necessary in good design. Capturing the essence of artists’ insights with general design principles helps to codify the knowledge needed to build good interfaces.

Advertising theory and practice give us the operational principles for designing aesthetically pleasing visual displays. As computer technology proliferates in education, popular culture, and work environments, the computer, like the telephone and television, will gradually be taken for granted by the general public. Ease of use and aesthetic appeal will be expected, as advertisements for video games now attest. Failure to be aesthetically pleasing may lead to failure in the marketplace.

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