

# software

Daniel Jackson · Princeton · March 2, 2020



# how I got here

#### **Google Drive Sucks**

#### **Google Drive storage loses Google Docs data**

I lost years of work and personal memories that I saved as Google Docs files because of a poor user interface.

#### What happened

=

I was organizing my files on my local computer. I moved them around and out of my Google Drive folder which syncs files. I didn't think anything of it. In the process I got an email from Google saying I'm running out of storage. So I go to the Google Drive site and empty the trash. I didn't think anything of it. I finish organizing my files.

The next morning, I go to open a .gdoc file and get this error:

Google Drive

#### Sorry, the file you have requested does not exist.

Make sure that you have the correct URL and that the owner of the file hasn't deleted it.

#### Get stuff done with Google Drive

Learn more at drive.google.com/start/apps.

My heart sank. What happened to the work from yesterday? I opened another file. Then another. All of them the same message. I was starting to freak out.

Apps in Google Drive make it easy to create, store and share online documents, spreadsheets, presentations and more.

#### what's wrong? the user interface? bugs in the code?



Another directory on client machine



#### Another directory on client machine

#### Another directory on client machine









#### for robust, usable software...



#### understand the user

#### design the user interface



#### avoid bugs in code

#### the conceptual level in UX design





physical

color, size, layout, touch, sound icons, labels, tooltips, site structure, info scent

concrete

linguistic



conceptual

semantics, actions, data model, purpose

abstract

#### not a new idea

It is clear that users attempt to make sense—by building mental models—of the behavior of a system as they use it. If a simple model is not explicitly or implicitly provided, users formulate their own myths about how the system works... [I]f the user is to understand the system, the system has to be designed with an explicit conceptual model that is easy enough for the user to learn. We call this the intended user's model, because it is the model the designer intends the user to learn.

Stuart Card & Thomas Moran (1986)





Conceptual integrity is the most important consideration in system design.

Fred Brooks, Mythical Man Month (1975)

I am more convinced than ever. Conceptual integrity is central to product quality.

Mythical Man Month Anniversary Edition (1995)

The essence of a software entity is a construct of interlocking concepts... I believe the hard part of building software to be the specification, design, and testing of this conceptual construct, not the labor of representing it...

No Silver Bullet (1986)





what are the design **principles** for concepts? what is the essence of **design** with concepts?

#### a research agenda

what exactly is a concept? how do you **express** one? what is the **semantics**? how are concepts composed?



#### concepts characterize apps



Emacs (1985) line, buffer



Finder (1984) folder, trash



Word (1983) paragraph, format, style



Quark (1987) page, textflow



Photoshop (1988) pixelarray, layer, mask





Facebook (2004) update, friend, like





Drive (2012)

synchronization, sharing

cloud file

#### example: style concept

#### Introduction

000

How can we improve the quality of software? Make it more usable, robust and secure? Many responses to this challenge make a fundamental assumption: that quality is achieved by eliminating defects. It seems like a plausible enough idea. If you can find the parts of the interface that confuse users and polish or replace them. that will surely make it more usable. And if you can remove the bugs that cause the most frequent crashes, that should make it more robust. And how else to achieve security except by patching the vulnerabilities that hackers might exploit?

#### Defects

The assumption that defect elimination is the key to better software is so widespread that it is rarely questioned (and often not even explicitly articulated). Companies that make software like it because it can be applied incrementally, without major disruptions to their development process or to an often shaky codebase. Tool vendors promote it because it helps sell their products. Researchers adopt it because it makes their contributions easier to measure, and because they fear being accused of utopianism if they suggest avoiding defects in the first place.

#### concepts — Edited

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Character Styles None	~
Text Color 🗘	$\bigcirc$
Alignment	_
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## the invention of style



#### GINN AND COMPANY **Publishers** of SCHOOL AND COLLEGE TEXTBOOKS

The Athenaeum Press Cambridge **215 First Street 15 Ashburton Place** Boston Office -

#### Tim Mott visits Ginn in 1974 brings idea of styles to PARC

READY: Select operand or type command Last command was LOOK {A\_substa...!\_way...} {Computer... JXEROX.J}\$

> Personal Distributed Computing The Alto and Ethernet Software

#### Butler W. Lampson

Digital Equipment Corp. Systems Research Center

#### Abstract

The personal distributed computing system based on the Alto and the Ethernet was a major effort to make computers help people to think and communicate. A complex and diverse collection of software was built to pursue this goal, ranging from operating systems, programming environments, and communications software to printing and file servers, user interfaces, and applications such as editors, illustrators, and mail systems.

#### 1. Introduction

A substantial computing system based on the Alto [Thacker et al.

Computer Science Laboratory Xerox Palo Alto Research Center 3333 Coyote Hill Road Palo Alto, California 94304

#### XEROX

Glen J. Culler 608 Litchfield Lane Santa Barbara, CA 93109 Dear Glen:

This is a follow-up to earlier correspondence you received from Alan Perlis regarding the ACM Conference on the History of Personal Workstations. As you know, the conference is scheduled for January

Charles Simonyi's team implements style in Bravo text editor





#### Introduction

How can we improve the quality of software secure? Many responses to this challenge mak that quality is achieved by eliminating defects. idea. If you can find the parts of the interface t replace them. that will surely make it more usa bugs that cause the most frequent crashes, that And how else to achieve security except by pat hackers might exploit?

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Simonyi brings style to Microsoft in 1983

Make it more usable, robust and e a fundamental assumption: It seems like a plausible enough hat confuse users and polish or Style Layout More	
Make it more usable, robust and e a fundamental assumption: It seems like a plausible enough hat confuse users and polish or	
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Apple Pages 2005

Slide T	itle			•
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Charac	ter Styl	es	None	~

Apple Keynote adds style concept c. 2017

## other instances of style



Powerpoint color schemes





## non-instances: "pseudo-style"



Apple color swatches

TextEdit "styles"



There is no problem in computer science that cannot be solved by introducing another level of indirection. *David Wheeler* 

#### concept Style

#### purpose consistent formatting

structure
format: Style -> one Format
style: Element -> one Style

actions
define (s: Style, f: Format)
 s.format = f
assign (e: Element, s: Style)
 e.style = s
get(e: Element, out f: Format)
 f = e.style.format

#### story

define(s, f); assign(e1, s); assign(e2, s); define(s,f'); get(e1,f1); get(e1,f2) => f1 = f2 = f' name: essential for knowledge capture purpose: why the concept exists structure: localized data model

actions: observable & atomic

story justifies design and explains it shows how behavior fulfills purpose



#### concept Style

#### purpose consistent formatting

structure format: Style -> **one** Format **separation of concerns** style: Element -> **one** Style

maximal polymorphism define (s: Style, f: Format) s.format = fassign (e: Element, s: Style) e.style = s get(e: Element, out f: Format) f = e.style.format

#### story

define(s, f); assign(e1, s); assign(e2, s); define(s,f'); get(e1,f1); get(e1,f2) => f1 = f2 = f'

#### no dependences

story is an archetypal scenario a theorem about all behaviors

generalizes concept variants



Michael Polanyi operational principle

#### a concept handbook

#### design variants

override formats style inheritance next style partial styles shareable stylesheet

#### concepts indexed by purpose

consistent formatting: style, template, copy settings, ...



#### typical uses

formatting paragraphs & characters formatting graphic objects Word, Pages, CSS, ...

#### implementation hints

•••

#### known issues

deleting styles: what happens to elements? copying elements between documents need for "as is" values troublesome properties (eg, fontstyle)

#### often used with paragraph

format



## what is the semantics?

## meaning of a single concept



#### concept AuthUser

purpose identify users

#### structure

name, password: User -> one String
sessions: Client -> set User

#### actions

register(n: Name, p: String, **out** u: User) login (n: Name, p: String, c: Client) logout (c: Client) auth (c: Client, **out** u: User)

#### story

register(n,p,u); login(n,p,c); auth(c,u')
=> u' = u

```
meaning is set of histories (event traces):
<>,
< register(n0,p0,u0)>,
<register(n0,p0,u0), login(n0,p0,c0)>,
< register(n0,p0,u0), register(n1,p1,u1)>,
. . .
< register(n0,p0,u0), login(n0,p0,c0), auth(c0,u0)>,
• • •
```



## meaning of a single concept



concept Upvote

purpose track relative popularity

**structure** votes: Item -> User

actions
upvote (i: Item, u: User)
votes += i->u
count (i: Item, out k: int)
k = #i.votes

#### story

no upvote(i,u) then ...
count(i, k); upvote(i,u); count(i, k')
=> k'>k

```
{
< >,
...
< count(i0, 0) >,
...
< upvote(i0, u0) >,
...
< upvote(i0, u0), count(i0, 1) >,
...
< count(i0, 0), upvote(i0, u0), count(i0, 1) >,
...
}
```





And because we kept and evolved our old Scala based test suite, we have a very high confidence in the rewrite.

When Async/.await finally landed, we could switch over very quickly, and it has been a joy to focus on benchmarks and performance over the last month. Spoiler: Rust is faster than Scala :-D

<u>reply</u>

tombert 1 hour ago [-]

I promise that this is asked genuinely and isn't some sort of veiled "gotcha!" (it's tough to tell on the internet sometimes); what was the reason for a change from Scala to Rust?

I ask because Scala already has a good type system and the JVM typically has good performance nowadays, particularly with something like GraalVM, so I am actually really curious to why you felt a Rust rewrite was a good idea.

<u>reply</u>

#### auth concept

massive rewrite in just under a year. The resulting code base is rearchitected in a few very important ways, but mostly follows the same structure.





#### making an app by composing concepts

concept Post
actions
new (a: Author, s: String, out p: Post)
edit (p: Post, s: String)
get (a: Author, out ps: set Post)

concept Comment
actions
new (a: Author, s: String, t: Target, out c: Comment)
get (t: Target, out cs: set Comment)

concept Upvote
actions
upvote (i: Item, u: User)
count (i: Item, out r: Int)

concept Owner
actions
register (o: Owner, i: Item)
owns (o: Owner, i: Item)

# concept AuthUser actions register (n: Name, p: String, out u: User) login (n: Name, p: String, c: Client) logout (c: Client) auth (c: Client, out u: User)

```
app HackerNews
includes Post, Comment, Upvote, AuthUser, Owner
actions
newPost (s: String, out p: Post, c: Client)
  Post.new(u, s, p)
  Owner.register(u, p)
  AuthUser.auth (c, u)
editPost (p: Post, s: String, c: Client)
 Post.edit(p, s)
 Owner.owns(u, p)
 AuthUser.auth (c, u)
newComment (p: Post, out x: Comment, c: Client)
 Comment.new(u,s,p,x)
 AuthUser.auth (c, u)
upvotePost (p: Post, c: Client)
 Upvote.upvote (p, u)
 AuthUser.auth (c, u)
```

• • •



## projecting actions

## each action in composite system

interpreted as zero or more actions in each concept







Tony Hoare CSP (1978)



#### check that projected events meet concept specifications

```
register (n1, p1, u1)
 AuthUser.register (n1, p1, u1)
• • •
login (n1, p2)
AuthUser.login (n1, p1, c1)
. . .
newPost (s1, p1)
 AuthUser.auth (c1, u1)
 Post.new(u1, s1, p1)
 Owner.register(u1, p1)
upvotePost (p1)
 AuthUser.auth (c1, u1)
 Upvote.upvote (p1, u1)
```

#### concept AuthUser

AuthUser.register (n1, p1, u1) AuthUser.login (n1, p1, c1) AuthUser.auth (c1, u1) AuthUser.auth (c1, u1)

concept Post

Post.new(u1 ,s1, p1)

concept Owner

Owner.register(u1, p1)

concept Upvote

Upvote.upvote (p1, u1)

#### what concepts are (and are not)



just "out there"

not fragments of functionality







behavioral

self-contained

not data models or ontologies

not datatypes or modules polymorphic separated concerns

# what design principles?



## three design rules



## understanding why: the key to usability





Smart Access 123-456 1234 567

Available funds Account balance \$1,700.00 \$1,700.00

>

Available Funds

signal that deposits are safe

permission to use

#### a conceptual flaw in Twitter



The problem for Twitter is that the "favorite" function had developed a range of uses over time, many of which are known only to the journalists and social-media experts who spend all their time on the service. For some (including me), **clicking the star icon was a** way of saving a tweet for later, or of sending a link that was being shared to a service like Instapaper or Pocket. *Mathew Ingram* 

I've favorited more than 60,000 tweets over the years, and in that time I've come to appreciate how versatile that little button is. I use it as **a kind of read receipt** to acknowledge replies; I use it whenever a tweet makes me laugh out loud; I use it when someone criticizes me by name in the hopes that seeing it's one of my "favorite" tweets will confuse and upset them. Casey Newton

We are changing our star icon for favorites to a heart and we'll be calling them likes. We want to make Twitter easier and more rewarding to use, and we know that at times the star could be confusing, especially to newcomers. You might like a lot of things, but not everything can be your favorite. *Twitter* 

Nov 2, 2015: Twitter changes Favorite (Star) to Like (Heart)

If Twitter integrated a simple heart gesture into each Tweet, engagement across the entire service would explode. More of us would be getting loving feedback on our posts and that would directly encourage more posting and more frequent visits to Twitter. Chris Sacca



#### confused concepts lead to confused users

(i)

>





Seems the only #Wall @realDonaldTrump's built is the one between him and @FLOTUS #Melania #trump



♡ 8,221 8:15 PM - May 2, 2017

 $\bigcirc$  4,022 people are talking about this



MELANIA TRUMP liked your Tweet Seems the only #Wall @realDonaldTrump's built is the one between him and @FLOTUS #Melania #trump pic.twitter.com/ XiNd2jiLUF

#### how Twitter resolved the conceptual flaw



♥ 29

The Boston Globe 🤣 @BostonGlobe · 21h  $\sim$ Andrew Yang would fine gunmakers for deaths caused by their products.



a month. Something you might not know: He wants to fine gun ... S bostonglobe.com

♡ 94

♪



17 9



The Boston Globe 🤣 @BostonGlobe · 21h  $\sim$ Andrew Yang would fine gunmakers for deaths caused by their products.



Yang would fine gunmakers for deaths caused by their products - Th... You probably know Andrew Yang wants to give every American \$1,000 a month. Something you might not know: He wants to fine gun ... S bostonglobe.com

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⚠

#### instrumentality: one purpose, no more and no less





Nam Suh: Axiomatic Design



#### Home > Quick Tech Tip: Disabling Gmail's Category Tabs Quick Tech Tip: Disabling Gmail's Category Tabs

Mon, 07/29/2013 - 12:17 | Chuck Gray



Are you a Gmail user? Did you wake up a week or two ago to find that your new messages were now being automatically organized by Gmail into tabs of different, pre-determined categories? And, did you think, like me, that they were really ugly, stupid, and unnecessary? Here's a quick tip on how to rid yourself of them!

initial reaction to categories

#### in LibraryPoint Blog Tech Tutorials Teen Blog Tech Answers Science and Technology Self-Help and Instructional

## redundancy gmail categories



#### Using labels

Labels help you organize your messages into categories -- work, family, to do, read later, jokes, recipes, any category you want. Labels do all the work that folders do, but with an added bonus: you can add more than one to a message.



how Google explains labels

## overloading epson driver

	3 X / III
	8 x 10 in
	11 x 14 in
	12 x 12 in
	16:9 wide (4 x 7.11 in)
	A3
	A4
and the second se	A4 (Roll Paper – Borderless Ba
	A6
Settings:	Half Letter (5 1/2 x 8 1/2 in)
	Super B (13 x 10 in)
	Super B (13 x 19 in) Super B (13 x 10 in) (Poll Pan
Format For:	UC D (11 x 17 in)
Denner Circu	US Legal
Paper Size:	✓ US Letter
	Envelope #6
Orientation:	Manage Custom Sizes
Scale:	100 %
(?)	Cancel

result: can't create custom size for front loading also, page size presets in Lightroom hold feed setting



## overloading commit concept





## familiarity and the alternative



#### **needless specialization** custom concept, standard purpose



## the section concept in powerpoint





#### Powerpoint commands



## lightroom export preset

		Export 57 Files	
	Export To:	Hard Drive ᅌ	
	Preset:	Export 57 Files	
	Lightroom Presets	Export Location	hoose folder later
	Burn Full-Sized JPEGs Export to DNG	File Naming	photo.jpg
	For Email	▶ Video	No Video
	<ul> <li>For Email (Hard Drive)</li> <li>User Presets</li> </ul>	File Settings	
		Image Format: JPEG	50
ok, highlight	ting selects the preset	Color Space: sRGB 🗘 🗌 Limit File Size To: 100 K	
uh, what ar	re the checkboxes?		
ian, miacai		Image Sizing	
nd why the	e warning message?	Resize to Fit: Width & Height 🗘 🗌 Don't Enlarge	
		W: 640 H: 640 pixels 🗘 Resolution: 72 pixels	per inch
		Output Sharpening	
		Sharpen For: Screen Amount: Standard	\$
		Metadata	Copyright Only
	Add Remove	Watermarking	No watermark



## integrity and its violation

#### **integrity** concepts safe when composed







#### using labels to organize messages



## a surprising behavior





## what's going on?

1. filter is applied to set of messages: some match 2. conversation appears if it includes a matched message



G	More -
Primary	🎿 Social
🗌 ☆ me, Alyssa (10)	had



#### so this is not a surprise



## and this makes sense too (but order is special)

	amail.google.com	
Google	in:sent	
Gmail -	H Move to Inbox	More - < > - • • • • • • • • • • • • • • • • • •
COMPOSE	javascript Inbox x hacking x	
Inbox Starred Sent Mail Drafts Trash Categories Social Social Promotions Dydates Drafts Forums hacking meetups	<ul> <li>Alyssa P. Hacker Reminds you of the old days, eh?</li> <li>Ben Bitdiddle <benito.bitdiddle@gmail.com> to Alyssa </benito.bitdiddle@gmail.com></li> <li>Yes, it does.</li> <li>Click here to Reply or Forward</li> </ul>	9:14 PM (33 minutes ago) 🏠 9:40 PM (7 minutes ago) 🏠 💽
todo More ▼	0 GB (0%) of 15 GB used <u>Terms - Privacy</u> Manage	Last account activity: 26 minutes ago Details

#### and this almost makes sense

G	More 🔻			
Empty Trash now (messages	s that have been in			
📄 🍿 me, Alyssa (13)	hac			
Andy from Google	Upo			
label:todo				
C -	More -			
	There are no co			
label:todo label:trash				
G	More -			
📄 💼 me, Alyssa	Tra			
label:todo OR label:meetup				
C ·	More •			
Q Some mes	sages in Trash or			



```
concept Label
purpose organize items for easy retrieval
structure
label: Item -> one String
actions
mark (i: Item, p: Label)
i.label += p
unmark (i: Item, p: Label)
i.label -= p
find (ps: set Label): set Item
 result = {i | ps in i.labels}
story
if mark(i,p); find(p):is then i in is
```

```
if no mark(i,p); find(p):is then i !in is
```

## the label concept





Is JavaScript just Scheme with prototypes and some hacky coercions?

...

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		1 of 1	<	>	-
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		Tue, May 8, 9	9:14 PM	$\overrightarrow{\Delta}$	•
message m is sent .mark(m, 'sent')					
curs implicitly		Tue, May 8, 9	9:40 PM	☆	•
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ıt <b>ms</b> includes ges never marked			Mon, Jul	30, 1:24	4 PM
		1:15 PM (1 minu	ute ago)	*	•



## why pick on gmail?



not a strawman! about 1.5B users 20% of global market 27% of all email opens

#### do these nitpicks matter?



"The details are not the details; they make the product"—Charles and Ray Eames

## trepanning: small symptoms of major surgery



#### Bronze Age skull with evidence of trepanning



The Extraction of the Stone of Madness, Hieronymus Bosch

#### pro fonts break integrity of format concept





## Google CloudApp concept breaks Sync concept





#### recap: three design rules

# what is design?

## what is design?



#### reusing concepts using Style for color swatches



refining concepts click to select Group elements



Welcome to my Calendly scheduling page. Scheduling time with me is as easy as 1-2-3.

Phone call	
60 Minute Meeting	
30 Minute Meeting	
15 Minute Meeting	





inventing concepts Event Type in Calendly

synergy: merging concepts channels in Photoshop



À

#### concept Trash purpose undo deletion structure all, inTrash: **set** Object actions delete (o: Object) empty () restore (o: Object) new (o: Object) exists (o: Object, **out** b: bool) story delete(o); restore(o); exists(o, true)

delete(o); empty(); exists(o, false)

#### the trash concept & its history

Apple Lisa (1982): "Wastebasket" Apple Macintosh (1984): "Trash" Microsoft MS-DOS 6 (1993): "DeleteSentry" Apple vs. Microsoft (1994): Apple lost, but ©Trash Windows 95 (1995): "Recycle Bin" holds files not folders, so can't recover structure

#### merging two concepts

concept Trash purpose undo deletion structure all, inTrash: **set** Object actions delete (o: Object) empty () restore (o: Object) new (o: Object) exists (o: Object, **out** b: bool) story



delete(o); restore(o); exists(o, true)
delete(o); empty(); exists(o, false)

#### **concept** Folder

purpose local organization

#### structure



root: Folder

contents: Folder -> set (Folder + Object)

#### actions

move (o: Object + Folder, to: Folder)
new (p: Folder, out f: Folder)
list (f: Folder, out os: set Object)
delete (f: Folder)
root (out f: Folder)

#### story

list(f, os); move(o, to); list(f, os')

=> if o not in os and to != f then os = os'

## trash x folder

Trash	Non
my usb < handle volume	√ Volu
slides.pdf	Nam
Magintach UD	Kind
Macintosh HD	Appl
Music < can contai	Date
Screen Shot 2020-02-25	Date
Infinite.gtemplate	Date
SomniGraffle 7.12.1	Date
login.dms 2.48.10 PM	Size
ideas for hci	Tags
🔤 santiago-defense.jpg	

👕 Trash		
* ~ 🚞	✓ Q Search	
е		Empty
Ime	Added	Size
ne I	s date deleted	22.4 MB
lication		•
e Last Opened	ay, 1:07 PM	
e Added	5/20, 12:21 PM	644 KB
e Modified	5/20, 11:46 AM	5 KB
e Created	5/20, 11:46 AM	10MB
	3/20, 2:48 PM	Zero KB
S	3/20, 12:05 PM	1 KB
2/1	0/20, 7:43 PM	2.1 MB





#### purpose: undo deletion

purpose: local organization

#### trash x folder

#### synergies

trash is not a special thing all folder tools apply can put folder in trash move to trash = delete move from trash = restore date added = date deleted

#### anomalies

trash contains objects from >1 volume in trash folder, can group by volume delete immediately allows partial emptying trash folder has no path (path concept) can't move trash folder or delete it

#### email x server account

	Accounts	
General	Image: AccountsImage: Account	
@	cs and a Mail account	tings
	iCl To get started, fill out the following information:	
	Gc Name: Daniel Jackson	
	Ina Email Address: name@example.com	ᅌ
	Password: Required	0
	Cancel Back Sign In	
	Accounts	
General	Omega       And Mail       An	
General	Accounts Accounts Junk Mail Fonts & Colors Viewing Composing Signatures Rules Add a Mail account M. Add a Mail account	tings
General	Accounts Accounts Junk Mail Fonts & Colors M M CS M Composing Signatures Rules Add a Mail account To get started, fill out the following information: Ina	tings
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GC GC	Password:	$\bullet \bullet \bullet$	
Ina Ina	Account Type:	IMAP	ᅌ
	Incoming Mail Server:	mail.example.com	٥
	Outgoing Mail Server:	mail.example.com	
	Unable to verify account r	name or password.	
	Cancel	Back Sign In	
+ -			
			?



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## style/toc synergy

## photoshop synergies



#### selection = mask = channel = image





Cha	annels	
o	RGB	¥2
o	Red	ж3
o	Green	₩4
o	Blue	¥5
	Stone	¥6



## the crazy power of photoshop

how to sharpen an image using an edge mask select channel with greatest contrast duplicate selected channel apply Filter > Stylize > Find Edges apply Image > Adjustments > Invert apply Filter > Other > Maximum apply Filter > Noise > Median apply Image > Adjustment > Levels apply Filter > Blur > Gaussian Blur right-click to make channel a selection select image layer apply Select > Inverse apply Filter > Sharpen > Unsharp Mask



## a research & teaching program



a design theory



design case studies

concept semantics & design rules [Onward 15], book to appear

Gitless [Perez De Rosso, Onward 13, OOPSLA 16]

