

Crafting Clarity

Madeline Grdina

Bad design

Bad design (in public works)

(REPUBLICAN)	
GEORGE W. BUSH - PRESIDENT DICK CHENEY - VICE PRESIDENT	3 ➔
(DEMOCRATIC)	
AL GORE - PRESIDENT JOE LIEBERMAN - VICE PRESIDENT	5 ➔
(LIBERTARIAN)	
HARRY BROWNE - PRESIDENT ART OLIVIER - VICE PRESIDENT	7 ➔
(GREEN)	
RALPH NADER - PRESIDENT WINONA LaDUKE - VICE PRESIDENT	9 ➔
(SOCIALIST WORKERS)	
JAMES HARRIS - PRESIDENT MARGARET TROWE - VICE PRESIDENT	11 ➔
(NATURAL LAW)	
JOHN HAGELIN - PRESIDENT NAT GOLDHABER - VICE PRESIDENT	13 ➔

	(REFORM)
← 4	PAT BUCHANAN - PRESIDENT EZOLA FOSTER - VICE PRESIDENT
	(SOCIALIST)
← 6	DAVID McREYNOLDS - PRESIDENT MARY CAL HOLLIS - VICE PRESIDENT
	(CONSTITUTION)
← 8	HOWARD PHILLIPS - PRESIDENT J. CURTIS FRAZIER - VICE PRESIDENT
	(WORKERS WORLD)
← 10	MONICA MOOREHEAD - PRESIDENT GLORIA La RIVA - VICE PRESIDENT
	WRITE-IN CANDIDATE To vote for a write-in candidate, follow the directions on the long stub of your ballot card.

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Hole punch 1

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Hole punch 3?

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Hole punch 1

← 4

Hole punch 3?

← 6

Hole punch 5??

← 8

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HOLLIS - VICE PRESIDENT

(CONSTITUTION)

HOWARD PHILLIPS - PRESIDENT
J. CURTIS FRAZIER - VICE PRESIDENT

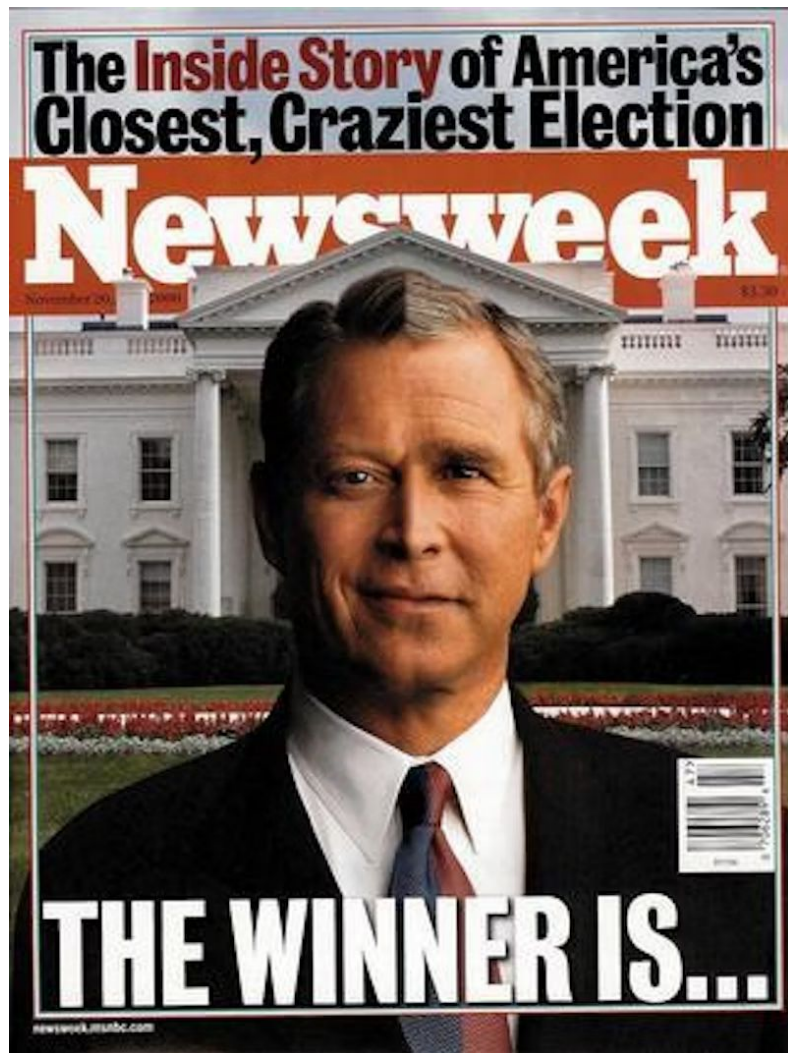
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MONICA MOOREHEAD - PRESIDENT
GLORIA La RIVA - VICE PRESIDENT

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Unclear to voters





Since then...



“Making information about government operations **more readily available and useful** is also core to the promise of a more efficient and transparent government.”

[Open Government Initiative](#)

“The Plain Writing Act of 2010 was signed on October 13, 2010. The law requires that federal agencies use clear government communication **that the public can understand and use.**”

PlainLanguage.gov

“The first rule of plain language is: **write for your audience. Focus on what users want to know. Guide them** through the information.”


[PlainLanguage.gov](https://www.plainlanguage.gov)

Good design (in public works)

Official Ballot for General Election
 Springfield County, Arkansas
 Tuesday, November 07, 2006 1 / 5

Instructions


Making selections



Fill in the oval to the left of the name of your choice. You must darken the oval completely, and do not make any marks outside of the oval. You do not have to vote in every race.


Do not cross out or erase, or your vote may not count. If you make a mistake or a stray mark, ask for a new ballot from the poll workers.

Optional write-in or write-in:



To add a candidate, fill in the oval to the left of "or write-in" and print the name clearly on the dashed line.

Turning in the ballot



Insert the completed ballot into the ballot sleeve. Hand in the ballot to be counted.

Do not fold the ballot.

President and Vice-President of the United States
 Vote for 1 pair

- Joseph Barack and Joseph Hillary Blue
- Adam Cramer and Greg Vasquez Yellow
- Daniel Court and Amy Shumard Purple
- Alvin Boone and James Lian Orange
- Austin Hildebrand and James Gaertly Pink
- Martin Patterson and Clay Larkiere Gold
- Elizabeth Harp and Antoine Jefferson Gray
- Momentsa Puzgier and Weston Phelps Brown
- or write-in: _____

U.S. Senator
 Vote for 1

- Dennis Wolford Blue
- Lloyd Garris Yellow
- Sylvia Westworth-Farrington Purple
- John Hewatson Orange
- Victor Martinez Pink
- Heather Porter Gold
- or write-in: _____

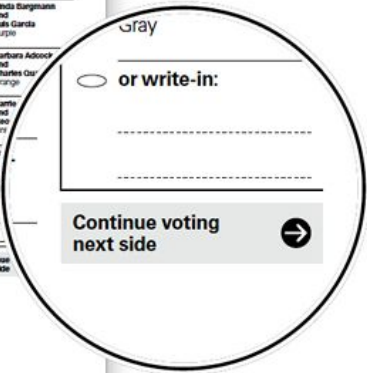
U.S. Representative
 Vote for 1

- Brad Plankard Blue
- Bruce Raeder Yellow
- Brad Schott Purple
- Glen Tawney Orange
- Carroll Forrest Pink
- or write-in: _____

State Governor and Lieutenant-Governor
 Vote for 1 pair

- Charlene Franz and Chris Neuberg Blue
- Gerard Hunt and Anthony Parks Yellow
- Linda Bergmann and Luis Garcia Purple
- Barbara Adcock and Charles Cur Orange
- Camie and Geo Pink
- Fr and R Gray
- C Yellow

Continue next slide



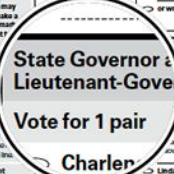
Good design supports process and navigation

Good design highlights what's important

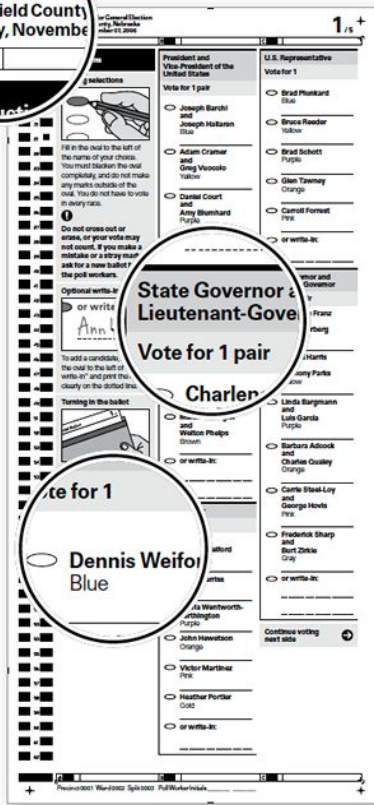
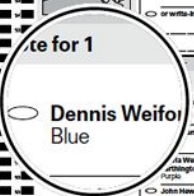
Ballot Title



Contest Header



Candidate Name
Party Affiliation



Clear to voters

Good design clarifies.

Good design is hard to do.

How can we craft clarity?

1. Invisibility
2. Purpose
3. Usability

1. Invisibility
2. Purpose
3. Usability

**Design is more
than the visuals**

- Content
- Architecture
- Hierarchy
- Interaction
- Navigation
- ...

- Content
- Architecture
- Hierarchy
- Interaction
- Navigation
- ...

- Readability
- Findability
- Guidance
- Consistency
- Engagement
- ...

Everyone is a designer

“You shouldn’t notice design.”

“Great design, when done well, is invisible. **If the user notices the design, it's not good enough yet.**”

Jared Spool
[X \(Twitter\)](#)

Act 1: Invisibility



“There's no such thing as a user reading a website manual or otherwise spending much time trying to figure out an interface.”

NN Group

[Usability 101: Introduction to Usability](#)

“Good design is invisible’...means that **when something is well-designed, you don’t notice it’s there** and how easy it is to use.”

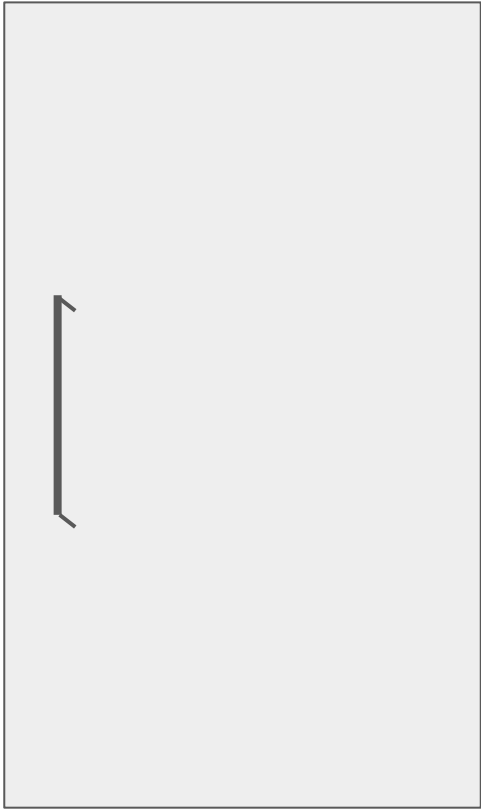
John Hawley

[Good Design is Invisible: Understanding Design’s Impact](#)

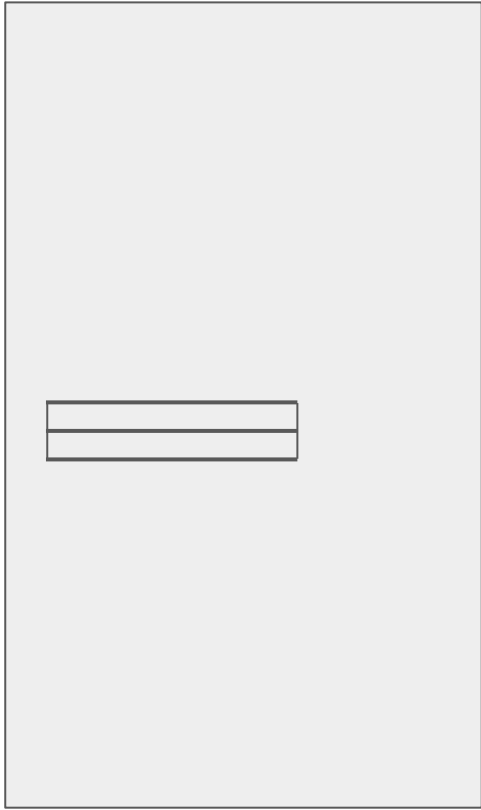
Act 1: Invisibility



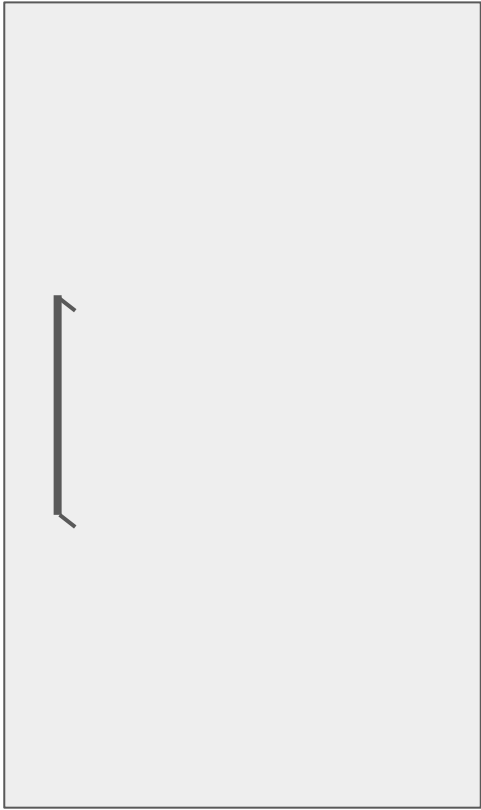
Act 1: Invisibility



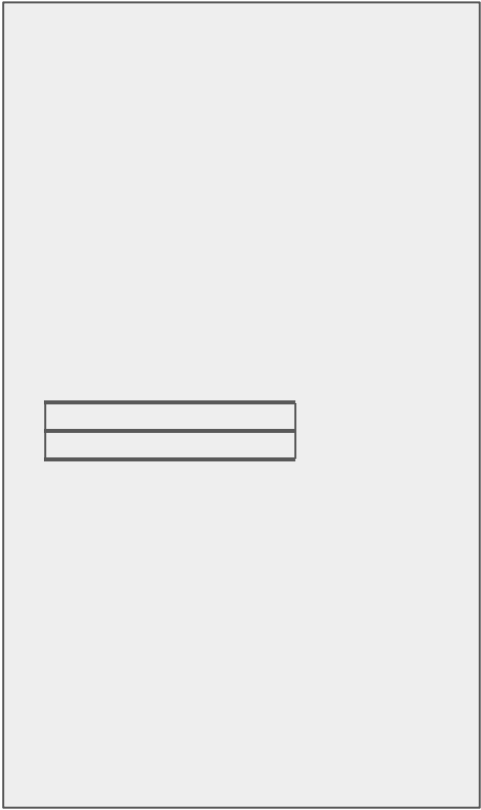
1.



2.



1. Pull



2. Push

“Successful design is invisible.”

Disney UX professional
2017

Avoiding style over substance

An infographic about infographics

Infographics make anything up to **67%** more interesting



Infographics make you or your business **82%** cooler



32% of all marketing people agree with the statement "an infographic makes me look more relevant"

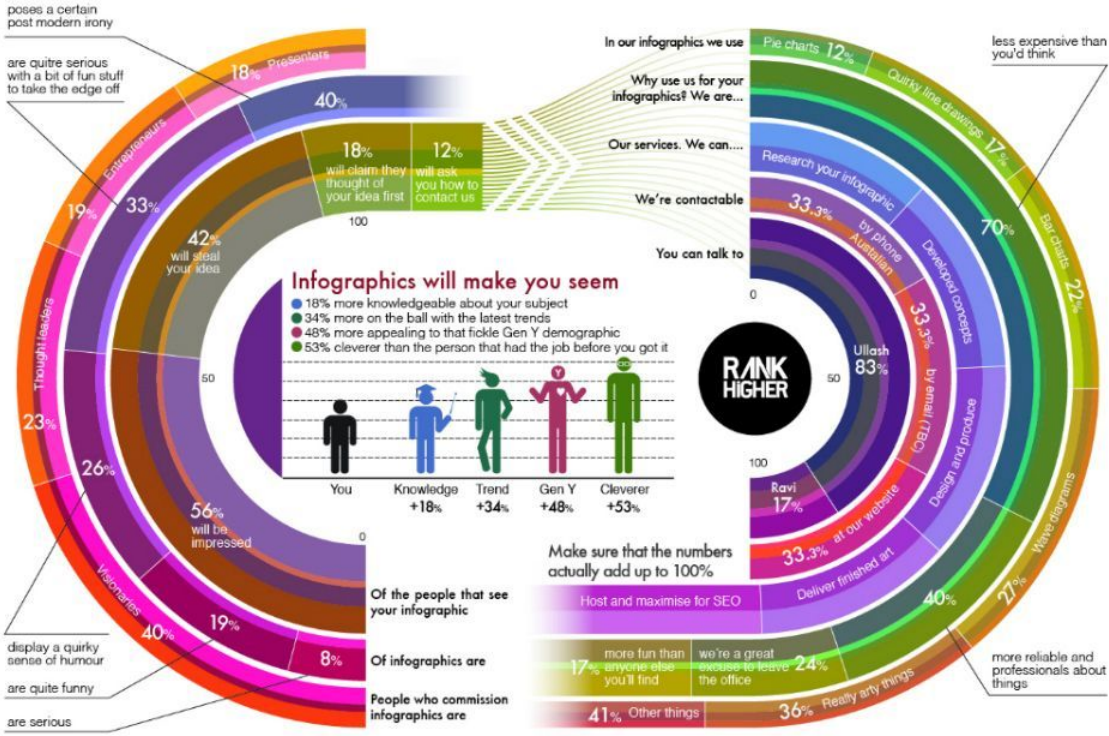


Infographics make you up to **40%** more relevant to hipsters



Anything presented in an infographic will seem **53%** more dynamic





We can create infographics about:

Your ROI

Your staff

Your vision

Your product

Your clients

Your pets

Your attitudes

Your anything

Our infographics are great for:

Websites

Reports

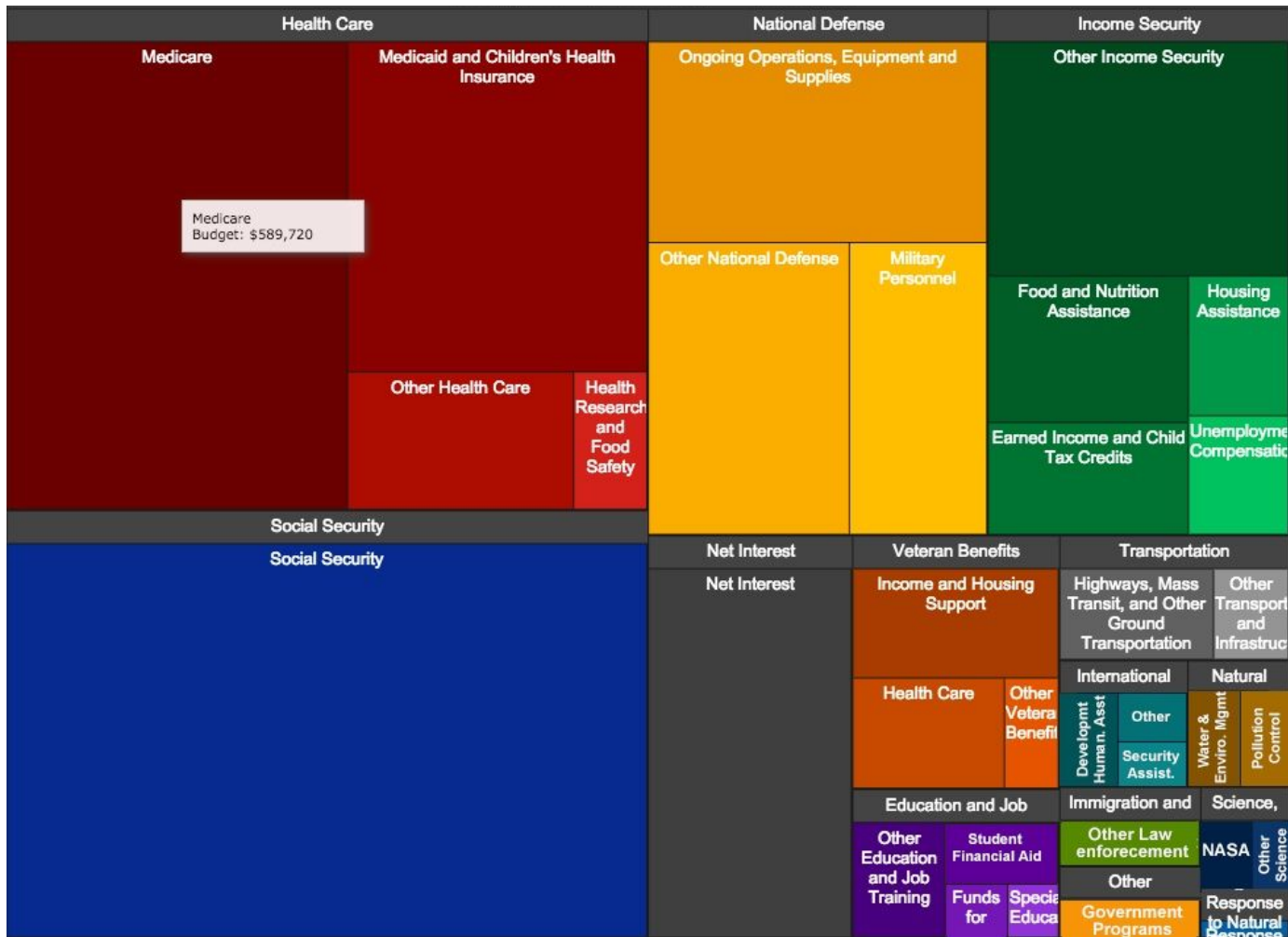
Social media

SEO

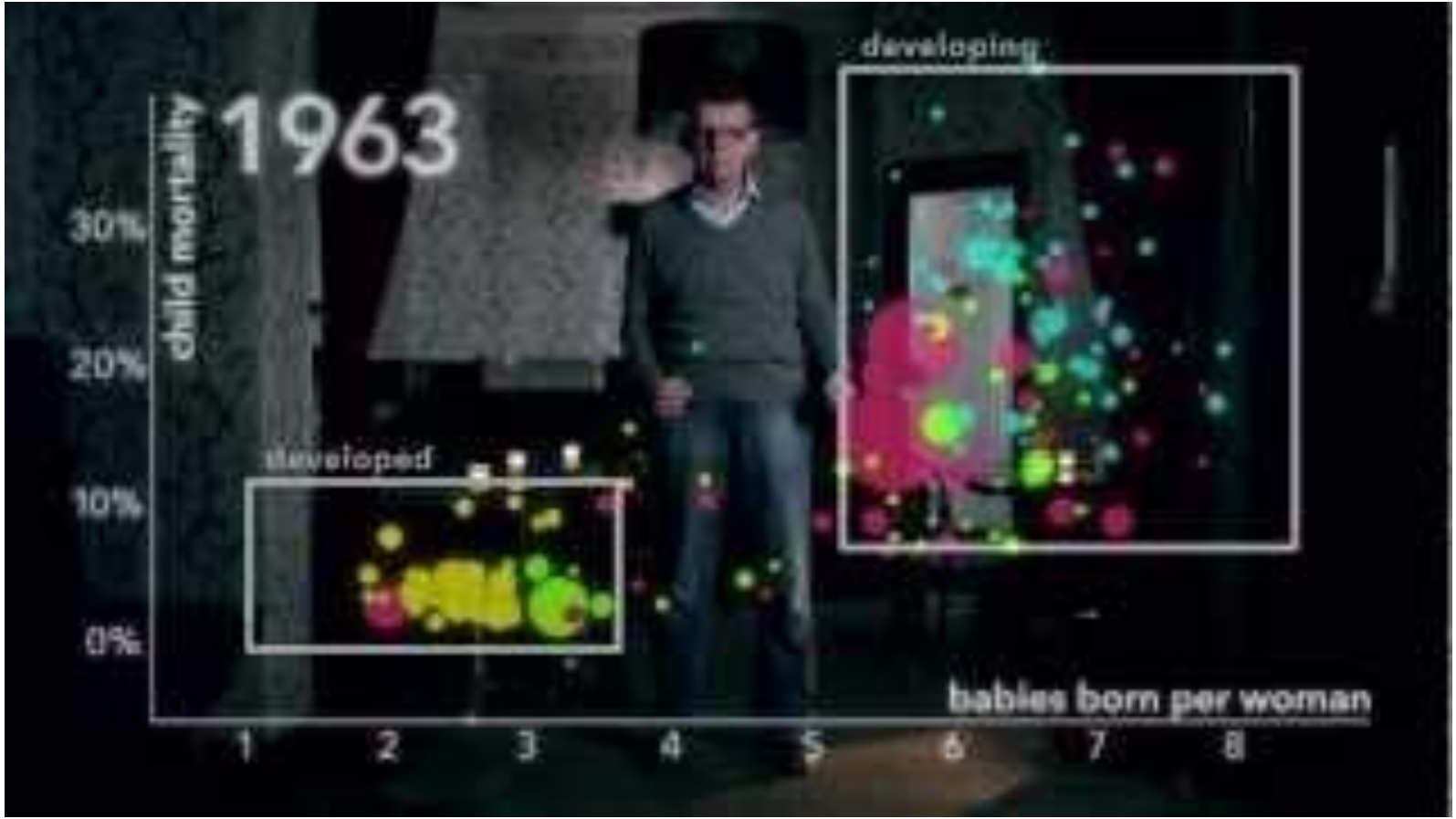
Presentations

Making you look fabulous

Act 1: Invisibility



Act 1: Invisibility



**The style supports
the substance**

But.

Soup!

Act 1: Invisibility



Act 1: Invisibility



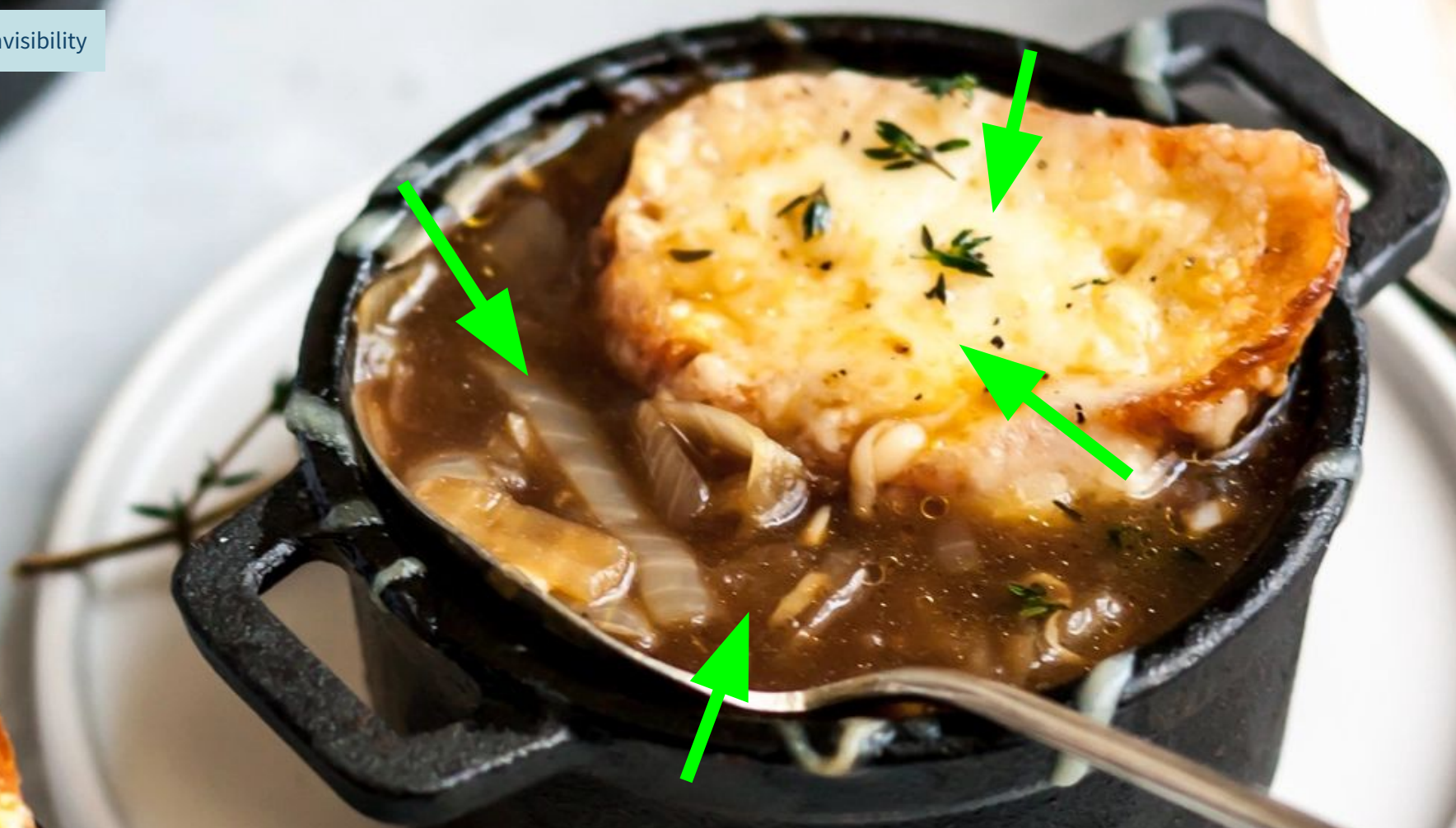
Act 1: Invisibility



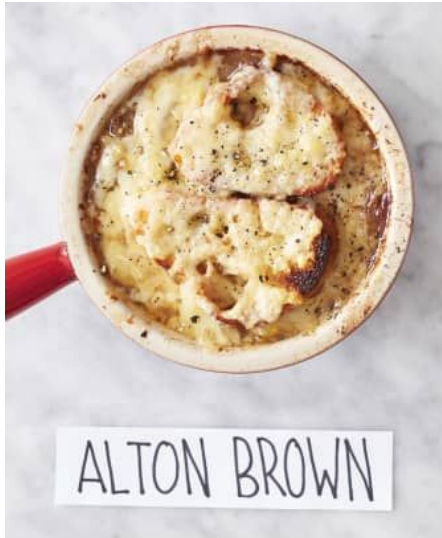
Act 1: Invisibility



Act 1: Invisibility



Act 1: Invisibility



Act 1: Invisibility



with Cheddar Cheese
avec croûtons et fromage suisse

NET 285 g 10 oz

KEEP FROZEN • GARDER CONGÉLÉ

COOKING INSTRUCTIONS
NOTE: Prepare soup from the frozen state. Remove all packaging prior to cooking. Freeze product in thoroughly heated (160°/74°C) before serving. Since ingredients vary, the instructions below are guidelines only.
HEAT: Preheat oven to 400°F (200°C). Place frozen (or packaged) soup in oven-safe bowl, with cheese facing up, and cook for about 40 minutes.

MODE DE CUISSON
NOTE: Préparer la soupe à partir de l'état congelé. Retirer tout l'emballage avant de cuire. S'assurer que le produit est bien chaud (160°/74 °C) avant de le servir. L'application des instructions ci-dessous peut varier selon les appareils utilisés.
FOUR: Préchauffer le four à 400 °F (200 °C). Déposer la soupe déballée dans un bol approprié en haut et chauffer pendant 40 minutes environ.



Act 1: Invisibility



Act 1: Invisibility



Act 1: Invisibility



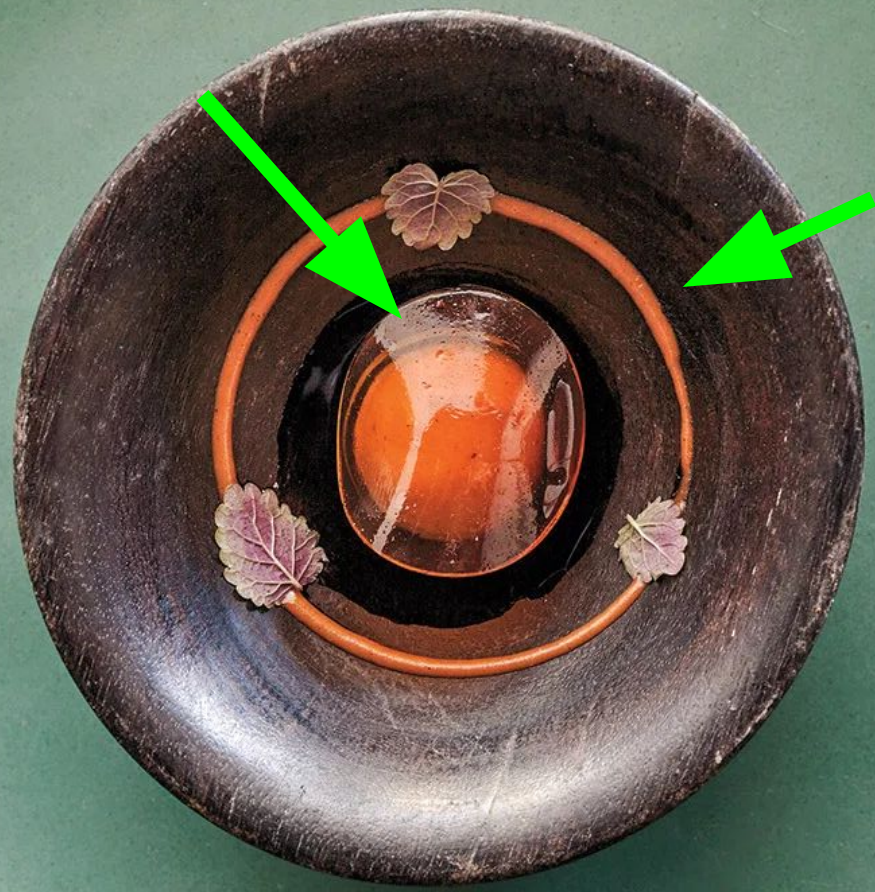
Act 1: Invisibility



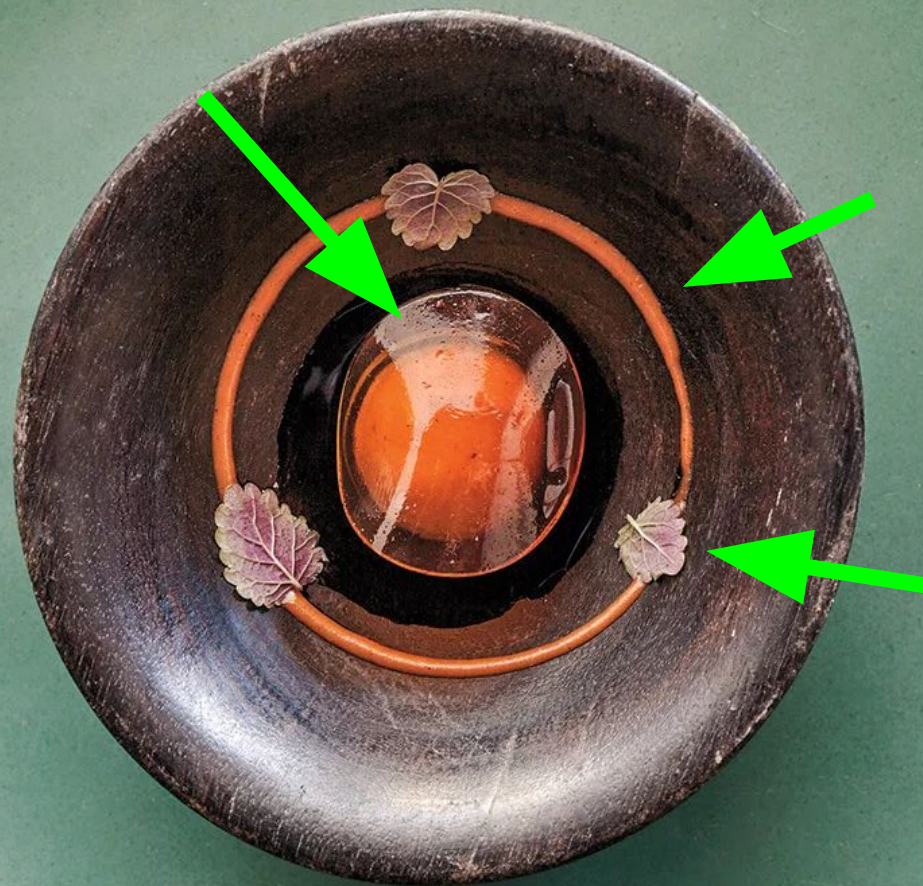
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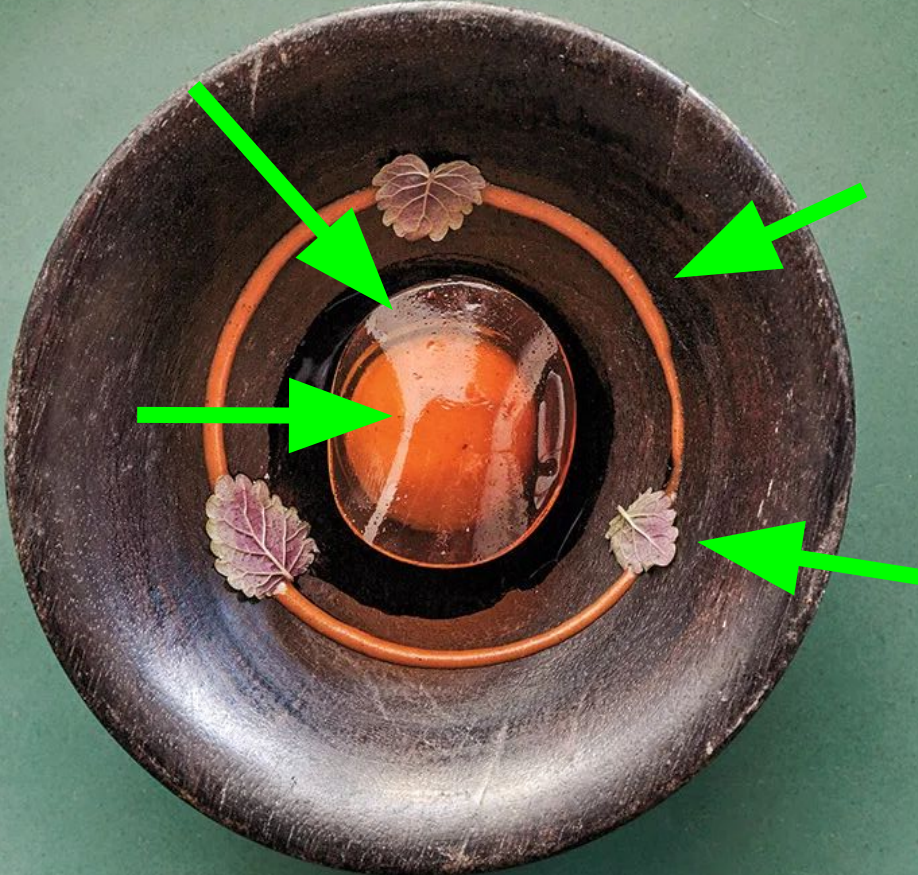
Act 1: Invisibility



Act 1: Invisibility



Act 1: Invisibility



Act 1: Invisibility



1. Invisibility
2. Purpose
3. Usability

Act 2: Purpose

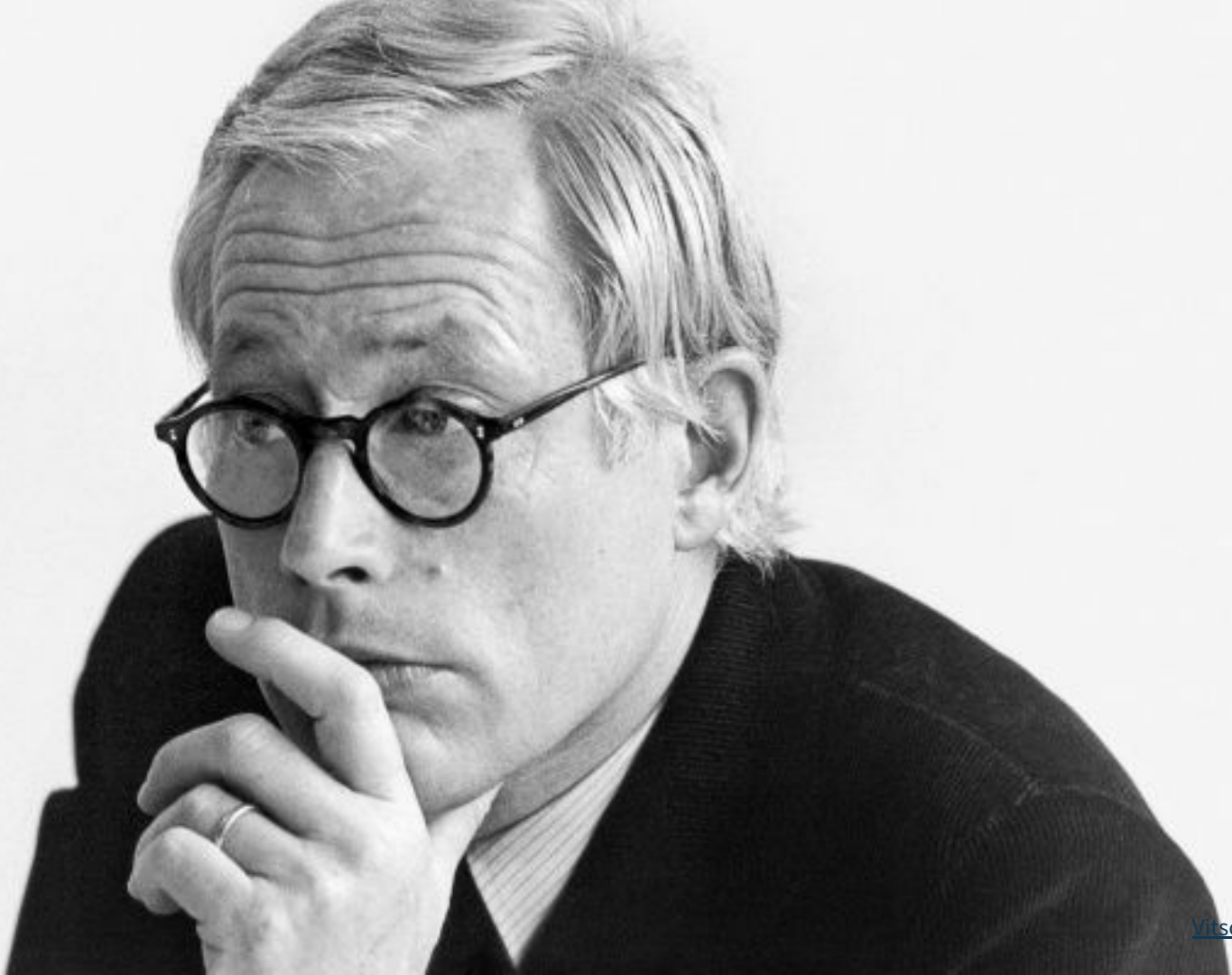


Act 2: Purpose

A



Z



“Good design is as little design as possible.”

Dieter Rams

Act 2: Purpose



**Good design clarifies
affordances**



“A little bit of humor is almost always part of the plan going into most projects.”

Gail Anderson

[Print](#)

Act 2: Purpose



Good design clarifies messages

Act 2: Purpose

A



Z



**The purpose of design
is to communicate**

affordance

a message



“I have a desire to take [the eater] back to a place of their childhood or of what they have experienced before.”

Dominique Crenn
Longreads



“It’s never just what’s on the plate....

Helen Rosner
Eater

... It's the patterns, the ebb and flow, learning and teaching, the wide emotional arc of being a person at a table in the fortunate position of being fed.”

Helen Rosner
Eater



Making pierogi with family

Act 2: Purpose



Good design serves a purpose

affordance

a message

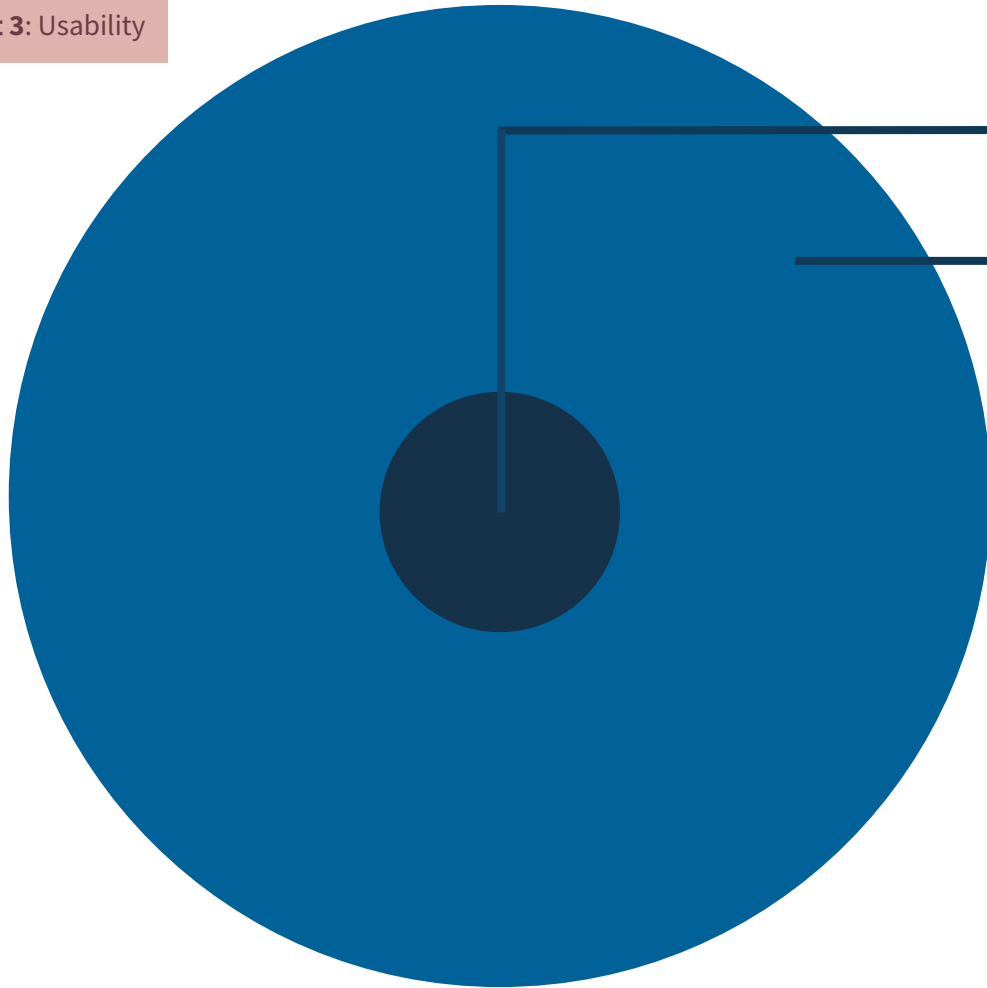
**Both philosophies
are valid**

**Both philosophies build on
expectations & experiences**

**Both philosophies can be
used together**

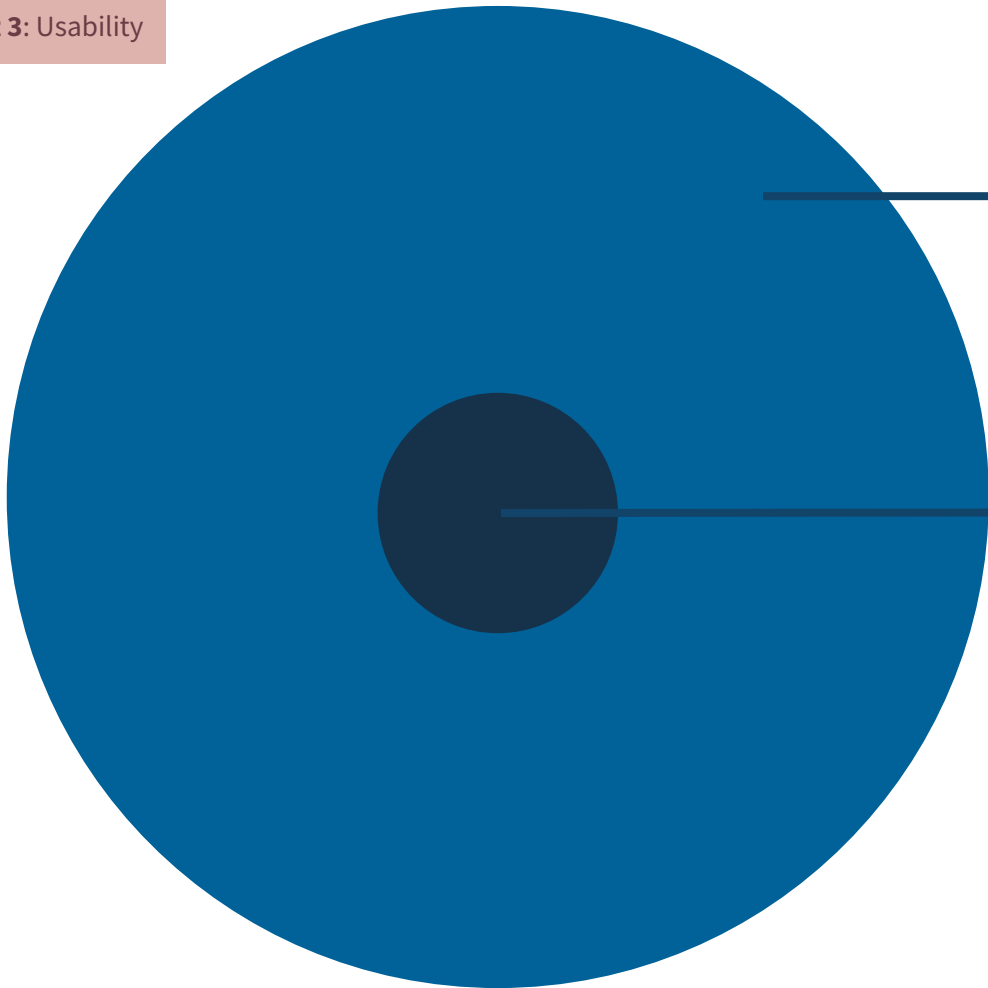
But.

1. Invisibility
2. Purpose
3. Usability



Usability

- Intuitive design
- Ease of learning
- Efficiency of use
- Memorability
- Error frequency
- Satisfaction
- ...



User needs & expectations

Usability

“User needs’ are the needs that a user has of a service, and which that service must satisfy for the user to get the right outcome for them.”

[Learning about users and their needs](#)

Gov.UK

**User needs depend on
the user and their goals**

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“Data visualization for decision-making aims to provide a clear and concise representation of data that viewers can easily understand.”

Vibha Gupta

[Data Visualization for Decision Making: The Complete Guide](#)

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Vibha Gupta

[Data Visualization for Decision Making: The Complete Guide](#)

HENRY COUNTY

OFFICIAL BALLOT

**OFFICIAL GENERAL ELECTION BALLOT
OF THE STATE OF GEORGIA
NOVEMBER 6, 2018**

For Lieutenant Governor
(Vote for One)

GEOFF DUNCAN
Republican

SARAH RIGGS AMICO
Democrat

Write-in

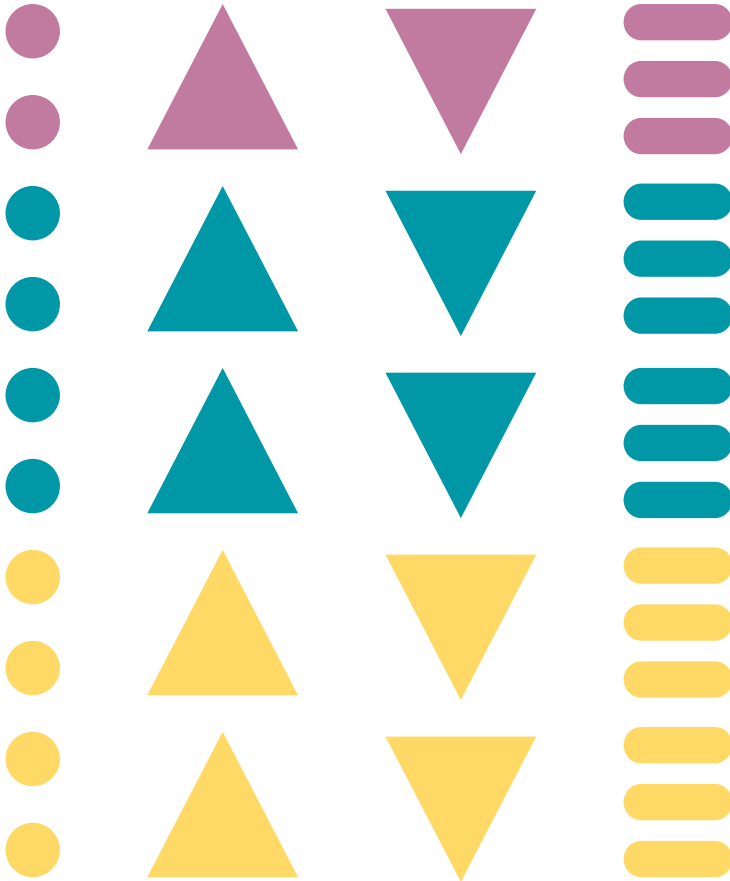
**Easy ≠
Dumbing it down**

**Easy =
Organized + Simplified**

Act 3: Usability



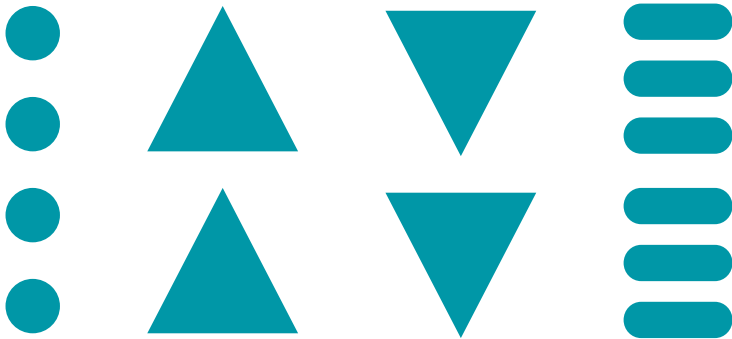
Act 3: Usability



Act 3: Usability



Act 3: Usability



**Organizing information
in a way that makes sense**

**Consider how the design
can simplify**



1963

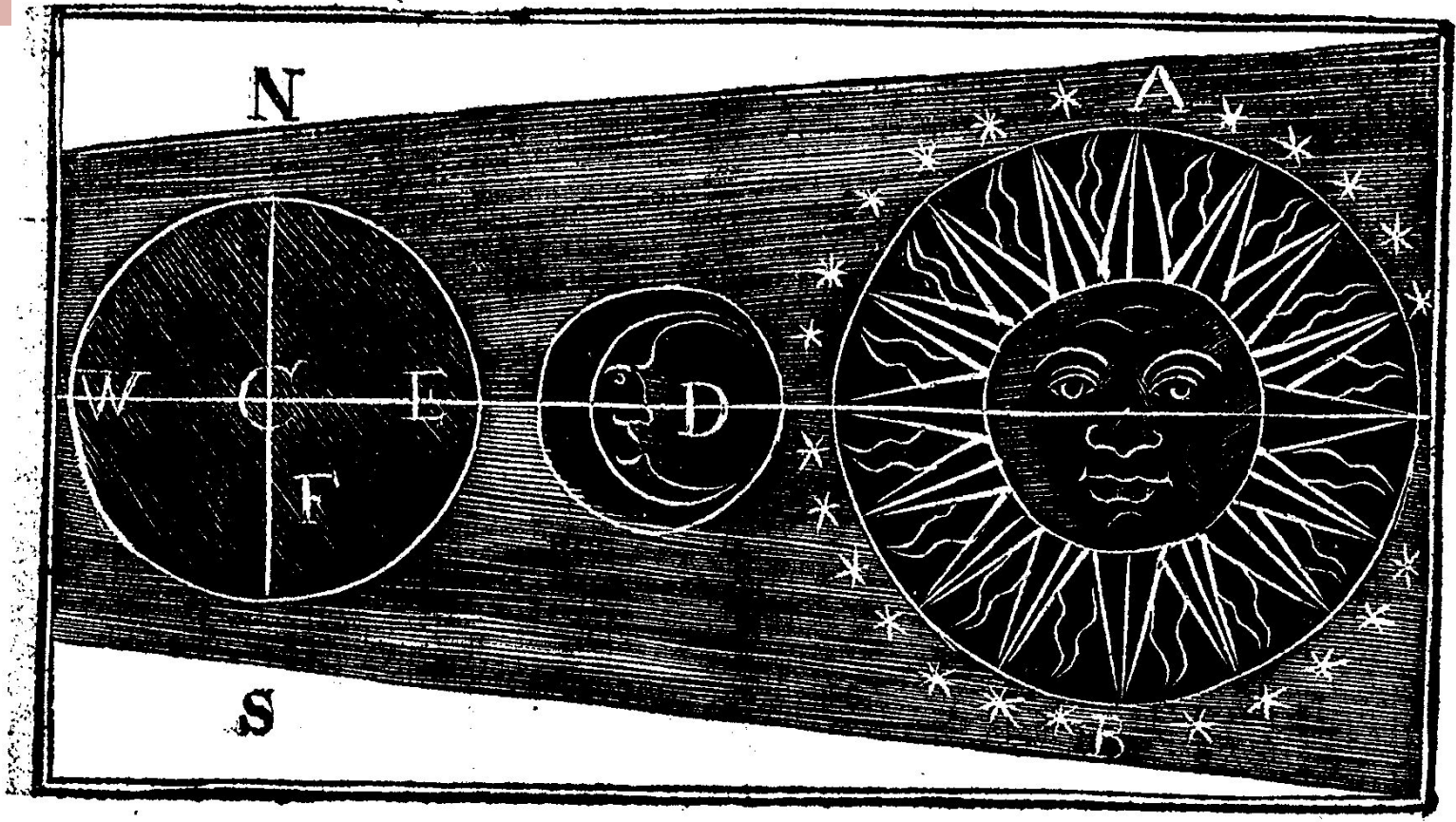
AMERICAS

“The first rule of plain language is: **write for your audience. Focus on what users want to know. Guide them** through the information.”

[PlainLanguage.gov](https://www.plainlanguage.gov)

Act 3: Usability





Know thy user

We are here



The end

1. Invisibility
2. Purpose
3. Usability

“It’s never just what’s on the [page]....

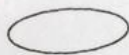
With inspiration from Helen Rosner

...It's the patterns, the ebb and flow, learning and teaching, the wide emotional arc of being a person in the fortunate position of [experiencing clarity].”

With inspiration from Helen Rosner



YES



NO

END OF BALLOT

DENT

(COUNTIES)

Thank you!

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Thanks especially to

Doug Anderson
Lindsay Boersma
Sasha Haywood
Bridgett Milner
Robert Morse
David Robledo