

Principles of



Information Design (thumbnail)

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Principles of



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Main topics

- Introducing information design
- Designing the content
- Designing for human factors
- Creating a visual design
- Applying design principles to the web
- Designing for the user



What is information design?

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What is information design?

- Many things to many people
 - For some, it's how we structure the information
 - For others, it's how we make it look
- Here are some sample definitions...

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Putting it all together...

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Designing the content

contents
contents
contents
contents

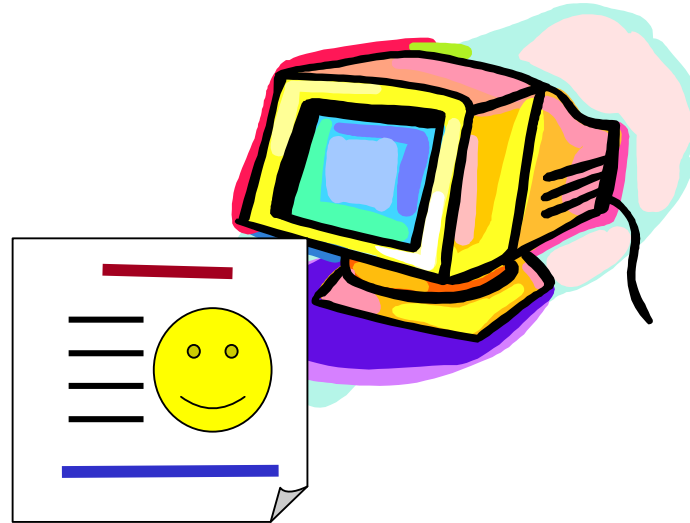
Content = words,
structure, etc.

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Creating a visual design



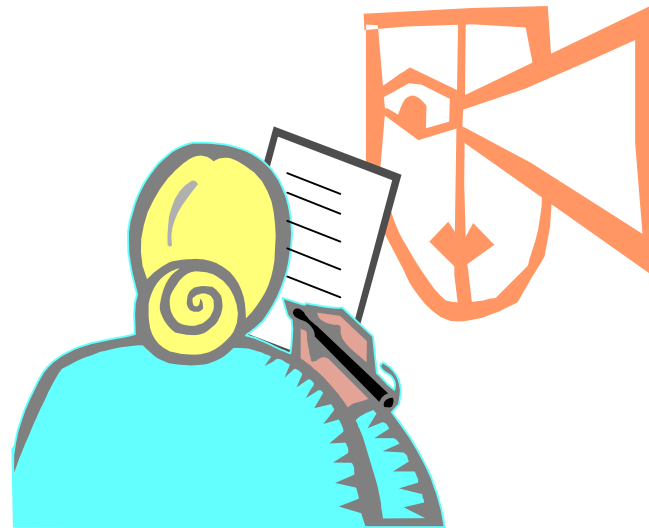
visual design = how it looks

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Designing for human factors



human factors = how access, process and
retain information

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Designing for users



usability

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Putting it all together



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What we've covered

- Various definitions of information design
- Models of information design
- Who's who in information design
- Involves many things:
 - **content**: writing
 - **visual design**: how it looks
 - **human factors**: how we access and process information
 - **users**: the people using the information, usability