Towards Final Design: Part 2

Considering the feedback you received in class and the four visual design elements summarized on slide 2, continue to refine the design of your three chosen screens.

For each of your three screens, document your design study as well as your final design (i.e., each screen you present on page 3-5 should be different to document/illustrate your process). Provide rationale for your design.
Hierarchy & Composition

Have you created order and level of importance in your design? Established the visual levels of dominance and subordination?

White space: “Nothing is an important something.”

Empty space is needed in all compositions. It is imperative to accessibility and navigation. Space provides pathways, or channels, that lead the eye through the design, while directing the visual focus toward the positive areas of the compositional space.

Grid

Baseline used or not? When is grid broken?

The grid renders the elements it controls into a neutral spatial field of regularity that permits accessibility—viewers know where to locate information they seek because the junctures of horizontal and vertical divisions act as signposts for locating that information. The system helps the viewer understand its use. In one sense, the grid is like a visual filing cabinet.

Effective grid is not a rigid formula but a flexible and resilient structure, a skeleton that moves in concert with the muscular mass of information.

Typography

What does the type signify?

The key to good type layouts is contrast. In choosing to mix typefaces, be sure to select counterparts with enough contrast—but be aware of their similarities as well. E.g., different in stroke contrast and detail, but construction is similarly geometric.

Colors

Which color contrast(s) are used in your design and why you chose the(se) particular color contrast(s)?

We experience color based on the interaction among colors. People respond to the relationships among colors. In human visual experience, colors appear as interrelated sensations that cannot be predicted from the response generated from viewing colors in isolation.
Study 1: Hierarchy
Moved the navbar from the top to the left to make subnavigation clearer. Darkened navbar text to help it stand out.

Study 3: Typography
Justified definition text because it is more header/decorative and hanging hyphen was ugly.

Study 2: Grid
Moved from separate column systems for the navbar and content to a single column system, with one width for the navbar and a 3 column grid to fill the rest of the horizontal space.

Study 4: Color
Switched from muted overlay colors to brighter to keep consistent with bright highlight color in logo.
Compliant mechanisms are flexible mechanisms that transfer an input force or displacement to another point through elastic body deformation.

Final Design
Major changes were from the horizontal navbar across the top to the left sidebar. This allows a more consistent column system. Other tweaks included getting rid of ugly hyphens, darkening the navbar items, and brightening the muted overlays for an overall bright color scheme.
**Process**

**Synthesis**

**Screen Set 2**

**Study 1: Hierarchy**

Navigation is consolidated in the sidebar. Hierarchy in the sidebar created through indentation, font size, and font color tone. Blue is used to highlight the most specific navigation level.

**Study 2: Grid**

Navbar column is consistent with the rest of the pages. Three column grid also consistent with rest of pages, although this reduces the number of thumbnails on the page.

**Study 3: Typography**

No change.

**Study 4: Color**

Overlay color brightened to be more consistent with bright color scheme.

Interface Aesthetics
Spring 2015

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Synthesis

Screen 2: Final Design

Process

Final Design

Primary difference is in the navigation, using indentation, font size, and font color to create hierarchy within the levels of navigation. Other changes included imposing the website column system on this page and the brightening of the overlay to match with the overall bright color scheme of the site.
Study 1: Hierarchy
Hierarchy through font size, font weight, font color.

Study 2: Grid
Moving the navbar to the side created an extra column, so descriptive text moved to top to reduce number of columns in the page. See next page for question about which grid to go with for this page.

Study 3: Typography
Long paragraph broken into three columns for readability and consistency with 3 column grid.

Study 4: Color
No change.
Process

Synthesis

Opinion Question

Grid Version 1
Elements kept primarily in columns. Feels like there are too many columns for this page and the media box gets squished.

Grid Version 2
Descriptive text spans across top, acknowledges columns by breaking text into columns. Potentially less readable because descriptive text area height is so short and may need to scroll that area.

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**Final Design**

Primary difference is in moving the navbar from across the top to the side, which created an extra column a page with lots of columns. Moved descriptive text area to span the content columns although the text follows the column format. Moved image menu to right to separate from page navigation.