Objectives

- Reviewing papers
- Continuing graphic design

REVIEWING PAPERS

General Presentation Outline

- Intro/Motivation
  - Problem is big, important, difficult
- Background
  - Terminology, technology, domain
- Ideas
  - Described clearly, with examples
  - Provide intuition
- Evaluate ideas
  - Proof
  - Experiments -- methodology, repeatable
    - Analyze data, draw conclusions
- Related Work
  - Other people working on similar problems
- Conclusions, Future Work
  - This is what we learned
  - It’s not the end...

What to Look For in Your Review

- Overall problem
- Goals of researcher
- Contributions
  - Keywords: new, novel
- Technical approach
  - Key insights ("leverage", "utilize")
- Evaluation
  - Answers all your questions about approach?
- Limitations
  - May not be a general-purpose solution
  - Check assumptions
- Clarity of presentation

Balance and Symmetry

- Choose an axis (usually vertical)
- Distribute elements equally around the axis
  - Equalize both mass (quantity of nonwhite pixels) and extent (area covered by those pixels)
- One easy approach: center everything
- Use of symmetry
  - Symmetry → simplicity
  - Asymmetry → contrast

GRAPHIC DESIGN
**Alignment**
- Contributes to simplicity of design
  - Fewer alignment positions → simpler design
- Align labels on left or right
- Align controls on left and right
  - Ex: Text boxes are all the same length
  - Expand as needed
- Align text baselines
- One approach: grid layouts

**Grid Systems**
- A key pattern for implementing rationality, modernism, asymmetry
- Note that no elements are "centered"

**Color Guidelines**
- Remember limitations of human vision
  - Color blindness, red-on-blue, small blue details
- Use few colors
- Avoid saturated colors
- Be consistent and match expectations

**Web Design Patterns**
- Web patterns important and persistent(!)