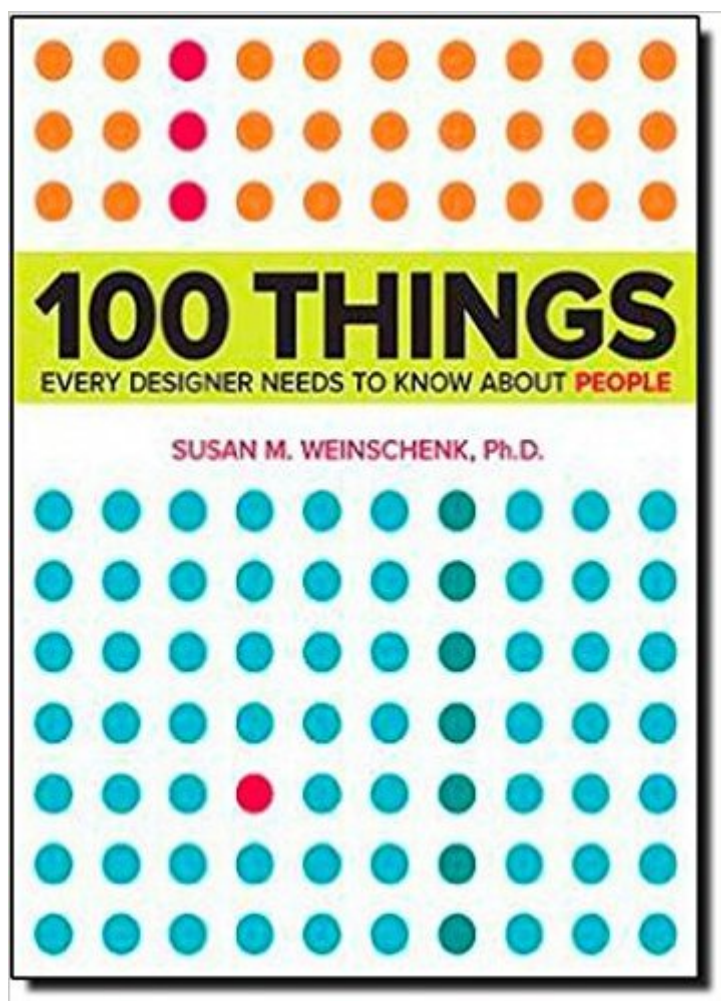


The book was found

# 100 Things Every Designer Needs To Know About People (Voices That Matter)



## Synopsis

We design to elicit responses from people. We want them to buy something, read more, or take action of some kind. Designing without understanding what makes people act the way they do is like exploring a new city without a map: results will be haphazard, confusing, and inefficient. This book combines real science and research with practical examples to deliver a guide every designer needs. With it you'll be able to design more intuitive and engaging work for print, websites, applications, and products that matches the way people think, work, and play. Learn to increase the effectiveness, conversion rates, and usability of your own design projects by finding the answers to questions such as: What grabs and holds attention on a page or screen? What makes memories stick? What is more important, peripheral or central vision? How can you predict the types of errors that people will make? What is the limit to someone's social circle? How do you motivate people to continue on to (the next step)? What line length for text is best? Are some fonts better than others? These are just a few of the questions that the book answers in its deep-dive exploration of what makes people tick.

## Book Information

Series: Voices That Matter

Paperback: 256 pages

Publisher: New Riders; 1 edition (April 24, 2011)

Language: English

ISBN-10: 0321767535

ISBN-13: 978-0321767530

Product Dimensions: 7 x 0.6 x 8.9 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars [See all reviews](#) (156 customer reviews)

Best Sellers Rank: #18,680 in Books (See Top 100 in Books) #6 in [Books > Computers & Technology > Graphics & Design > Desktop Publishing](#) #19 in [Books > Computers & Technology > Web Development & Design > Web Design](#) #32 in [Books > Medical Books > Psychology > Applied Psychology](#)

## Customer Reviews

The book, 100 Things Every Designer Needs to Know About People by Susan Weinschenk, is an interesting collection of facts and thoughts about how people perceive communications and the world around them. While applicable to graphic designers, much of the information in the book

would be useful to anyone involved in communicating with people in any medium. This book is easy to pick up and put down as each of the 100 things take up only two or three pages with easy to scan charts, illustrations and pull boxes. Some of the facts are things many people already know, but some of them provide additional information to accompany common held rules. One example of this is thing number four which discusses how and why the brain recognizes faces. Using this information, graphic designers can make educated decisions on when and how to include human photography in design work in place of object or nature photography based on the reaction they hope to create. User Interface designers should pay close attention to the following sections: How People See, How People Read and How People Focus Their Attention and How People Decide. The author looks at how people relate to information based on where it is placed on the page, the errors in relying on eye tracking studies, how font choices impact how people read, what draws people's attention, how long people really focus on different types of information, and what you can do to influence the decisions your viewers take. Marketers of all types should pay close attention to things 33 and 34 which talk about how people process information when presented in a story format and how people learn from examples.

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