



CENGAGE  
Learning™

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# STYLE GUIDE

**WWW.APLIA.COM TABLET INTERFACE**

## APLIA.COM TABLET INTERFACE

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## TYPOGRAPHY

# Typeface

The Aplia Tablet Interface uses the Arial font in two styles, Regular and Bold. It is used no smaller than 13 points to ensure excellent legibility. The largest size in the prototype is 24 points. It appears in all-capitals and upper/lower case.

### History

Arial is a sans-serif typeface and set of computer fonts. Fonts from the Arial family are packaged with Microsoft Windows, some other Microsoft software applications, the Apple Mac OS X, and many PostScript 3 printers.

The font was designed in 1982 by Monotype Typography.

The Arial typeface comprises many styles, including Regular, Italic, Medium, Medium Italic, Bold, Bold Italic, Black, and Black Italic.

The most widely used and bundled Arial fonts are Arial Regular, Italic, Bold, Bold Italic, along with the same styles of Arial Narrow, plus Arial Black and Black Italic. More recently Arial Rounded has also been widely bundled.

Although it is widely believed that Arial and Helvetica are simply differently named versions of the same font, significant differences exist between the two typefaces.

Source: <http://en.wikipedia.org/wiki/Arial>

Arial Regular

Arial Bold

ARIAL BOLD

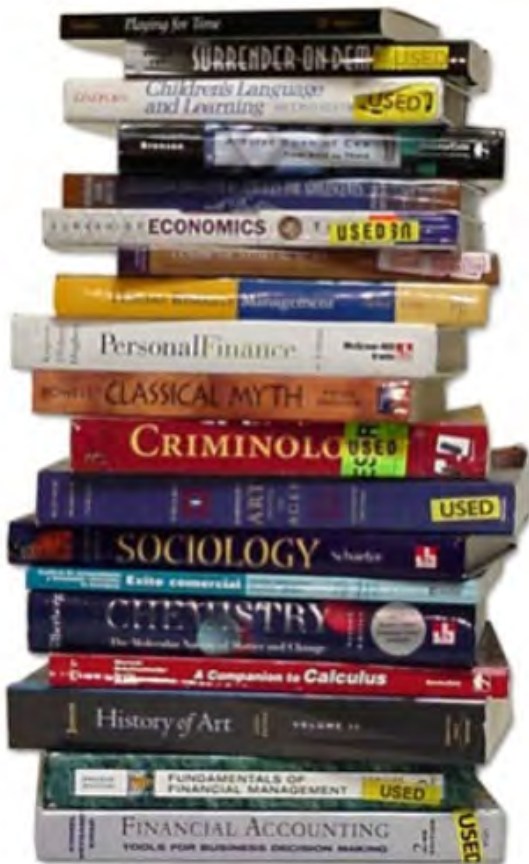
## IMAGES

# Graphics/Icons

The Aplia Tablet Interface uses four types of images to create its unique design.

### Large, well-lit objects

This image of a stack of used textbooks appears on the Experiment: Introduction Page, where it provides visual context related to the experiment. It is 300px wide by 500px deep.



### Medium-size objects

This image of a life preserver serves as a consistent icon providing one-click access to the Help page from the Course Main Page. It is 140px wide by 150px deep.



### Small objects

These images are used in the persistent toolbar/navbar that appears on the right side of most pages. They are at least 60px wide by 70px deep.



### Small realistic objects and drawn icons

These images serve as small-target accessory controls. They are typically at least 33px wide by 33px deep.



# PALETTE Colors

These 17 colors form the palette of allowed hues in the Aplia Tablet Interface. They are based on the palette in the Aplia standard site. RGB values for the color accompany each swatch.

## Darker

**Dark Blue**  
77/126/169

**Red**  
255/33/0

**Dark Brown**  
161/90/7

**Brown**  
218/110/0

**Warm Brown**  
218/132/13

**Dark Gray**  
110/110/110

**Gray**  
179/179/179

## Lighter

**Light Blue**  
217/227/230

**Very Light Blue**  
241/241/241

**Cool Gray**  
237/236/217

**Warm Gray**  
241/238/211

**Yellow**  
255/205/57

## Experiment / Graph

**Dark Red**  
209/27/0

**Orange**  
255/246/44

**Dark Yellow**  
213/229/10

**Olive**  
108/180/104

**Ocean Blue**  
21/126/255

**Purple**  
183/75/181

Any of the palette colors may be used within the site.

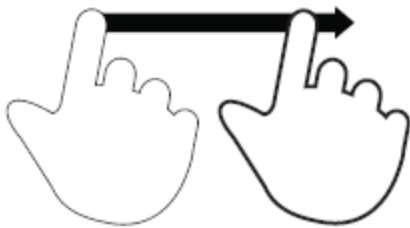
The six hues in the right-hand column primarily are used in Experiments and Graphs pages, where they play an informational role, beyond branding.

# GESTURES & TOOLS

## Interactions

The Aplia Tablet Interface uses two simple gestures as the basis for all interactions: Swipe and Press.

### Swipe (drag)



How to do it:

Move finger(s) over the surface without losing contact.

How this gesture is used in Aplia Tablet Interface:

- ▶ Swiping downward or upward scrolls pages upward and downward.
- ▶ Swiping to the left or the right accesses the prior or next page in a sequence. However, if the current page has recognizes no logical prior or next, the gesture does nothing.

### Press (tap)

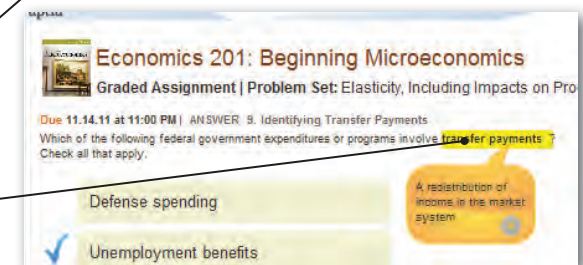


How to do it:

Briefly touch tablet surface with fingertip.

How this gesture is used in Aplia Tablet Interface:

- ▶ Pressing buttons, screened target areas, and icons activates them.
- ▶ Pressing text entry fields activates the screen keyboard or calculator widget.
- ▶ Pressing highlighted words activates the glossary popover feature.

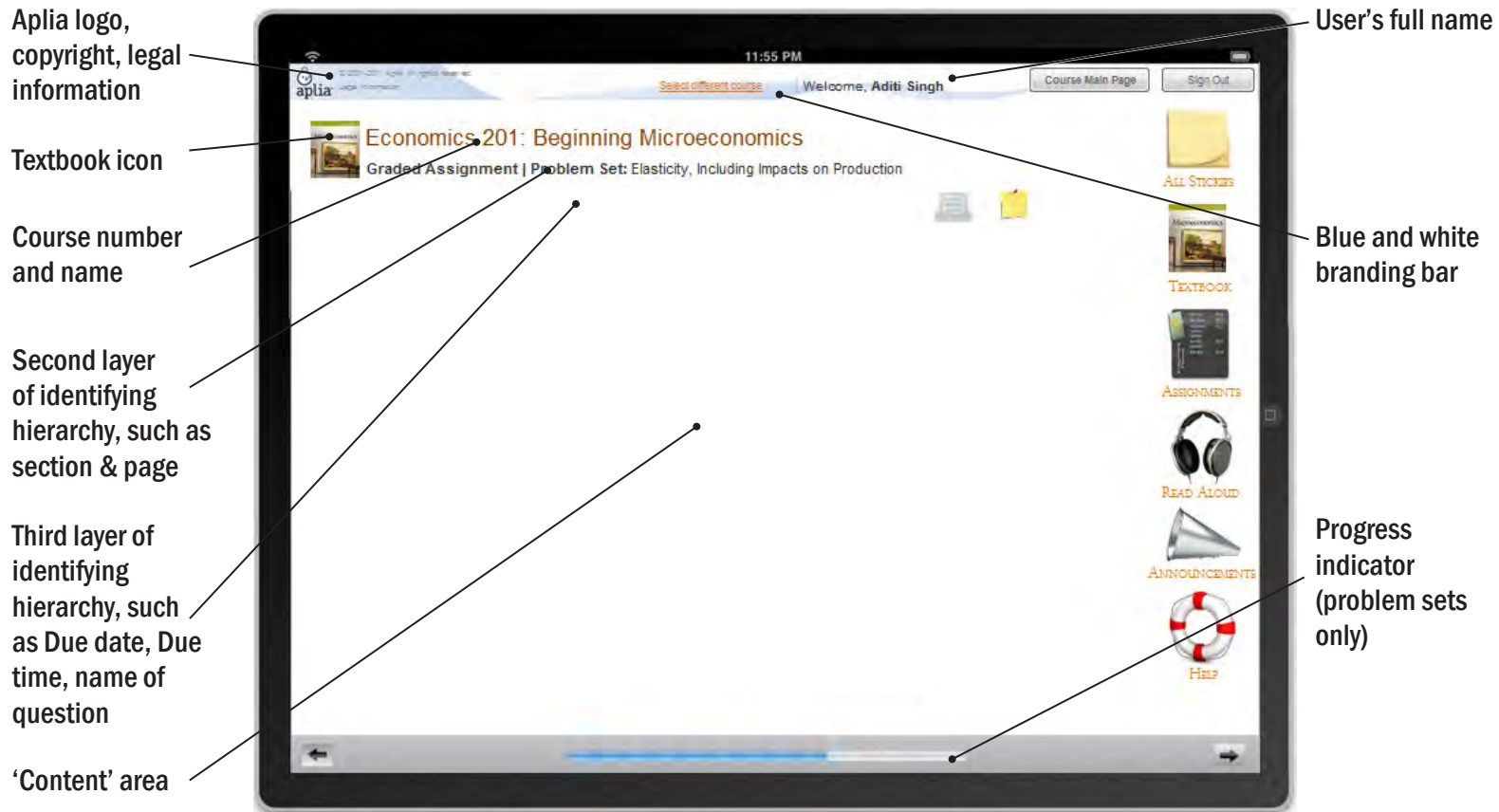


Source: Touch Gesture Reference Guide, Craig Villamor, Dan Willis, and Luke Wroblewski. (2010, April 15).

## PAGES

# Standard Layout

**Purpose:** Describe standard layout of most Aplia Tablet Interface pages



## PAGES

# Standard Controls

**Purpose:** Describe standard tools and navigation present on most Aplia Tablet Interface pages

Aplia logo links to Home page

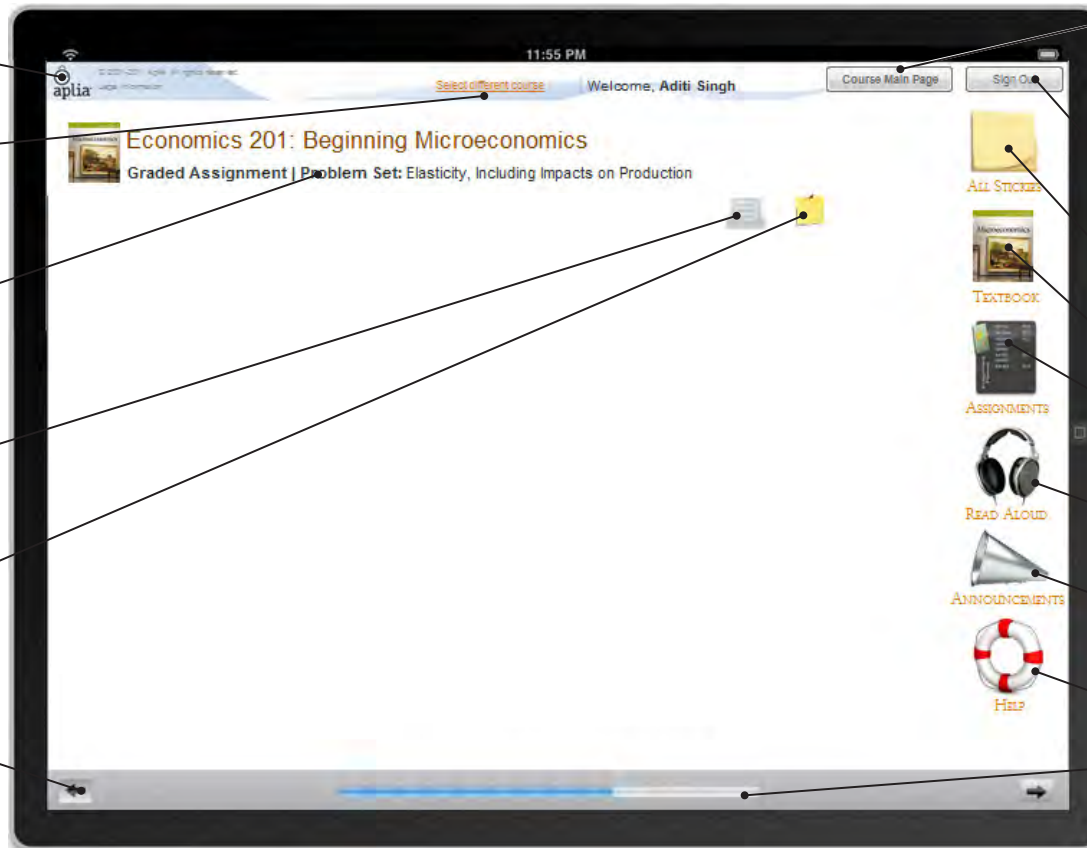
Go to My Courses selection page

Second layer of identifying hierarchy links to Problem Selection Page

Print this page

Create sticky on this page (See Interactions, Page 6)

Sideward-facing arrows display logically prior or next pages



Button links to Course Main Page

Button signs user out

Link to All Stickers Page

Link to textbook

Link to Assignments Page

Use Read Aloud tool

Link to Announcements

Link to Help Page

Progress indicator (problem sets only)

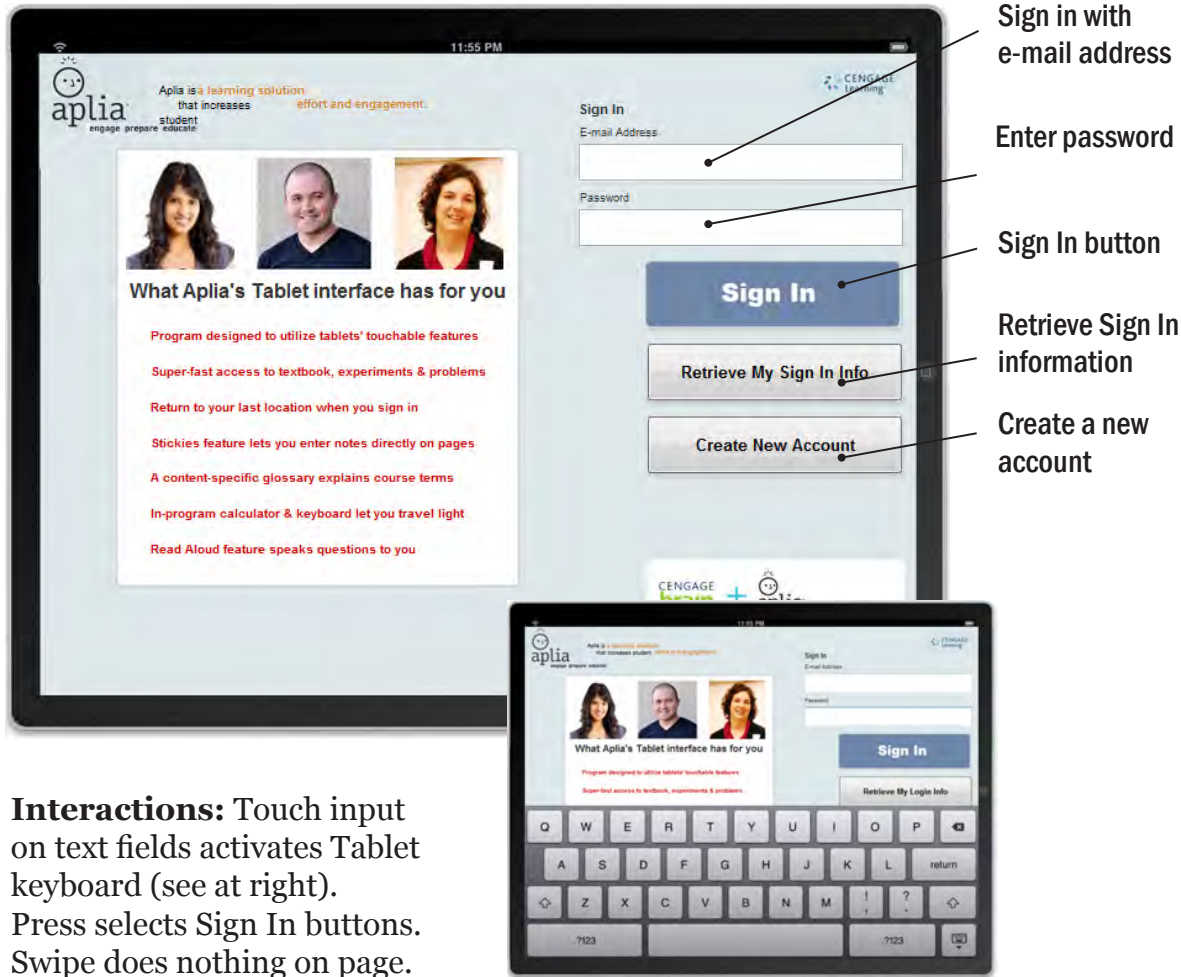
**Interactions:** Swiping upward scrolls page upward to reveal content farther down. Swiping downward scrolls page downward. Swiping rightward displays logically prior page(s) (if any). Swiping leftward displays logically next page(s) (if any).



## PROTOTYPE PAGE EXAMPLES

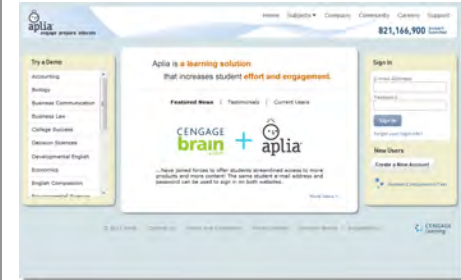
# Home/Sign in

**Page purpose:** Allows Sign in, retrieval of forgotten Sign In information, creation of new account



Based on this page in standard Apla site:

Home



## PROTOTYPE PAGE EXAMPLES

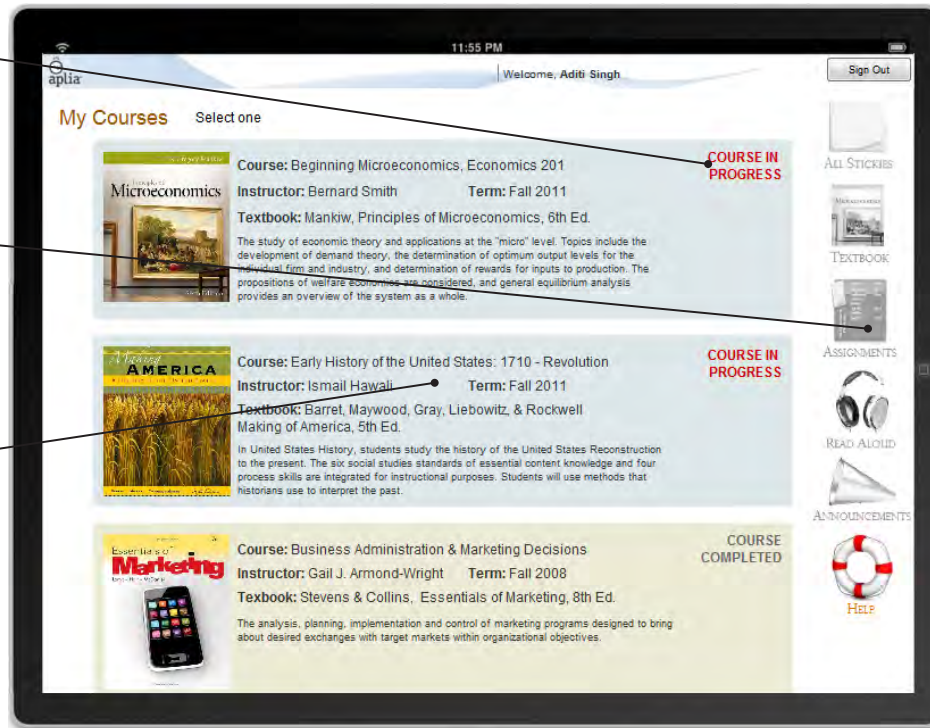
# My Courses

**Page purpose:** Allows selection of course to access (design assumes possibility user may be using one or more Aplia courses)

Label & background color indicate course status (active or completed)

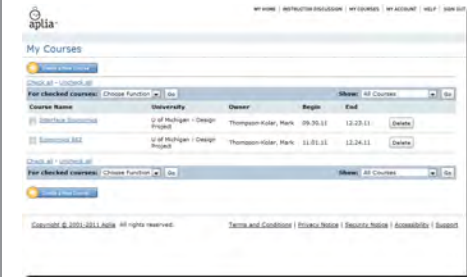
'Grayed out' icons indicate inactive status

Entire screened area is clickable target



Based on this page in standard Aplia site:

My Courses



**Interactions:** Swiping upward, downward is active. Swiping sideways is not active. Press selects screened areas, buttons, Help icon.

## PROTOTYPE PAGE EXAMPLES

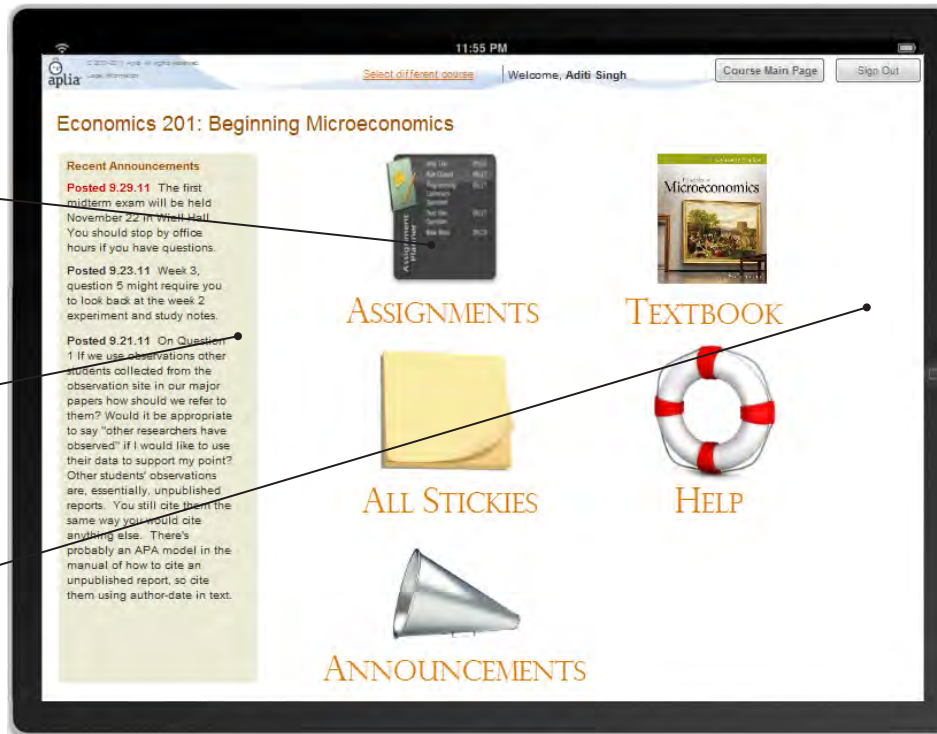
# Course Main Page

**Page purpose:** Entry page into course allows selection of subpages, viewing of most recently posted announcements

Very large icons as targets for easy access

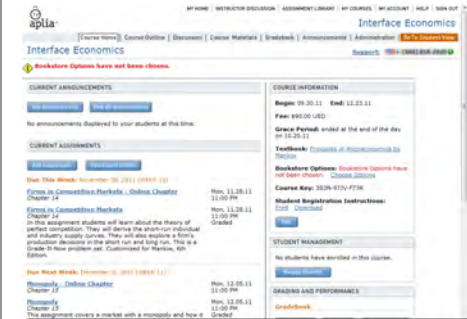
Light color screen behind recent announcements

Tool icons absent from right side to avoid needless redundancy



Based on this page in standard Aplia site:

Course Home



**Interactions:** Press activates icons, buttons. Press on screened area activates link to Announcements. Swiping does nothing on this page.

## PROTOTYPE PAGE EXAMPLES

# Assignments

**Page purpose:** List assignments by date, with ability to filter by type

Button activates Set Date Range popover

Label indicates 'Assignments'

Date range shown

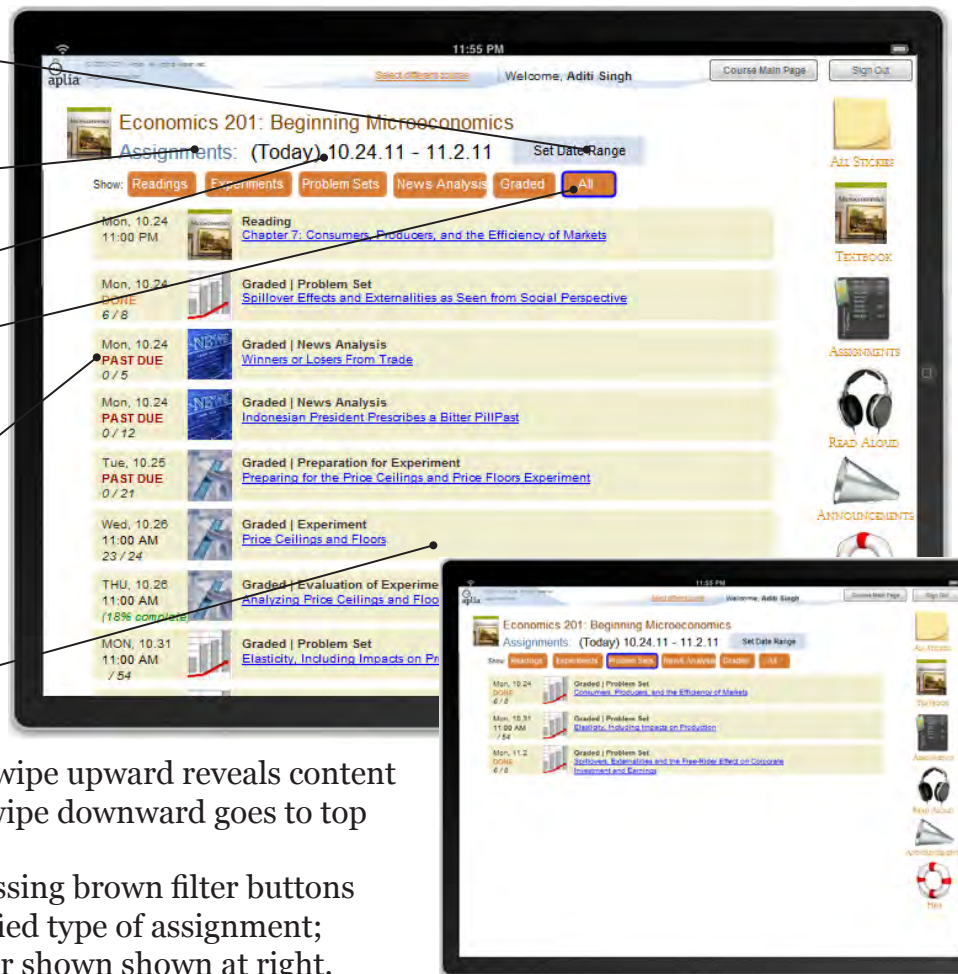
Buttons filter by Assignment type

'Chunks' indicate Due Date, Time, Status, Points, Assignment Type, and Name

Screened areas are large, touchable targets

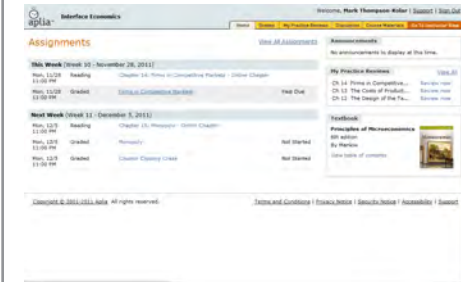
**Interactions:** Swipe upward reveals content below the fold; swipe downward goes to top

**Variations:** Pressing brown filter buttons shows only specified type of assignment; Problem Sets filter shown shown at right.



Based on this page in standard Aplia site:

Assignments (Current)





## PROTOTYPE PAGE EXAMPLES

# All Stickies

**Page purpose:** Displays All Stickies in one place for easy access

**Based on this page in standard Aplaia site:**

None

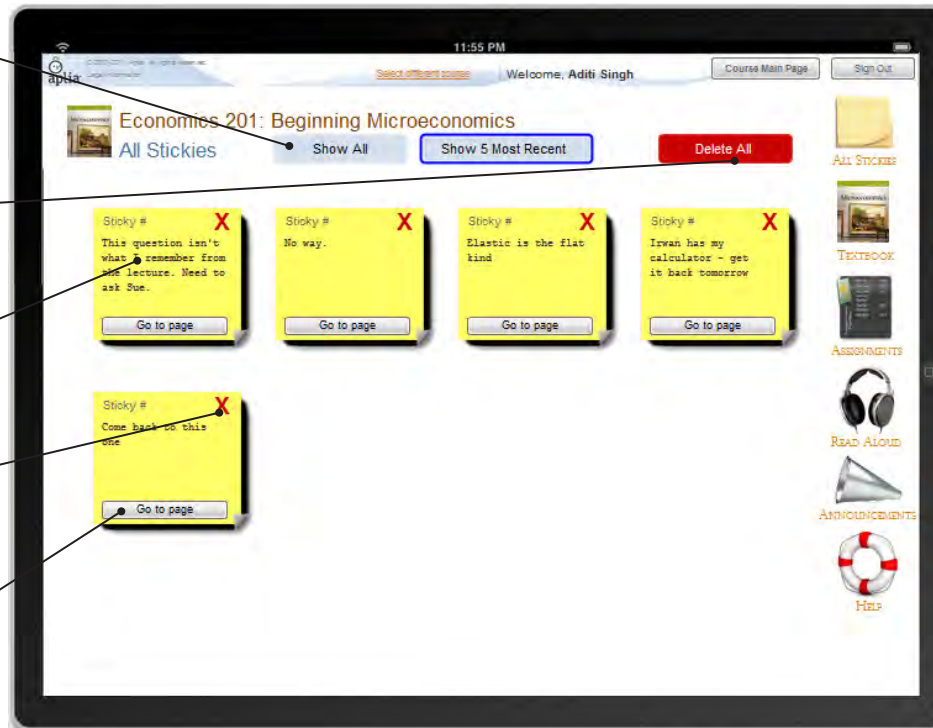
Button options to filter by All, 5 Most Recent

Delete All button

Sticky number and text message

Individual delete control

Go to page where sticky is affixed

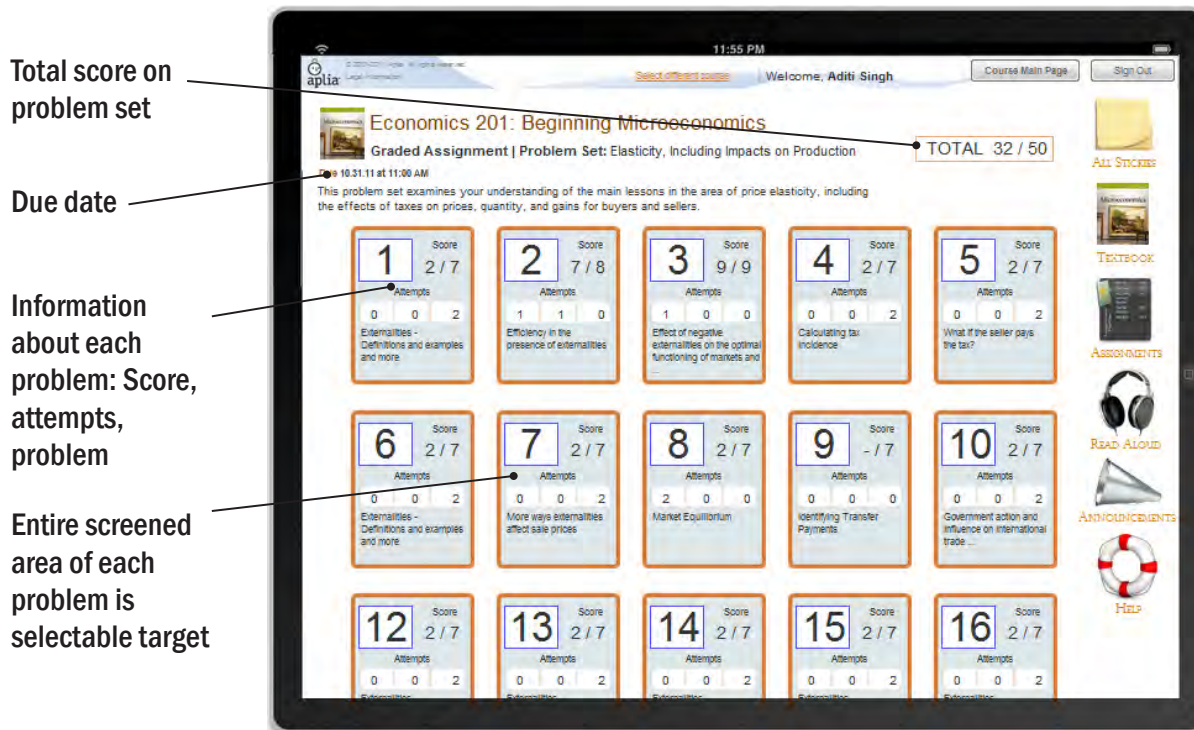


**Interactions:** Press buttons to activate. Press red X to delete individual sticky. Swiping upward reveals stickies below the fold.

# PROTOTYPE PAGE EXAMPLES

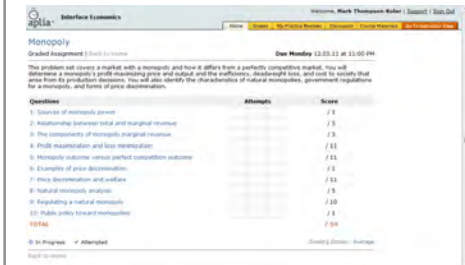
## Problem Selection

**Page purpose/capabilities:** Allows user to see points and attempts for each problem, and to select problems to answer



**Based on this page in standard Aplia site:**

Problem Set: Main Page



**Interactions:** Press screened area to select problem. Swipe upward displays problems below the fold. Swiping to left goes to Problem #1.

## PROTOTYPE PAGE EXAMPLES

# Problem: Fill-in Blank

**Page purpose/capabilities:** Example of a fill-in-the-blank problem type, (with active calculator widget shown)

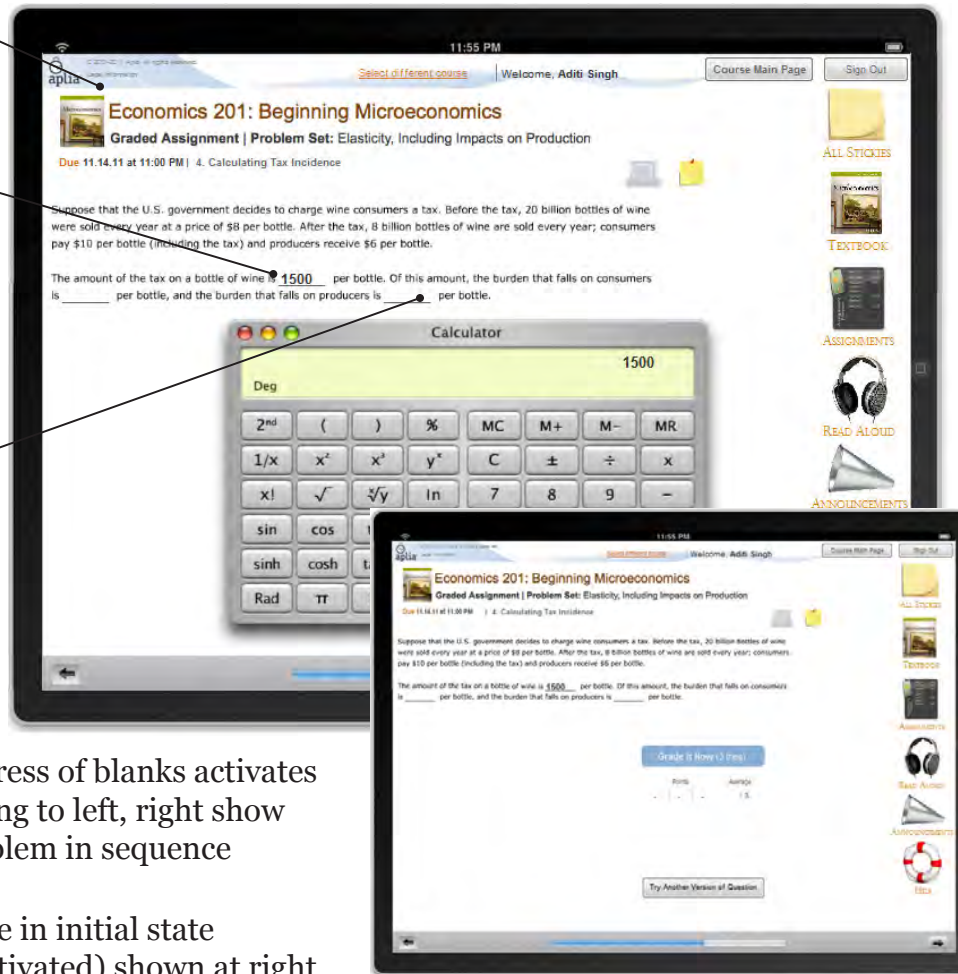
Question text

Blanks are populated with user-selected inputs from calculator widget

Calculator activated by pressing on blank fields

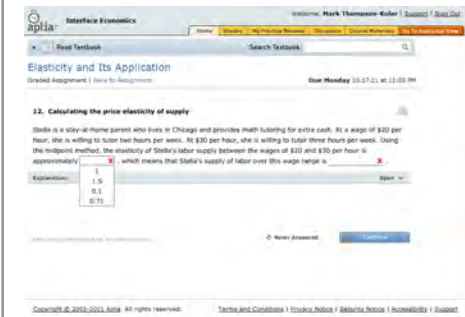
**Interactions:** Press of blanks activates calculator. Swiping to left, right show prior or next problem in sequence

**Variations:** Page in initial state (calculator not activated) shown at right.



Based on this page in standard Aplia site:

Problem: Multiple-choice Blank



## PROTOTYPE PAGE EXAMPLES

# Problem: Graph

**Page purpose:** Example of a graph problem type

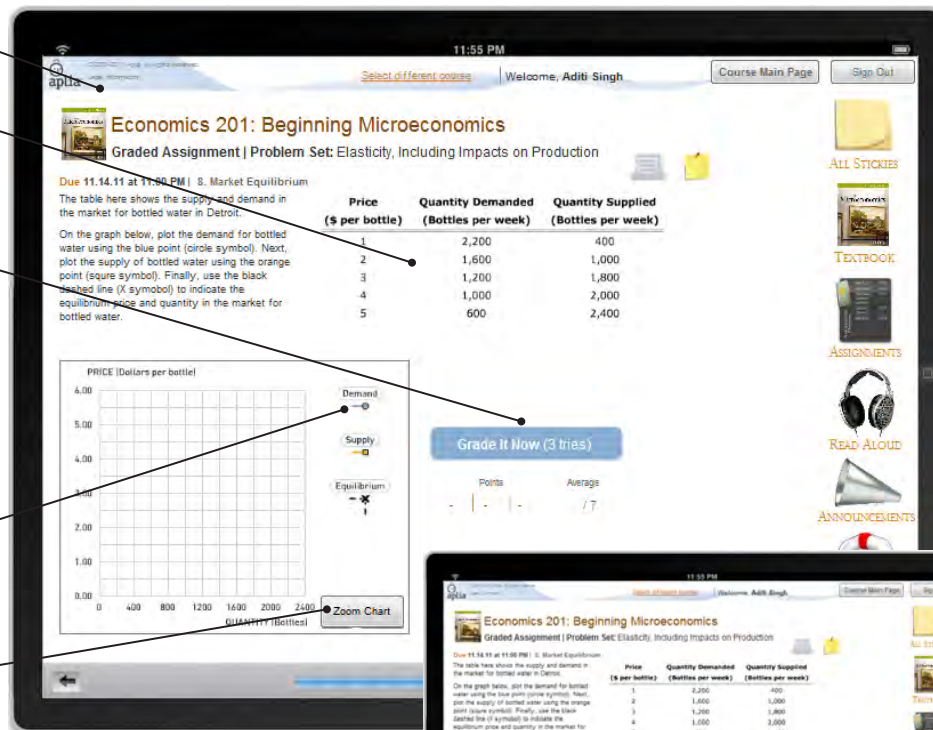
Question text

Information table relevant to question

Grade It Now button activates autograder; label indicates number of attempts allowed

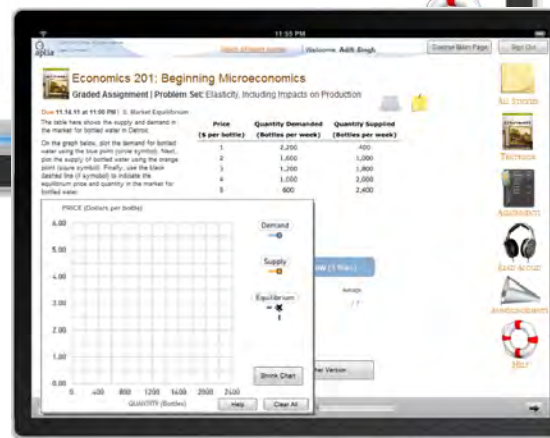
User touches chart elements to form answer

Zoom Chart button



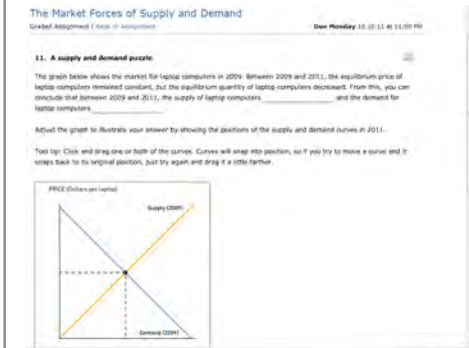
**Interactions:** Chart is touchable. Swipe upward reveals information below fold; swipe left or right reveals next or previous problem

**Variations:** Inset at right shows Zoom Chart feature activated: Chart area enlarges by 70%.



**Based on this page in standard Aplia site:**

Problem: Graph





## PROTOTYPE PAGE EXAMPLES

# Problem: Graph - Answer

**Page purpose:** Display answer(s) to graph type problem

Answer(s) display to right of chart and/or farther down page

The screenshot shows the APLIA interface for an Economics 201 assignment. The problem asks to plot supply and demand curves for bottled water based on a provided table. The solution shows the graph with the equilibrium price and quantity marked.

Price (\$ per bottle)	Quantity Demanded (Bottles per week)	Quantity Supplied (Bottles per week)
1	2,200	400
2	1,600	1,000
3	1,200	1,800
4	1,000	2,000
5	600	2,400

The graph shows the equilibrium price at \$3.00 and the equilibrium quantity at 1,200 bottles per week.

Condensed Label here for the item

Based on this page in standard Aplia site:

Problem: Graph - Answer

The screenshot shows a standard Aplia page for a supply and demand problem. It includes a text-based question, a table of data, and a graph for plotting the supply and demand curves.

**Interactions:** Chart is touchable. Swipe upward reveals information below fold; swipe left or right reveals next or previous problem.

## PROTOTYPE PAGE EXAMPLES

# Problem: Multiple Choice

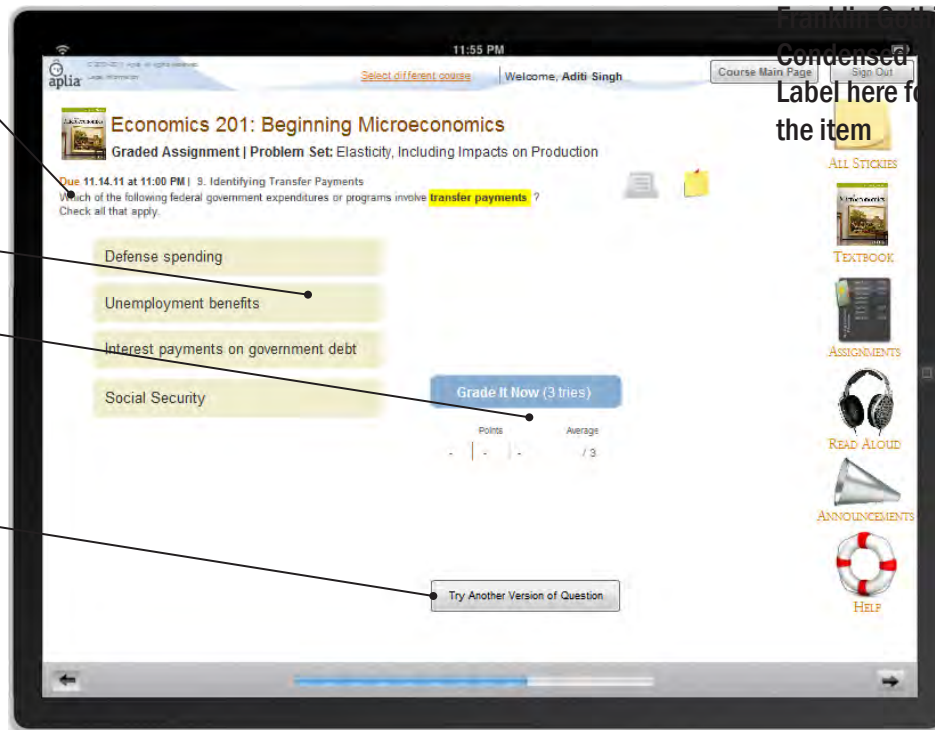
**Page purpose:** Example of a multiple-choice problem type

Due Date and Question text

Screened areas are large, touchable targets

Grade It Now button, points and attempts

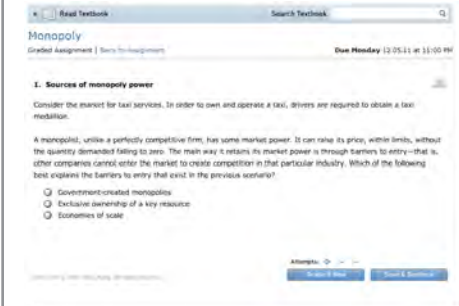
Button allows user to try a different variation of this question



Condensed Label here for the item

**Based on this page in standard Aplia site:**

Problem: Multiple Choice



**Interactions:** Press of screened target makes selection. Press of buttons activates. Swipe left, right go to prior or next problem.

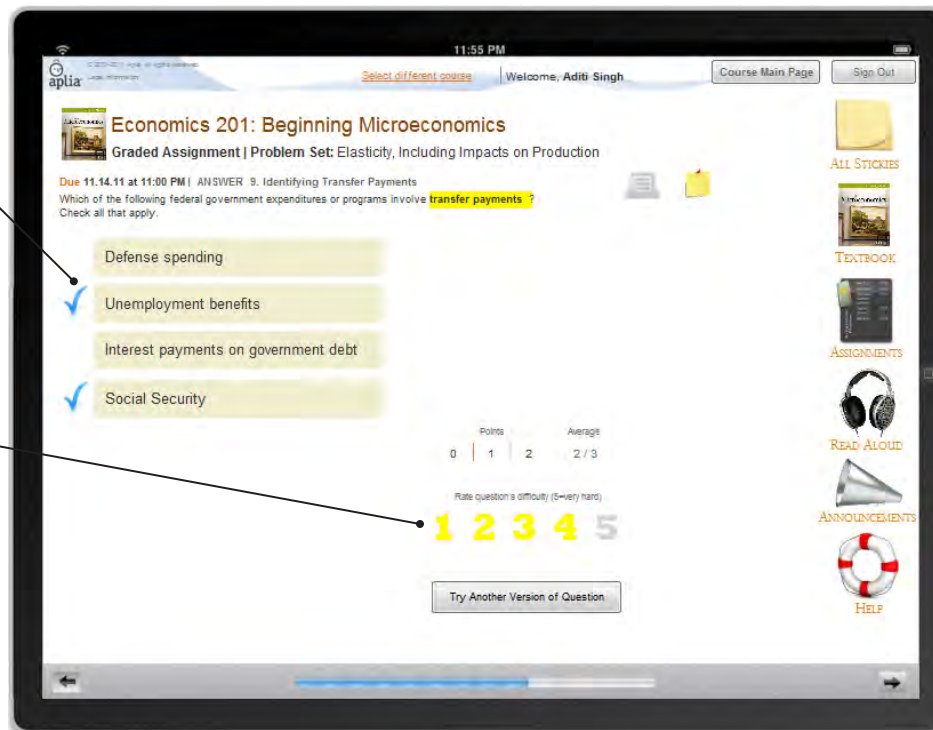
## PROTOTYPE PAGE EXAMPLES

# Problem: Multiple Choice - Answer

**Page purpose:** Display correct answer to problem, allow user to provide feedback rating about perceived difficulty of problem

Checkmarks display answers

User can offer 'social media style' feedback to instructor on touch-activated, 1-5 scale about difficulty of problem



Based on this page in standard Aplia site:

Problem: Multiple Choice - Answer



**Interactions:** Touch activates difficulty ratings. Swipe right, left goes to prior or next problem.

## PROTOTYPE PAGE EXAMPLES

# News Analysis: Assignment

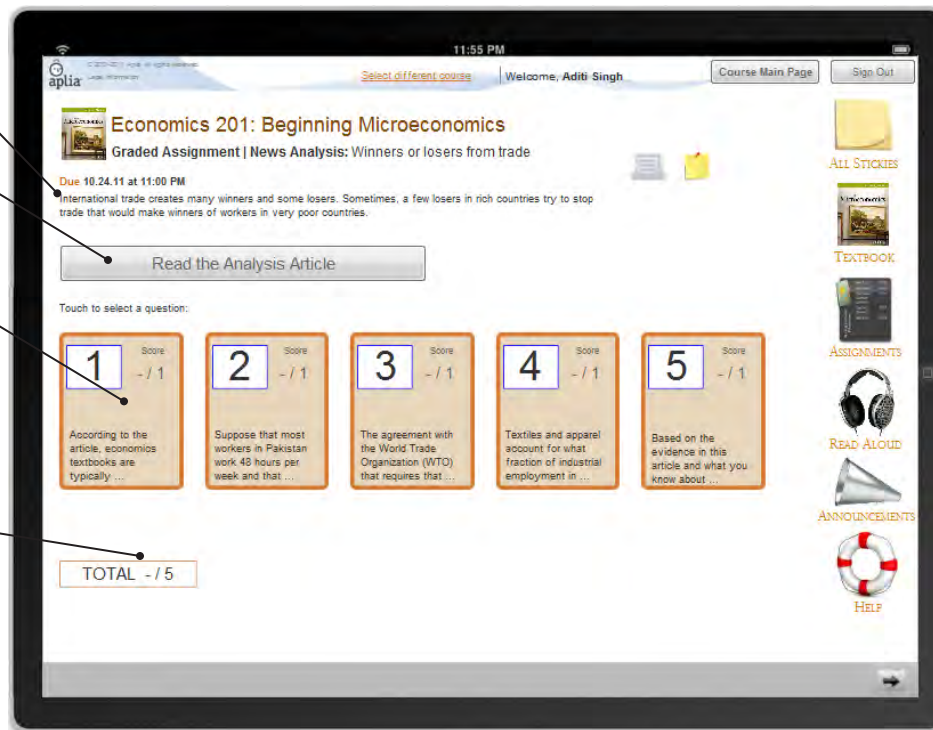
**Page purpose:** Allows access to analysis article and individual questions

Due date and introductory text

Access the article

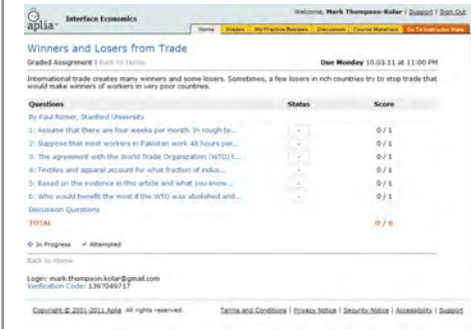
Screened-area targets show information about questions

Total points scored on assignment



Based on this page in standard Aplia site:

News Analysis: Assignment



**Interactions:** Press activates targets, button. Swiping leftward accesses analysis article.



## PROTOTYPE PAGE EXAMPLES

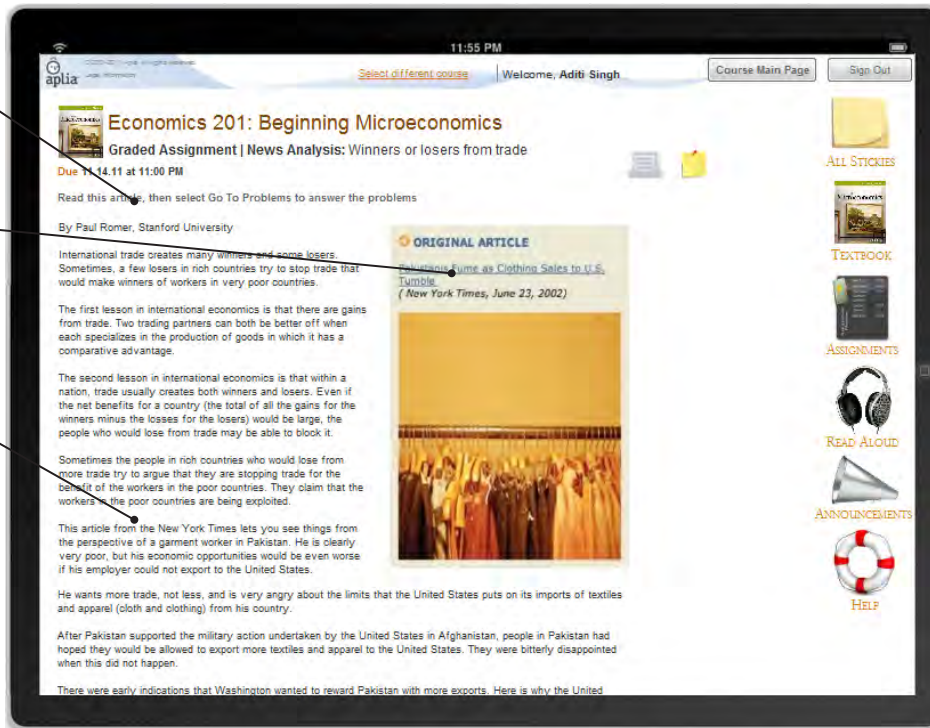
# News Analysis: Article

**Page purpose:** Provide access to News Analysis article and link to article in original media source

Instruction text

Link to article in original media source

Article text



Based on this page in standard APLIA site:

News Analysis: Article



**Interactions:** Swiping upward scrolls screen up to reveal content below fold. Swipe right accesses News Analysis: Assignment page. Swipe left accesses News Analysis Assignment Question 1.

## PROTOTYPE PAGE EXAMPLES

# News Analysis: Question

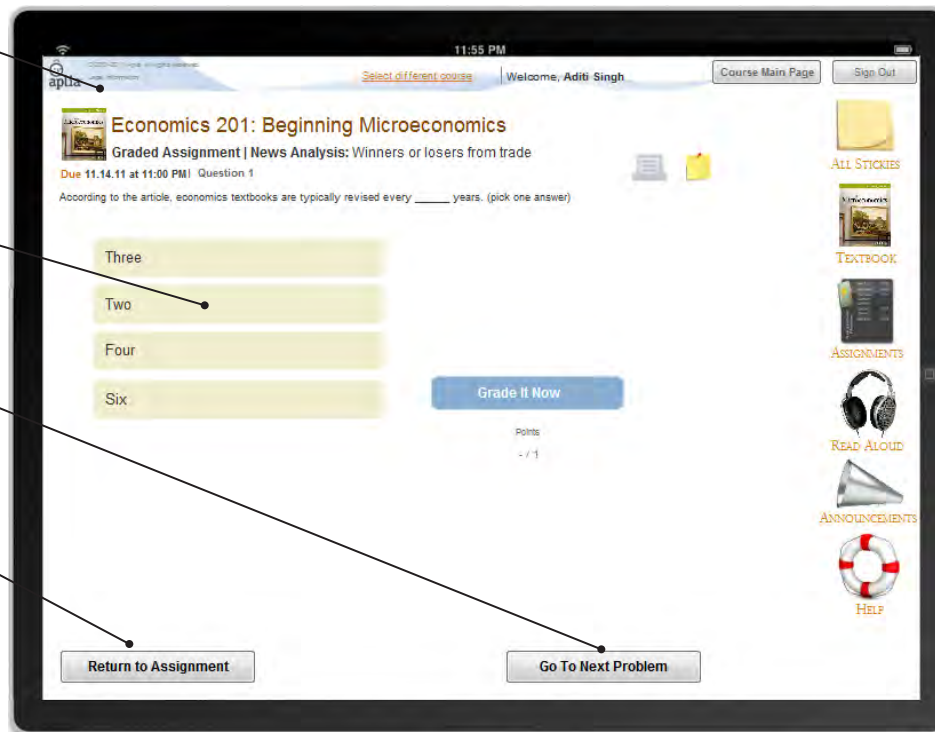
**Page purpose:** Present News Analysis Question

Question text

Screened area  
around answer  
indicates target

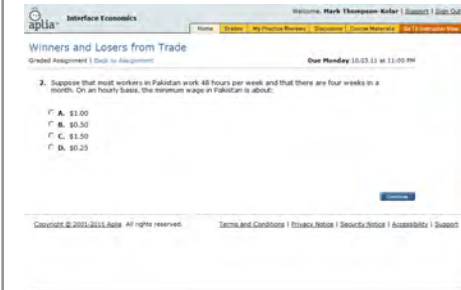
Go to Next Problem

Return to  
News Analysis:  
Assignment Page



**Based on this page in  
standard Aplia site:**

News Analysis: Question

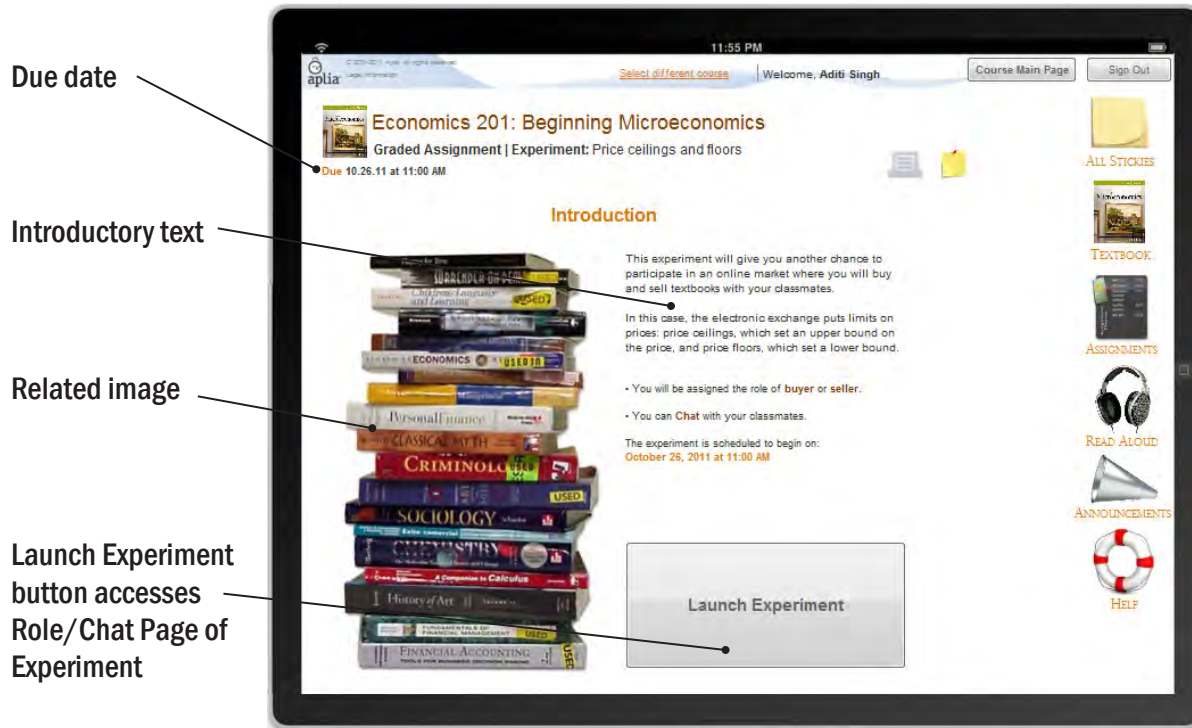


**Interactions:** Press activates buttons. Swipe leftward accesses prior question, swipe rightward accesses next question.

## PROTOTYPE PAGE EXAMPLES

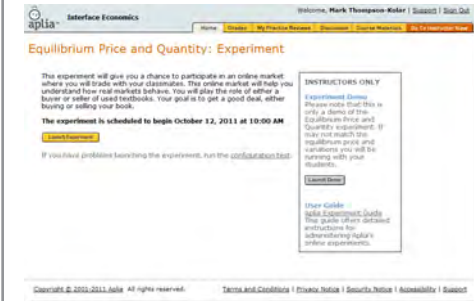
# Experiment: Introduction

Page purpose: Describe Experiment



Based on this page in standard APLIA site:

Experiment: Introduction



**Interactions:** Swipe leftward and swipe rightward do nothing on this page. Swipe upward, downward behave as standard when content extends below fold.

## PROTOTYPE PAGE EXAMPLES

# Experiment: Role/Chat

**Page purpose:** Provide description of user's role in experiment, provide Chat screen, show Round in progress and time remaining

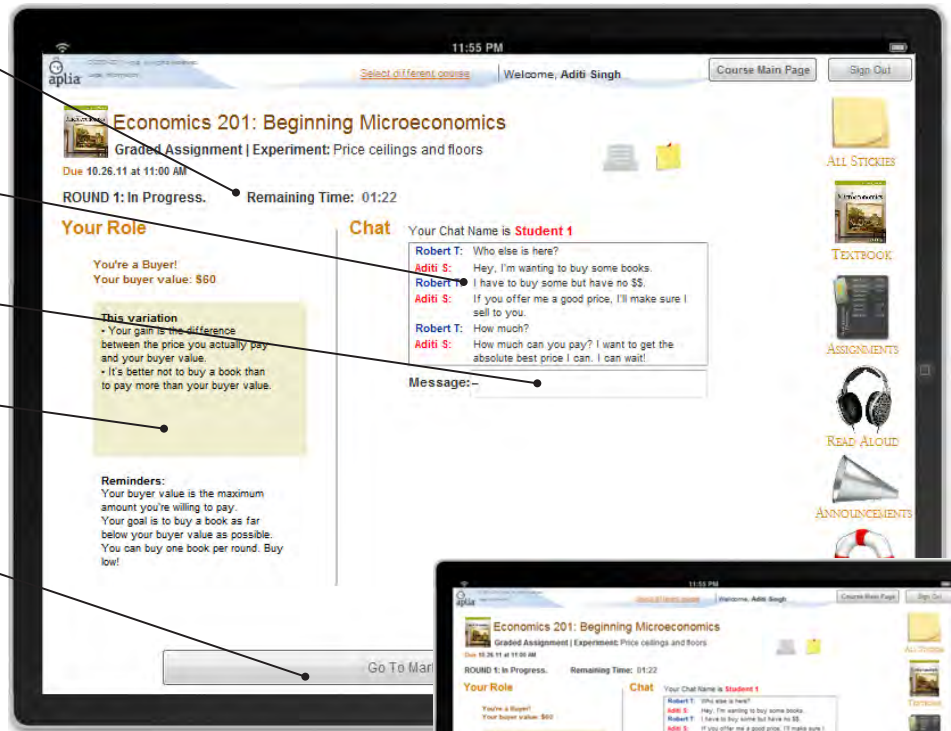
Round status,  
Remaining time  
indicator

Chat messages

Chat input field is  
touchable

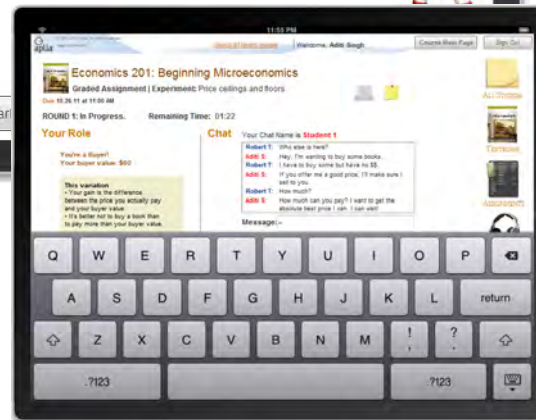
Role details

Button accesses  
Experiment: Market  
Page



**Interactions:** Swipe leftward or rightward accesses Experiment: Market page. Touch of Message input field activates tablet keyboard

**Variations:** Inset shows keyboard activated.



Based on these pages in  
standard Aplia site:

Experiment Role & Chat





## PROTOTYPE PAGE EXAMPLES

# Experiment: Market

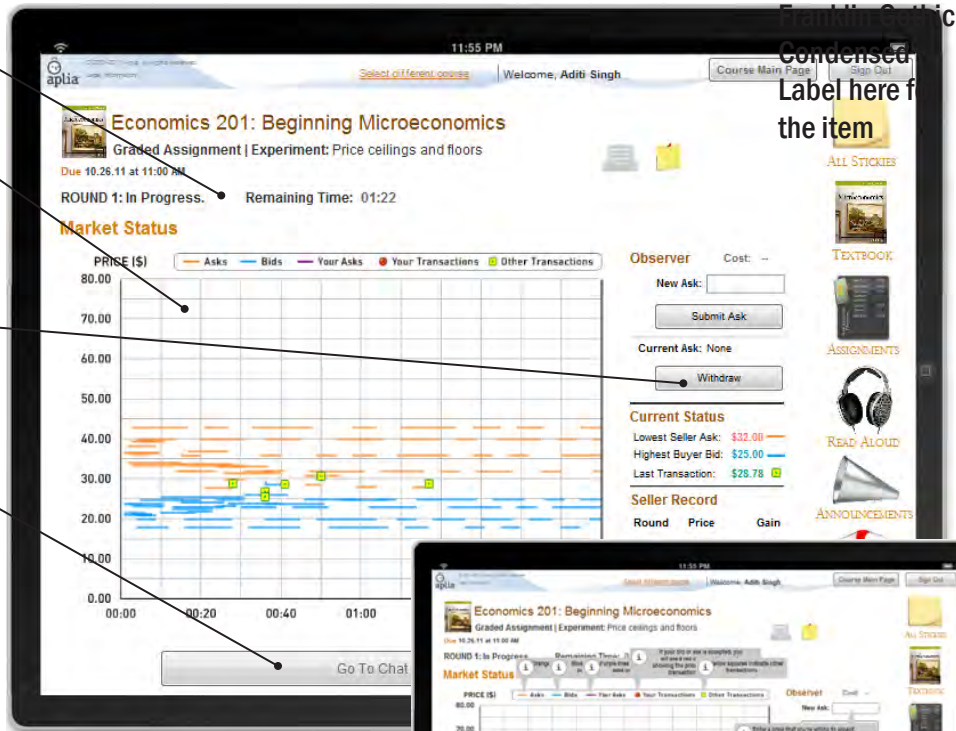
**Page purpose:** Provide Market view interface for Experiment

Round status,  
time remaining  
indicator

Market graph

Input fields and  
various indicators

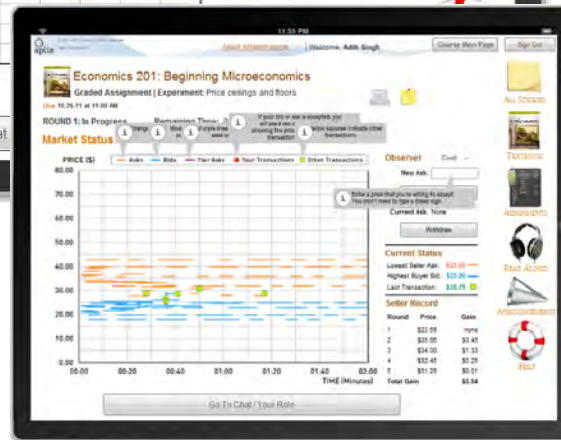
Button accesses  
Role/Chat Page



Condensed  
Label here for  
the item

**Interactions:** Buttons and input fields are touchable. Swipe leftward or rightward accesses Role/Chat Page.

**Variations:** Touching elements activates descriptive popovers, as shown in inset.



Based on this page in  
standard Aplia site:

Experiment: Market



## PROTOTYPE PAGE EXAMPLES

# Announcements: All Shown

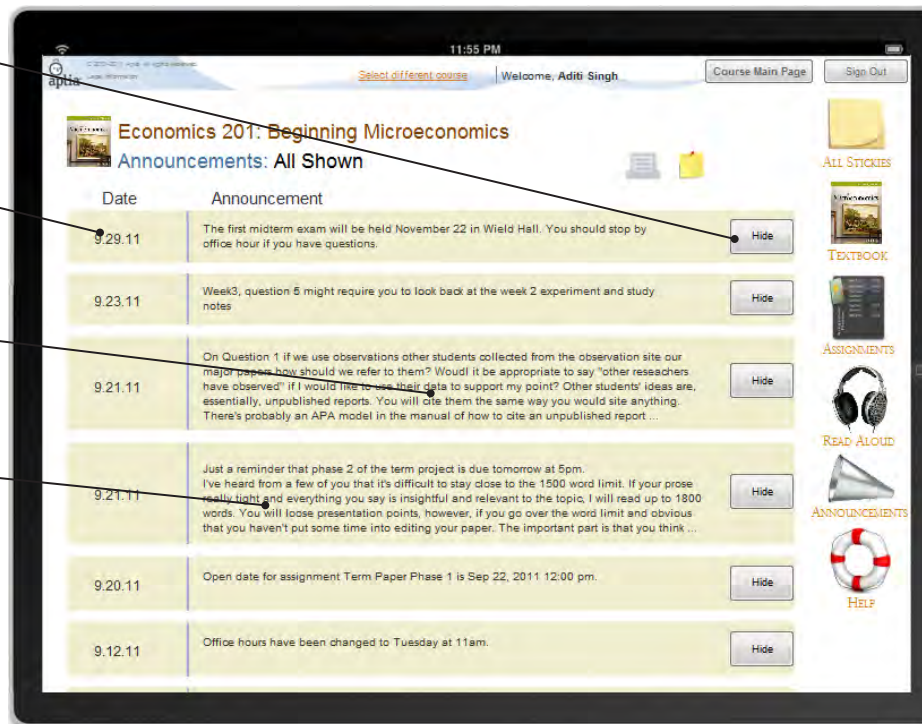
**Page purpose:** Display all announcements sent by instructor

Button gives announcement 'hidden' status

Date entered

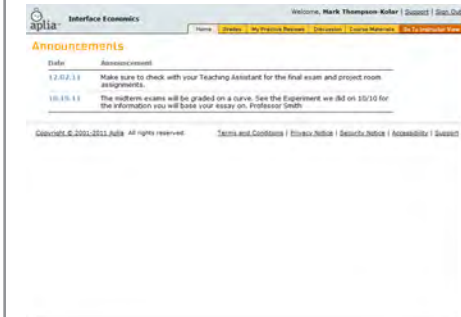
Abbreviated text of announcement (5-line maximum)

Detailed view of whole announcement is accessed by pressing large screened target area



Based on this page in standard Aplia site:

View All Announcements



**Interactions:** Upward and downward swipes cause screen to scroll when content extends below fold. Press screen area targets to access Announcements: Detail Page

**Variations:** See Announcements - Show Hidden on next page.

## PROTOTYPE PAGE EXAMPLES

# Announcements: Show Hidden

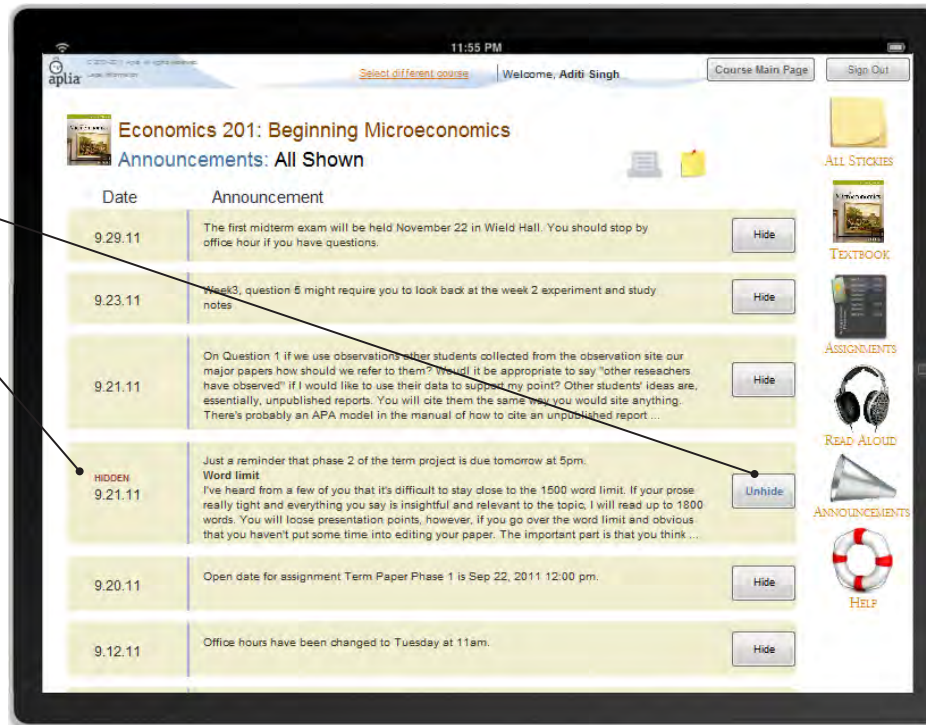
**Page purpose/capabilities:** Display all announcements, including those of 'hidden' status, when announcements possess that status

Based on this page in standard Aplia site:

None

Button allows user to eliminate 'hidden' status

Label indicates 'hidden' status



**Interactions:** Upward and downward swipes cause screen to scroll when content extends below fold. Press screen area targets to access Announcements: Detail Page.

## PROTOTYPE PAGE EXAMPLES

# Announcements: Detail

**Page purpose:** Display entire announcement

**Based on this page in standard Aplia site:**

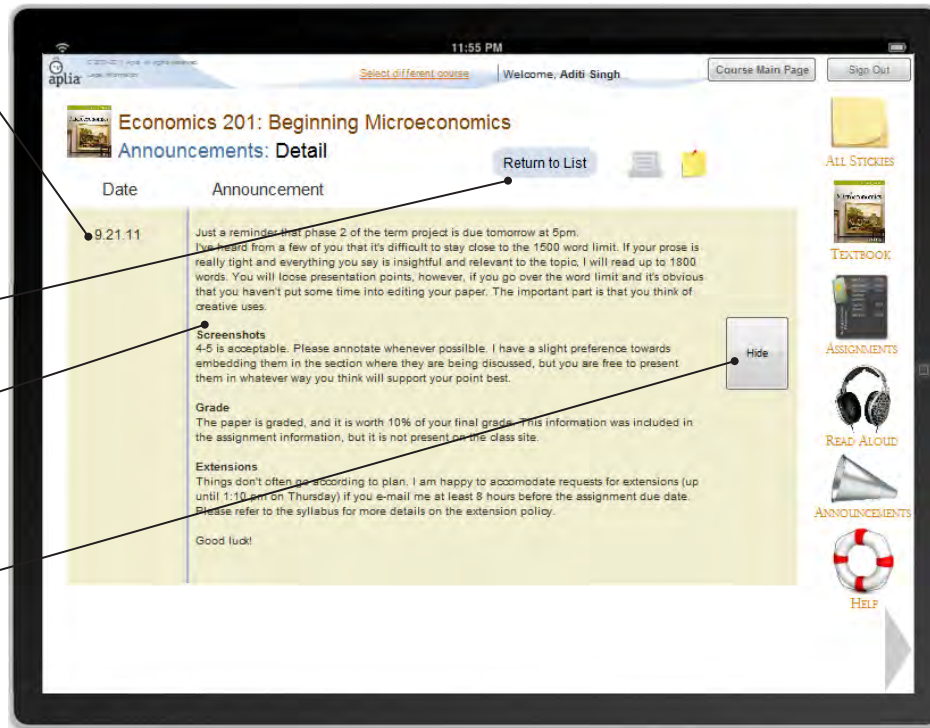
None

Date created

Button accesses  
Announcements:  
All Shown Page

Entire  
announcement  
text

Set announcement  
to 'hidden' status



**Interactions:** Upward and downward swipes cause screen to scroll when content extends below fold.



## PROTOTYPE PAGE EXAMPLES

# Textbook: Chapter Outline

**Page purpose:** Outline of contents for course digital textbook

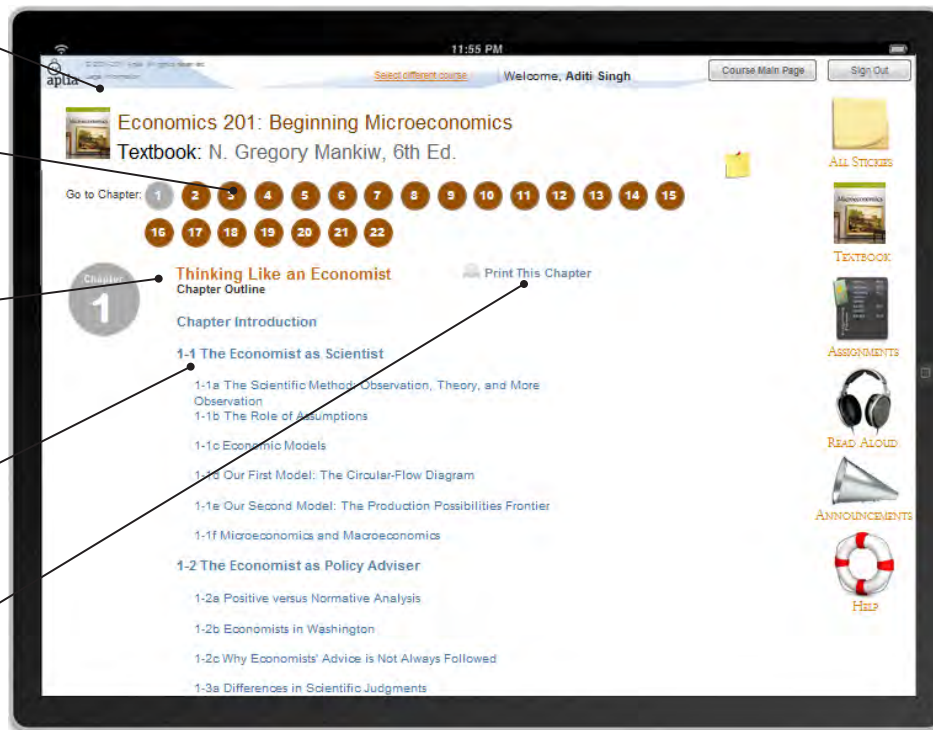
Textbook title

Targets access chapters

Labels for displayed chapter, title

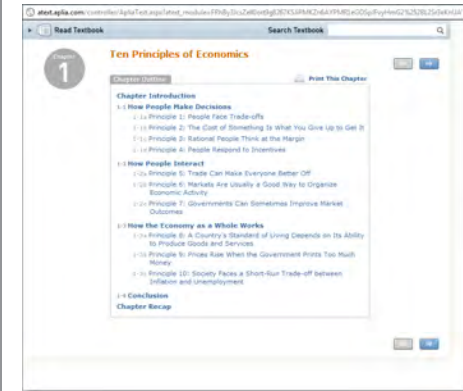
Sections, subsections are links

Control to print chapter



Based on this page in standard Aplia site:

Textbook: Contents

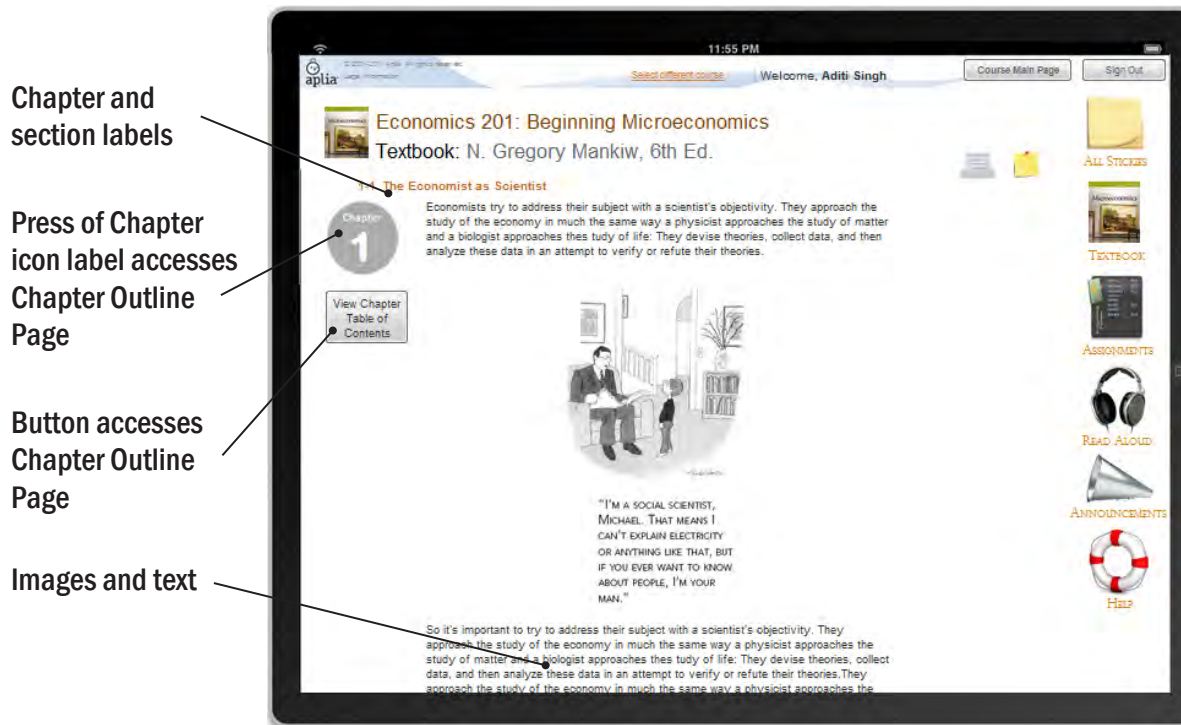


**Interactions:** Upward and downward swipes cause screen to scroll when content extends below fold. Press activates chapter link targets and subsection links for current chapter.

## PROTOTYPE PAGE EXAMPLES

# Textbook: Typical Page

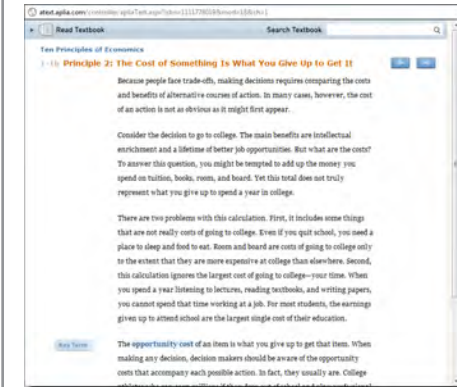
**Page purpose:** Page of inside content from course digital textbook



**Interactions:** Swipe upward, downward display content in section. Swipe leftward, rightward access prior or next page in section. Press of button and chapter icon label accesses Chapter Outline Page.

**Based on this page in standard Aplia site:**

Textbook: Page



## PROTOTYPE PAGE EXAMPLES

# Help

**Page purpose:** Example of customer support assistance page for student

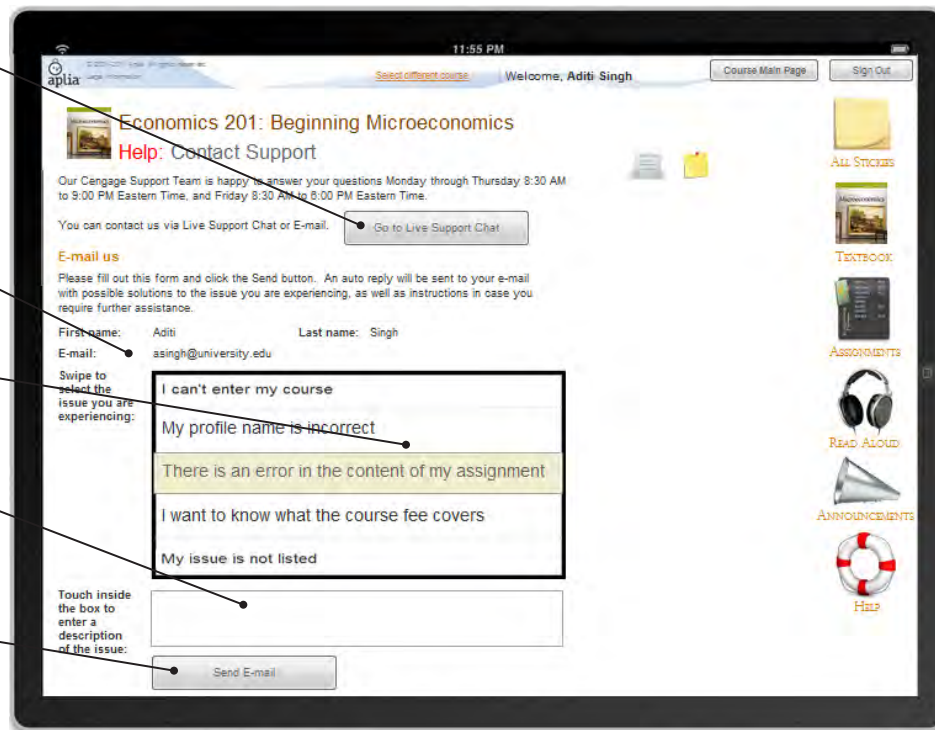
Button to access support chat site

Email form, prepopulated with user account information

Spinner widget to select help issue

Text entry box to enter problem specifics

Button activates email send



**Based on this page in standard Aplia site:**

Support



**Interactions:** Upward and downward swipes cause screen to scroll when content extends below fold. Spinner widget selects general help issue. Text entry box activates tablet keyboard.