people to wear the seatbelt the way it was intended; across the chest and lap. A good design for a seatbelt I think, is the airplane lap-belt. The release buckle can only be activated with a strike-through motion, from left to right.

Concentrates on the human form and its abilities. An object or environment designed to be used by as many people as possible, without modification. Perceptibility, Operability, Simplicity, Forgiveness. Consider height, weight, age, sex.

Book Example: Audience was originally intended for the disabled, but we can see examples of accessibility in many designs that we all use. Elevator; emergency phone, wide doorways, hand-rails.

3.) **Advance Organizer:**

My Examples: Everything on an airplane. When you take your seat, and watch the flight attendant give direction to passengers. The Expository Organizer begins

when the flight attendant step-by-step describes the processes passengers will execute in case of emergency. If the plane goes down, oxygen will drop down from the over-head compartment; the attendant exhibits how to put the mask on. If overseas, the flight attendant explains that under each seat is a life preserver, then describes how to put one on.

Two types; expository organizers and comparative organizers. One is introducing new information and the latter utilizes information the user has preexisting knowledge of.

Prior to the release of new information advance organizers are; brief chunks, spoken, written, or illustrated are given to familiarize the user.

Comparative is good when audiences have existing knowledge. Metaphor is good, but not great when over-used. Used when people are familiar with the information being presented.

Expository would describe the equipment and it's function. Presents information in a linear sequence.

Book Example: Forklift operation.

4.) Aesthetic-Usability Effect:

My Examples: A Pay Phone in the United States of America typically are blue, with a white phone. To make all pay phone's in this way; isolates the possibility of confusion or loss. Perhaps this was a rendition of the Postal Box, which is almost exactly the same. McDonald's Outdoor Trash Cans and Postal Box Chutes: Anyone that passes a box with a Chute, has no trouble figuring out what to do. As they reach for their car door handle, they instead, step on the acceleration pedal and position themselves directly outside the Chute. They roll their window down, and drop the object down the Chute.

Visual Design is proven easier to use, "foster positive experiences," tolerance of design error.

Book Example: Nokia color-phone covers, create a positive relationship between product and user.

5.) Affordance: Recycled Art and Screen Doors

My Examples: Recycled Materials; Recycled juice box purses, The Mighty Wallet made from recycled Tyvek. Recycled items afford waste. Screen doors afford bugs.

A design is more efficient when affordance corresponds with environment. Book Example: A Metal plate on a door that pushes, instead of a handle. Anti-perch design affords 'perching.'

6.) Alignment: Apple Dock and Menu Bars on Computer Screens

My Examples: Apple Dock borders computer screen. The Menu Bar on a Desktop guides user through the interfaces within. Any design that depicts a path that ends in understanding. Fire Escape Maps in Hotel Rooms, Maps in Malls; "YOU ARE HERE" establishes a starting point, linear paths describe direction, arrows detail direction to follow, "EXIT" expresses possible point of interest.

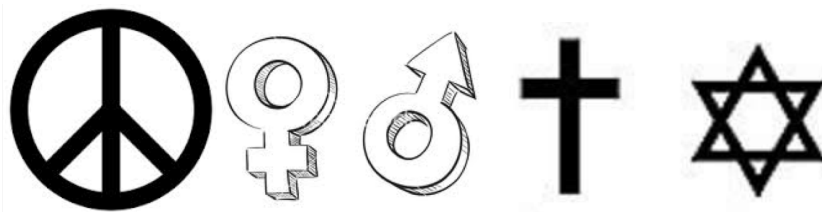
Form, Structure, Path of a Design.

Book Example: Columns/Rows lead a user to understanding.

7.) Anthropomorphic Form:

My Examples: Symbols; Peace, Female/Male, Cross, Star of David

Patterns in clothes, product containers. A color-blind person can understand angular shapes and round anthropomorphic shapes; this section says vitality and sexuality can be attained from the feminine form. Round represents baby-like. Angular provokes a masculine response. The Peace Symbol, male/female symbols; the circles represent sexuality, the arrow being masculine and the cross looks like the shape of a woman, with a big bottom.



Success of human form, in non-human forms. Personification.

Book Example: "Mae West" and her coke bottle body. Method soap does it well. Method Dish Soap.

8.) Archetypes: Pink; Victoria's, the Musician's, Crayola's, Starburst's

My Examples: Everything that is Pink and everything that is blue. Victoria's Secret has an entire 'PINK' line of clothing, the word 'Pink' is printed on the backside of bottoms everywhere. The musician PINK, her hair dyed pink, I have these two associations with the color pink, new assertions; I have almost totally forgotten pink was my favorite smelly marker in elementary school, and pink is my all time favorite STARBURST flavor.

"Universal patterns of theme and form resulting from innate biases or dispositions."

Book Example: Harley Davidson, Nike and Jordan. Archetypal Plot:

plot—the Hero's Journey—can be summarized as follows: a prospective hero is called to an adventure that he or she refuses; a meeting with a mentor occurs and the hero meets the call; the hero experiences various trials, often including the defeat or death of the mentor by an ultimate enemy; the hero must overcome self-doubt and confront the ultimate enemy; the hero defeats the ultimate enemy and returns home to great celebration. This archetypal theme has been successfully

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9.) Area Alignment: Text/Graphic Placement for Logos/Packaging

My Examples: When applying a logo to a product, graphics and text should line up. Use Area Alignment to center the Product Name directly over the Product Image. Use Edge alignment for Ingredients and Instructions.

Area Alignment is the placement of an element based on the center of the element. Most software uses Edge Alignment, particularly with Word Programs. At this moment, the text I have written is Edge Alignment Left, where the right side of each paragraph is 'ragged.'

Book Examples: When grouping elements that are simple/symmetrical use Edge Alignment, when elements are complex, asymmetrical, use Area Alignment.

10.) Attractiveness Bias: Barbie, Hollywood, Plastic Surgery

My Examples: Angelina Jolie, Brad Pitt, Kiera Knightly; if they weren't attractive, we might not see them on the Silver Screen nearly as much. Studies have been done, and plastic surgeons are the experts on what sells. High cheek bones, sloping nose, big lips, no wrinkles, dimple in the chin, less hair, more hair, whatever, there's a doctor for all that.

Pretty People Sell Whatever; studies show attractive people get more attention, this is useful in Marketing and Advertising.

Book Example: JFK and Nixon. Also note; over the radio, maybe Nixon sounded a more attractive candidate.

11.) Baby-Face Bias: Drew Barrymore, Baby-Face Nelson

My Examples: Drew Barrymore, no matter what her past, Barrymore is a doll, Round Features, Large Eyes, Small Nose, High Forehead, and a Short Chin=Baby-Face. Pug dogs share these features, and Kittens, who doesn't love a Kitten? Ted Talks Video Rule #2 Google Baby Animal Photos, any animal.

Book Examples: Premature babies get less love, baby-faced defendant appears less responsible of crime, matured-faced person, in marketing can convey expertise/authority.

Interestingly, when a baby-faced defendant pleads guilty, they receive harsher sentences than mature-faced defendants—it seems the contrast between the expectation of innocence and the conclusion of guilt evokes a harsher reaction than when the expectation and the conclusion align.