

PARC Principle

The four basic principles

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Contrast

The idea behind contrast is to avoid elements on the page that are merely *similar*. If the elements (type, color, size, line thickness, shape, space, etc.) are not the *same*, then make them **very different**. Contrast is often the most important visual attraction on a page—it's what makes a reader look at the page in the first place.

Repetition

Repeat visual elements of the design throughout the piece. You can repeat colors, shapes, textures, spatial relationships, line thicknesses, fonts, sizes, graphic concepts, etc. This develops the organization and strengthens the unity.

Alignment

Nothing should be placed on the page arbitrarily. Every element should have some visual connection with another element on the page. This creates a clean, sophisticated, fresh look.

Proximity

Items relating to each other should be grouped close together. When several items are in close proximity to each other, they become one visual unit rather than several separate units. This helps organize information, reduces clutter, and gives the reader a clear structure.

THE NON- DESIGNER'S DESIGN BOOK

SECOND EDITION

Design and Typographic Principles
for the Visual Novice

ROBIN WILLIAMS



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Media Disks

- Children's CDs
- Educational CDs
- Entertainment CDs
- DVDs

- Educational
 - Early learning
 - Language arts
 - Science
 - Math

Teacher Tools

- Books
- Teacher workbooks
- Videos

Hardware & Accessories

- Cables
- Input devices
- Mass storage
- Memory
- Modems
- Printers & supplies
- Video and sound

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Chamber Concert Series

Egley Junior College

Friday February 8 at 8 p.m. Alexander String Quartet

Mozart, K387, Bartok#3, Beethoven, Opus 59, #1

Sam Pritchert & Ethel Libitz, violins;

Sandra Yarbrough, viola; Mark Wilson, cello

Friday, March 1, 8 p.m. Trio Artaria

Beethoven "Archduke" Trio, and trios by

Haydn, Schoenberg and Magnard

Richard Samson Norartz, violin

Reception following concert in Egley Art Gallery

Friday, April 26 at 8 p.m. Egley Chamber Players

Brahms G Minor Piano Quartet,

Schubert Sonata

Polly Hollyfield, violin; Linda Batticioli, viola;

Norinne Antiqua-Tempest, cello;

Margaret Park-Raynolds, flute; Robin Plantz, piano

All concerts in Newman Auditorium,

Emeritus Hall, Community Education

Tickets \$10 and \$8

For ticket information phone 555-1212



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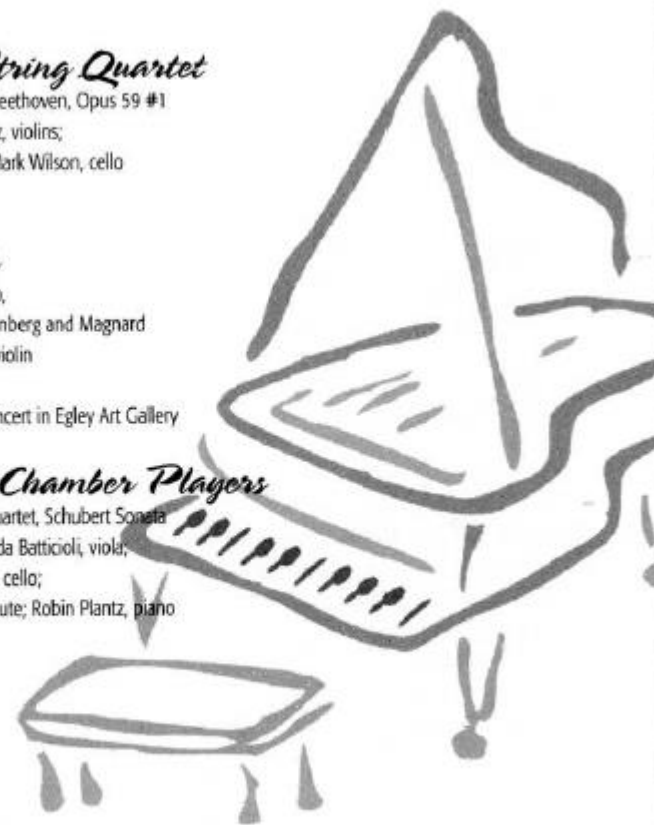
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Free Coffee!



Garage Sale!

Free Donuts!

Victorian
Fainting Couch

25-lb. bags
of bird feed

Vintage Clothing

Good-As-New
Dentistry Tools

1942

Motorola Radio

Large Bird

Toys
Large Bird Cage

1950s
Beauty Salon
equipment

Proceeds go to
the Mary Sidney
Education Fund

...and much more!

527 Happening Road

Saturday 9-3



Garage Sale!

Saturday 9-3 527 Happening Road

Good-As-New
Dentistry Tools

Victorian
Fainting Couch

Vintage Clothing

25-lb. bags of
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1950s Beauty Salon
Equipment

Toys

Large Bird and
Large Bird Cage

1942 Motorola Radio
-still works

... and much more!

Free Coffee and Donuts!

Proceeds go to the Mary Sidney Education Fund



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Internet
and do Stuff.

Url Ratz
General Manager

url@UrlsInternetCafe.com
www.UrlsInternetCafe.com

505-424-1115 voice

505-438-9762 fax

P.O. Box 23465

Santa Fe, New Mexico 87502

Url Ratz

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Bath Magic Inc.
Reglazing Solutions

Got an Ugly Tub?
Don't replace it...Reglaze It !!



[WHO WE ARE](#) / [WHAT WE DO](#) / [WHY US](#) / [HOW WE DO IT](#) / [OUR FINISHES](#) / [COLORS](#) / [SERVICE AREAS](#) / [QUESTIONS?](#) / [CONTACT US](#)
[CARE INSTRUCTIONS](#) / [4 HOUR CURE](#) / [ANTI-SLIP](#) / [DRAIN KITS](#) / [BATHTMATS](#) / [TOUCHUP KITS](#) / [LINKS](#)



Founded in 1993, Bath Magic is in the business of reglazing bathroom and kitchen fixtures. We can make that old tub, tile, or sink look great again at a fraction of the cost of replacement.

Our finish is strong, durable, and easy to care for. No more scrubbing with harsh cleaners. Most jobs take just a few hours to complete. Appointments set Monday- Saturday.

We offer Reglazing, Refinishing, and Resurfacing solutions! We can make those old worn out bathtub, sink, or tile look great again at a fraction of the cost of new. Servicing the [Cincinnati](#), [Columbus](#), [Dayton](#) and [Toledo](#) Ohio areas, along with [Detroit](#) Michigan, [Indianapolis](#) Indiana, [Louisville](#) Kentucky, [Rockford](#) Illinois, and [Madison](#) Wisconsin.

Specials
by City

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[INDIANAPOLIS, IN](#)
[LOUISVILLE, KY](#)
[MADISON, WI](#)
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[TOLEDO, OH](#)



Our Coatings

Ugly Drain?



Drain Refacing

No Slipups !



Bath Safety



Locations

Please



**Only do
business
with a
merchant
you can
Trust !**

THE FUTURE OF BUSINESS STARTS HERE.

A NEW BEGINNING FOR YOUR BUSINESS.

ABOUT US

A NEW BEGINNING FOR YOUR BUSINESS.



At our company, we are committed to providing the highest quality of service to our clients. We are a team of professionals who are passionate about their work and dedicated to achieving the best results for our clients. We are a team of professionals who are passionate about their work and dedicated to achieving the best results for our clients.

MEET THE TEAM



JOHN DOE

CEO

John Doe is the CEO of our company. He has over 10 years of experience in the business world and has led our company to great success. He is a visionary leader and is committed to providing the highest quality of service to our clients.

MEET THE TEAM



PETER SMITH

COO

Peter Smith is the COO of our company. He has over 10 years of experience in the business world and has led our company to great success. He is a visionary leader and is committed to providing the highest quality of service to our clients.



JENNY JONES

SALES

Jenny Jones is the Sales Manager of our company. She has over 10 years of experience in the business world and has led our company to great success. She is a visionary leader and is committed to providing the highest quality of service to our clients.



JOHN DOE

CEO

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OUR SERVICES

A NEW BEGINNING FOR YOUR BUSINESS.



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IDEAS	DESIGN	STRATEGY
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OUR CLIENTS

A NEW BEGINNING FOR YOUR BUSINESS.



TABLE EXAMPLE

A NEW BEGINNING FOR YOUR BUSINESS.

NAME	AGE	WEIGHT
John Doe	35	180
Jenny Jones	28	150
Peter Smith	42	200
John Doe	35	180
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Peter Smith	42	200

THE BIG IDEA.



A CASE STUDY

A NEW BEGINNING FOR YOUR BUSINESS.

NAME

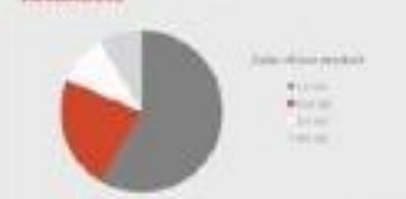
AGE

WEIGHT



GRAPH EXAMPLE

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Life's but a walking shadow, a poor player
that struts and frets his hour upon the stage,
and then is heard no more;

it is a tale told by an idiot,

full of sound and fury,

signifying nothing.

Today's mighty
oak is just
yesterday's **nut**
that held its ground.

Grant J. Egley
Rt. 4, Box 157
Greenville, MS 387501
(888) 555-1212

OBJECTIVE:

To find a position as a high school math teacher and football coach in the North Mississippi area.

WORK EXPERIENCE:

August 1999-present Math teacher and football coach at St. Joseph High School, Greenville, Mississippi. Shared the joy of mathematics with high school students, attempted to teach private-school boys how to play football, went to mass on Fridays, and learned to speak with an Irish accent.

May 2001-present Assistant manager for The Beer Barn, Greenville, Mississippi. Tossed alcoholic beverages into vehicles whizzing through the drive-through, chased down shoplifters at 90 mph, and had quiet, intellectual conversations with friends while waiting for customers.

Jan. 1997-May 1999 Math teacher and football coach at Leland High School, Leland, Mississippi. Taught Algebra 1 to freshmen, coached the offensive line for the Leland Cubs football team, hung out in the halls, twirled key rings full of keys, and drove an old red school bus on muddy Delta back roads with a busload of screaming ball players.

Summers 1997-2000 Manager of swimming pool for City of Leland Recreation Department, Leland, Mississippi. Served as swimming pool manager. Got one beck of a tan, saved swimming females from conniving pool sharks, looked good, & splashed bullies.

EDUCATION:

1995 Mississippi Delta Junior College
1997 Mississippi State University - BS in Math & Science

PROFESSIONAL AFFILIATION:

Grand National Canoe Club, Executive Secretary, 2000-2002
We Bad Weightlifters of America, Member, 1993-present
National Organization of Brothers of Laura Egley, President, 1964-present

HOBBIES:

Waterskiing, tap dance, street racing, entering trivia contests

References available on request.

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Url Ratz®, to be specific.

I'm Url. I'm a rat. As Head-Rodent-In-Charge (HRIC) of Url's Internet Cafe, it's my job to keep the cafe stocked with stuff that most computer users need . . . like lab coats and RatPads® with my picture on them.

I feel confident that you won't find anything uglier more useful anywhere.



Get on the Internet and do stuff.®

Visit Url's Internet Cafe on the World Wide Web and meet all the cafe regulars: Browser, the full-blooded Net-Hound; Lilac, Url's neo-Luddite girlfriend; Dimm Simm, the humorless landlady; Gig Megaflop, a has-been thespian; Amanda Reckonwith, advice columnist; also special columns by Robin Williams, author and speaker, plus sports commentary by Url Ratz. There's more, but, unlike the web site, we're out of space.

Url's Internet Cafe



www.UrlsInternetCafe.com

Url's Internet Cafe



If you use the Internet, we've got one thing to say to you: Ratz.

P.O. Box 23465
Santa Fe, NM 87505

Url Ratz®, to be specific.

I'm Url. I'm a rat. As Head-Rodent-In-Charge (HRIC) of Url's Internet Cafe, it's my job to keep the cafe stocked with stuff that most computer users need . . . like lab coats and RatPads® with my picture on them. I feel confident that you won't find anything uglier more useful anywhere.



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www.UrlsInternetCafe.com

If you use the Internet, we've got one thing to say to you . . .

Ratz!



Uri's Shirts and Lab Coats

Uri's t-shirts, sweatshirts, and polo shirts (and, yes, lab coats) are designed specially for those of us who don't mind using fashionwear as a desperate cry for help. If you've ever designed a web site, you know what we mean.

Every garment is top quality, just as you would expect from any operation whose spokesperson is a rodent. You can see the entire collection, including Browser the full-blooded Net-Hound, on the World Wide Web.

Uri's Coffee Mugs

Sure, you can drink coffee from any old mug. But wouldn't it be nice to have a mug that tells the world just how deep into this web stuff you really are? These mugs make great gifts for clients, business associates, relatives, or friends. Give a client a mug and he'll understand why his project hasn't been finished. Or just buy one for yourself!



Drink our coffee in one of our mugs!

Uri's RatPadz®

Why be half-ratty? Live the dream. Express your Internet-bias with Uri's RatPadz®.

These are just some of the items available in the Rat Cache. And Uri, pack-Rat that he is, keeps dreaming up new stuff to add to the collection.

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Uri's Coffee

If you've noticed you're spending lots more time at the old computer than you used to, welcome to the club. For what it's worth, here's our best advice from hardcore computer users: stock up on good coffee, preferably coffee created by a team made up of computer professionals and a small, fabulous coffee company in Santa Fe, New Mexico. Uri's Internet Cafe offers three different blends that fit this description. Buy them at www.UriInternetCafe.com.



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www.UriInternetCafe.com

Good Contrast



**Saturday,
November 29th**
Moda Nightclub
Josh Wink
With Special Guests...

DJ Sammy-O
Miami
DJ Rob Sherwood
NYC/Cleveland

**Special
19+ Event!**

FREE DRINKS from 9pm-11pm
Doors at 9pm - Proper ID Required
21+ \$10 Cover :: 19+ \$15 Cover
Special V.I.P. for guests of
America George & Grand Pool-Bar

moda nightclub
1871 west 25th st.
market square dist.
cleveland, ohio

Bad Contrast



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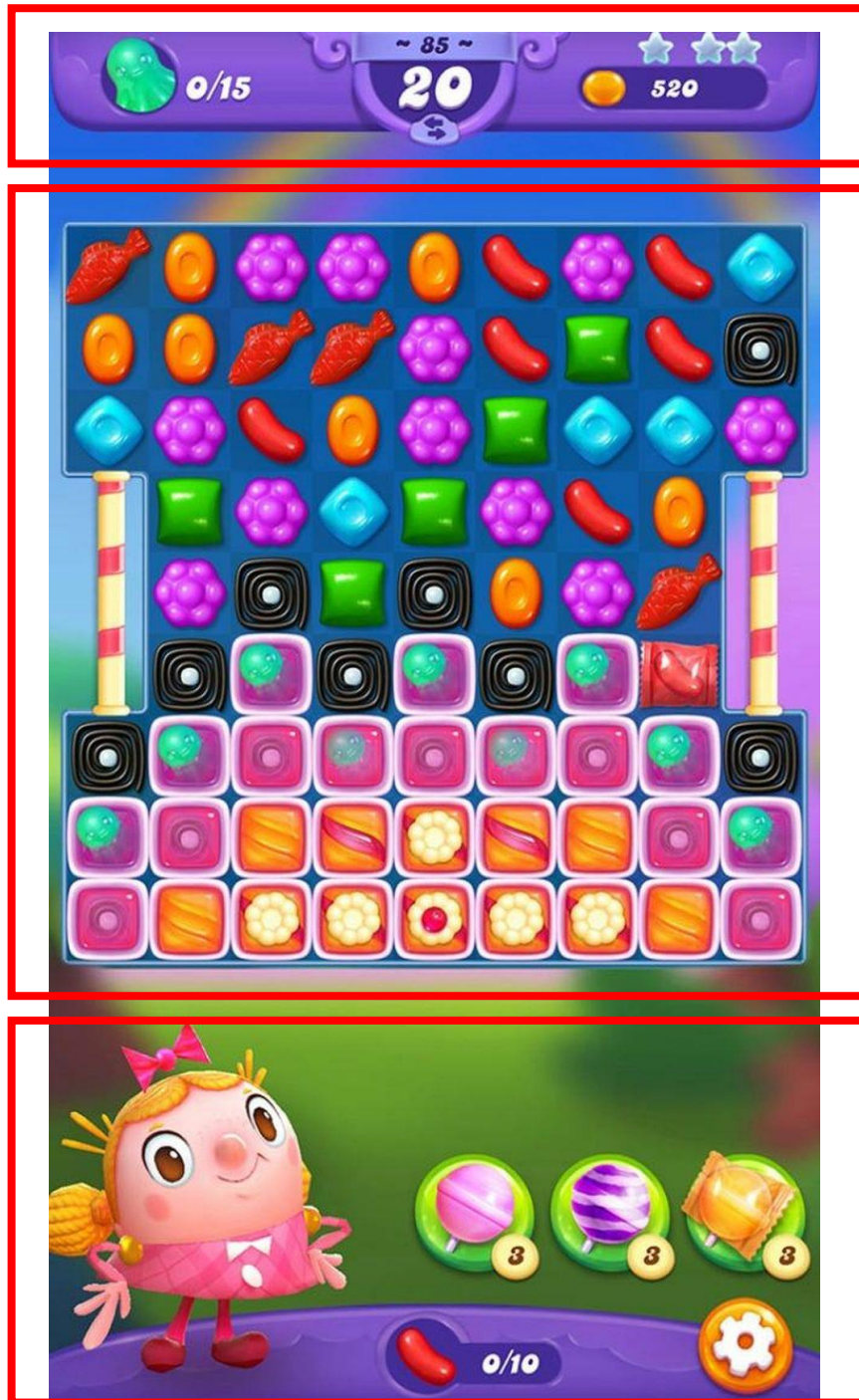
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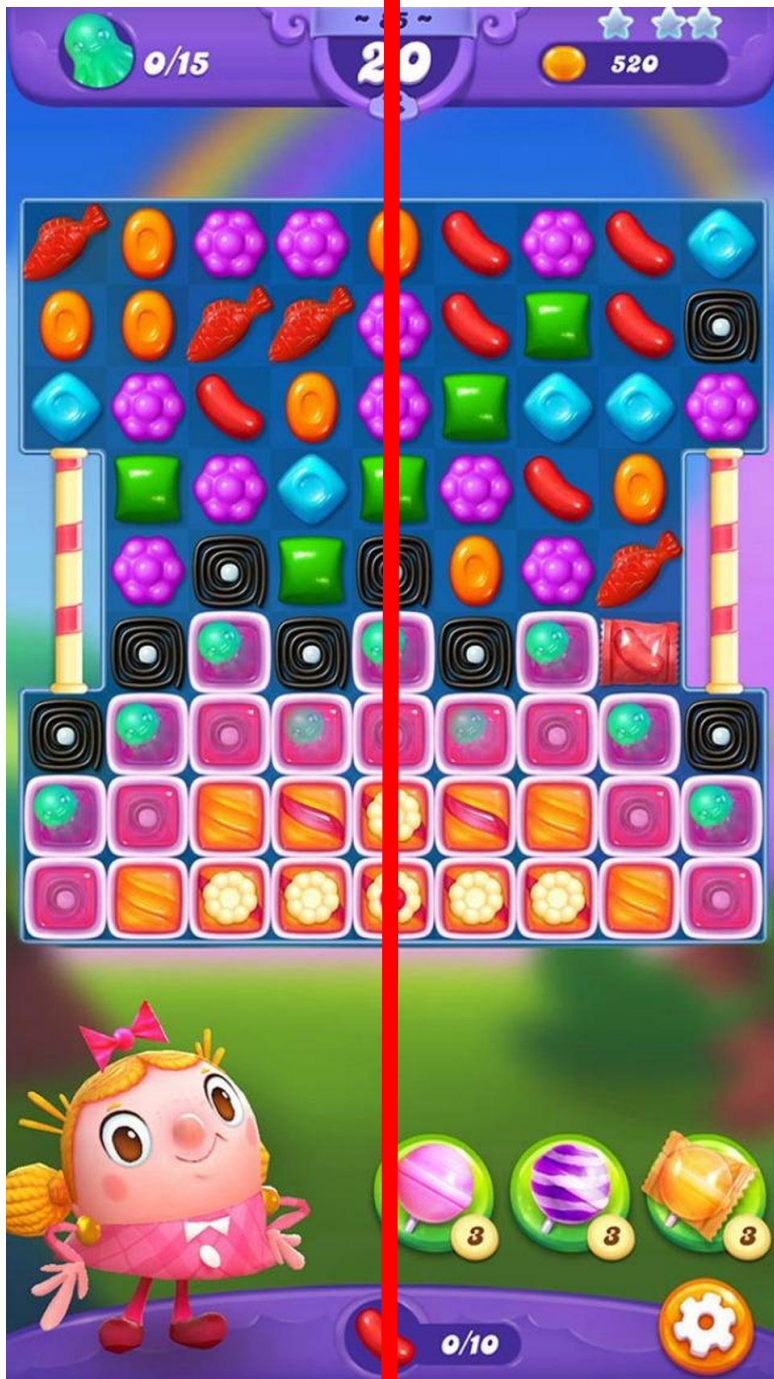
Umm . . .

When gathering these four principles from the vast maze of design theory, I thought there must be some appropriate and memorable acronym within these conceptual ideas that would help people remember them. Well, uh, there is a memorable—but rather inappropriate—acronym. Sorry.



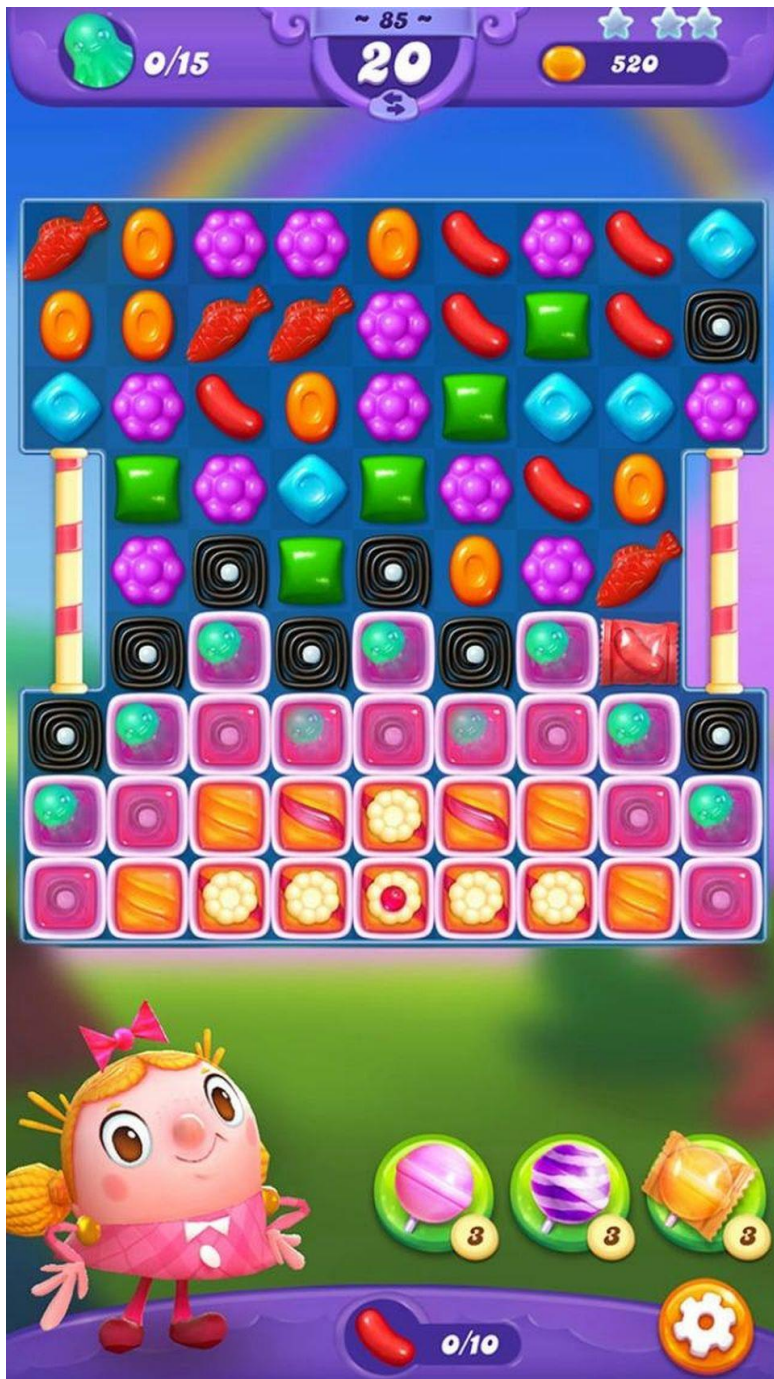
Proximity

- 3 Regions on the screen
- Separated by padding/margins
- Top & Bottom use different backgrounds to group them



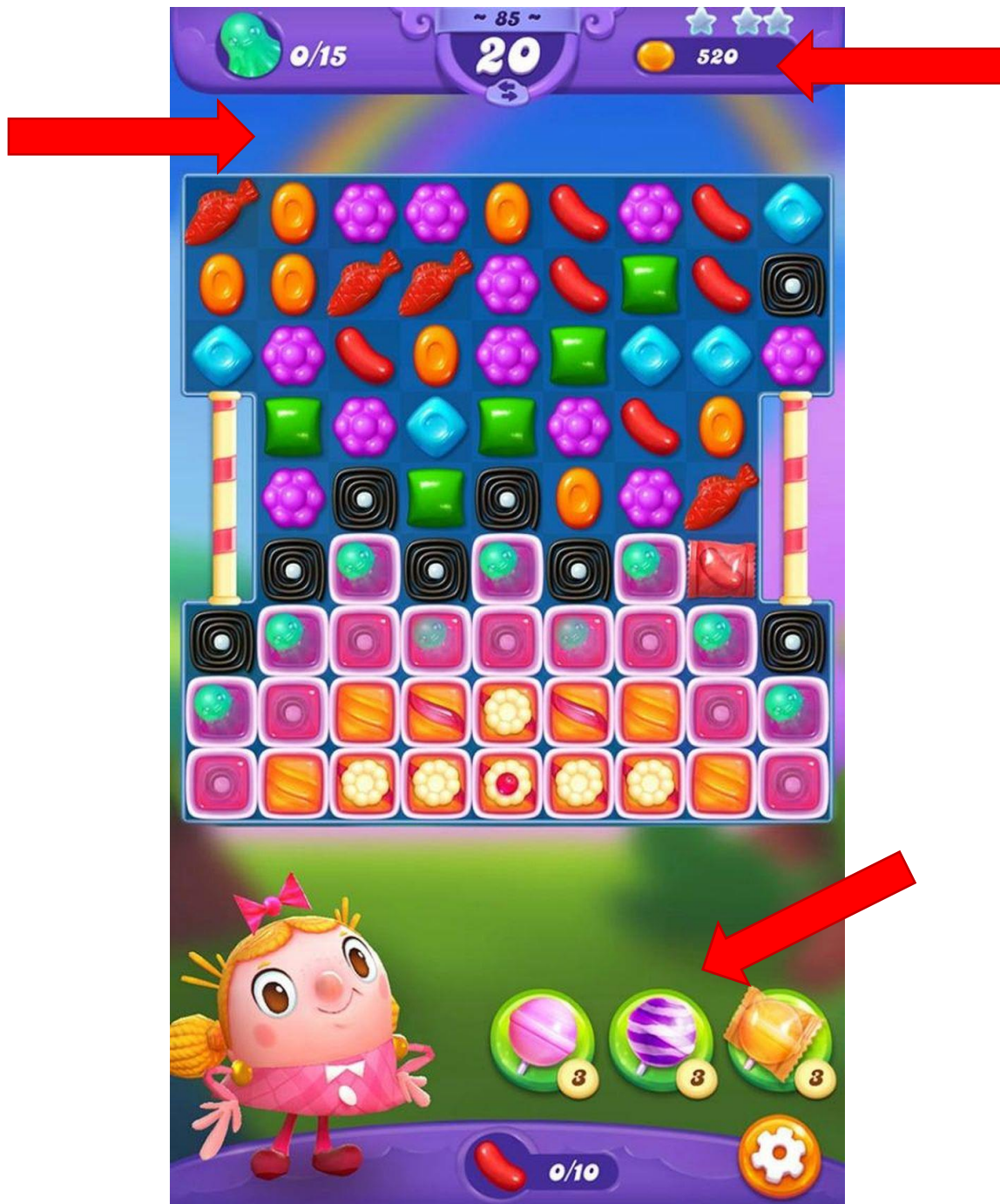
Alignment

- Centered



Repetition

- Colour (Pink/Purple)
- Font
- Style of Image



Contrast

- Background is “fuzzy” so that the game stands out.
- Purple and green backgrounds help the settings/score stand out.
- Board position, size and borders on it help it to stand out

Some Problems

Avoid Pixilation.

Don't warp the pictures. Keep their dimensions.

Busy backgrounds are awful.

Unity is a very good thing.

All from one app.

Welcome to Connect 4

ENTER

Instructions

The board is empty at the start of the game. The aim for both players is to make a straight line of four own pieces; the line can be vertical, horizontal or diagonal. Before starting, players decide randomly which of them will be the beginner; moves are made alternatively, one by turn.

ENTER

Turn



Click to play.

designed by freepik.com

Welcome to the Canada Trivia Game

ENTER

Distorted =
Yuck

Welcome to the Canada Trivia Game

ENTER

Pixelated =
Yuck

Some Good Examples

User Interfaces that Follow the PARC Principle.

The piece most often missing is the Proximity Principle.

The strongest is the Repetition Principle.

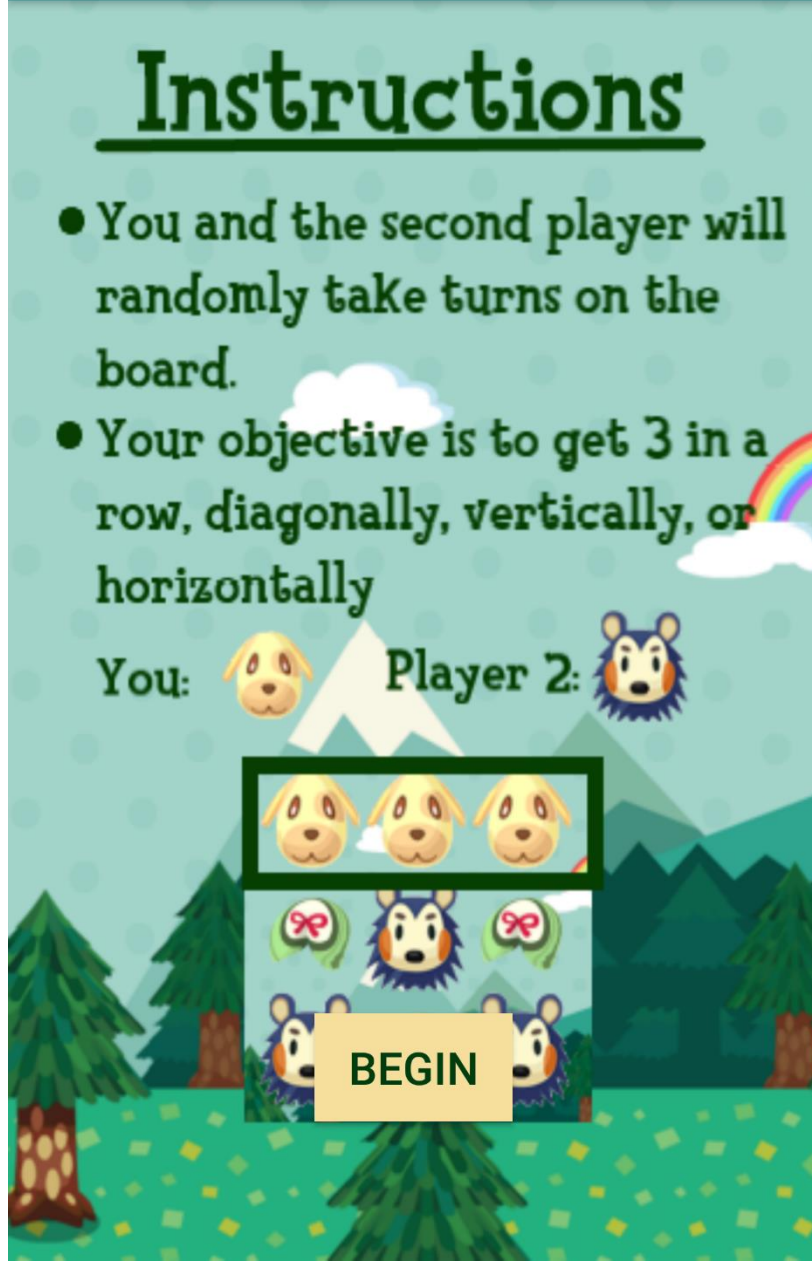
BhattyTicTacToe



BhattyTicTacToe



BhattyTicTacToe

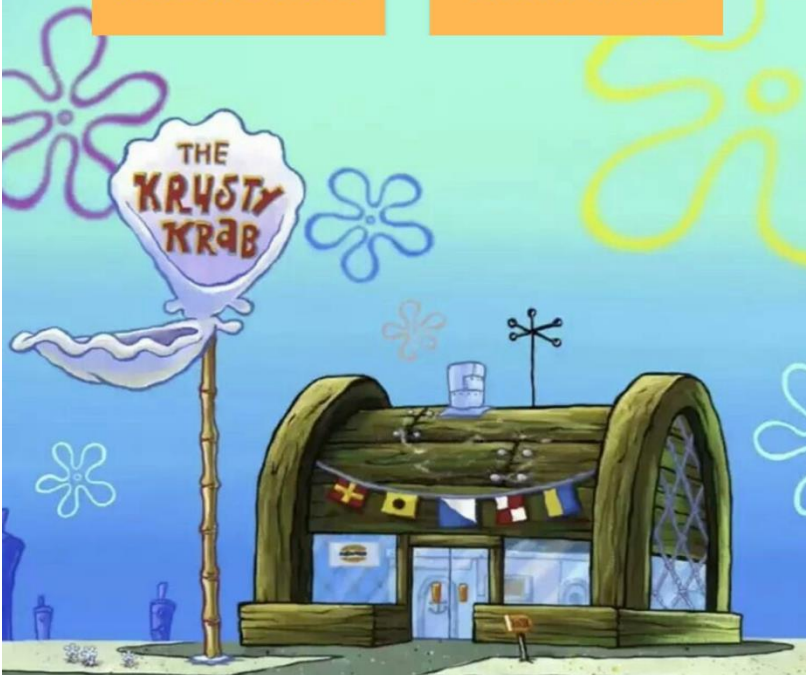


Krabby Krabs



INSTRUCTIONS

START GAME



Instructions



Mr. Krabs invited you to dinner with him, but he only invited you so that you will pay for dinner. Don't let him get away with it!

BACK

PLAY

NEXT



Krabby Krabs



RESET

END TURN

UNDO

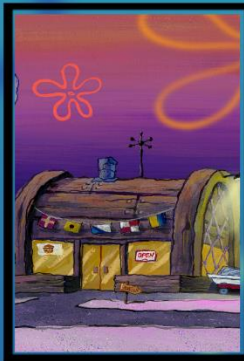
Remaining: 3

Settings

Number of Items:

12

Background



DONE



Krabby Krabs



RESET

END TURN

UNDO

Remaining: 3

KaurTicTacToe



play instructions

KaurTicTacToe

Instructions

The object of Tic Tac Toe is to get three in a row. You play on a 3x3 game board. The Computer will go first and players will alternate placing their character until either opponent has 3 in a row or all spots are filled. If there is no 3 in a row, it is a tie.

play

KaurTicTacToe

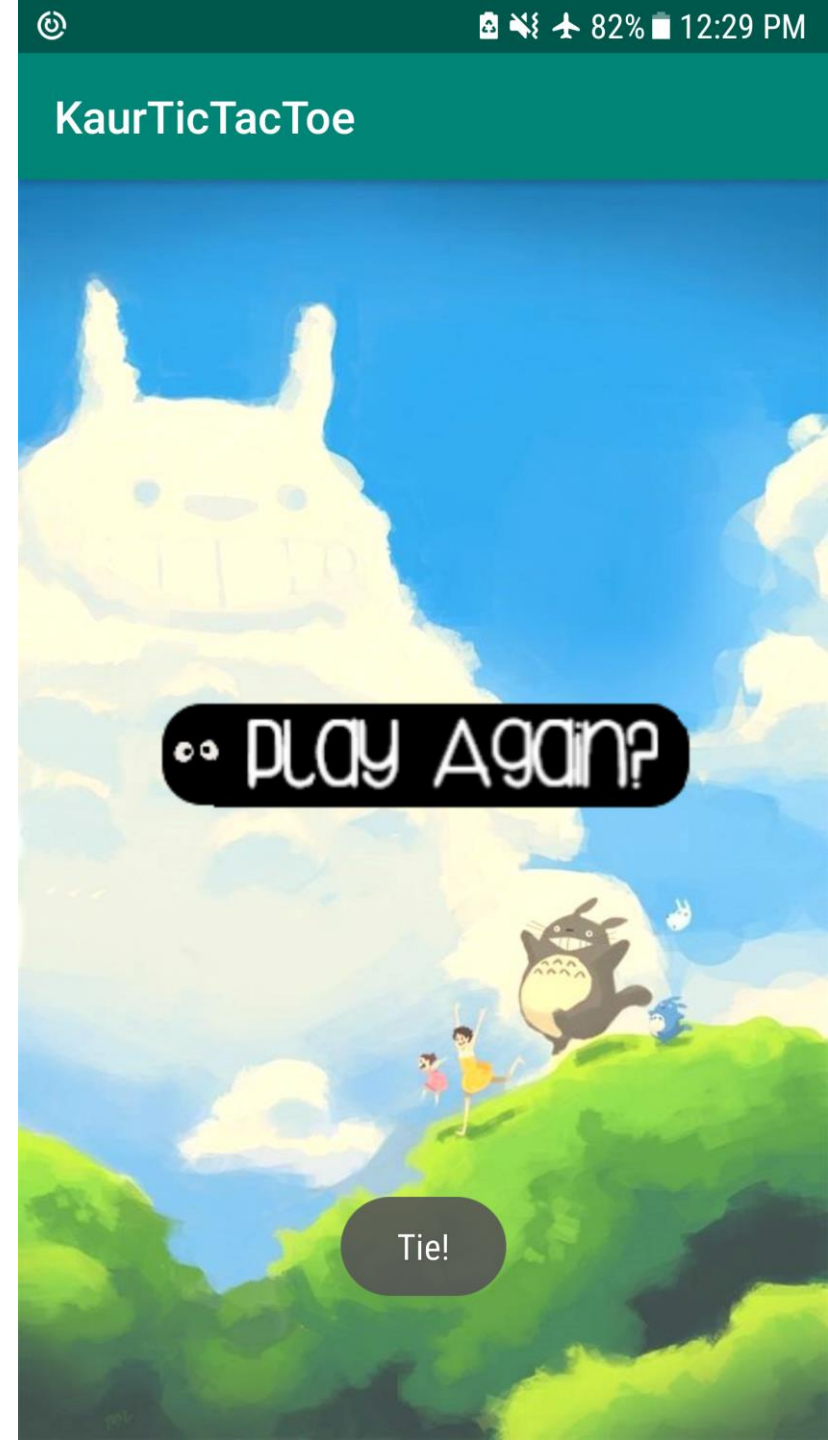


OK



The Computer will be White Totoro!

Now Let's Play



PokeFlow

Level: 1

Moves: 0

Grid: 5 x 5



Skip Undo Reset ?

PokeFlow

Level: 1

Moves: 14

Grid: 5 x 5



Skip Undo Reset ?



82% 12:30 PM

FirstGame



Hi my Name is Jeff the Elf
how you doing

hnefatafel

Hnefatafi



Welcome to Hnefatafi

PLAY!

INSTRUCTION!

hnefatafel

Vallhalah

RESET

PREVIOUS

INSTRUCTION

Turn: 