Towards Final Design: Part 2
**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.

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**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.

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**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.

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**Colors**

Which color contrast(s) are used in your design and why you chose the(s) 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.
Process

Synthesis

Screen Set 1

Study 1: Hierarchy
I removed the navigation bar on the left because it was too distracting. Instead the navigation is along the top now.

This means the 3 “buttons” are bigger and hold more of the user’s attention.

Study 2: Grid
I lined up the content in the buttons better, moved the bar under the navigation up and aligned the items in the top right to maintain the grid.

Study 3: Typography
I made the type in the news area bigger and the title more bold.

Study 4: Colors
I made the buttons orange to help them stand out more.

Interface Aesthetics
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Final Design
I like this better than the previous design. The image in the background helps give it depth and relates to the content. The icons draw the user in and the layout is easier to navigate.
Synthesis

Study 1: Hierarchy
I matched the homepage in regards to navigation, the header, and the background.

Study 2: Grid
The alignment change here was simple, moving the content to line up on the left.

Study 3: Typography
I made the title match the style of the homepage, enlarged the subtitles and made them more bold, and increased the titles of the times in the list.

Study 4: Colors
There weren't any color changes here but overall I like the orange, black and gray.
Screen 2: Final Design

Final Design
I think this page works much better without the big navigation bar I had in the previous design. The type is easier to read too.
**Synthesis**

**Screen Set 3**

**Study 1: Hierarchy**
Realigned to match the new layout.

**Study 2: Grid**
I made the buttons the same size as the ones on the homepage and lined up the title of the page with the new location for titles.

**Study 3: Typography**
Not much change here, just making sure everything matches and the title is in the same style as the other pages.

**Study 4: Colors**
The orange buttons work much better than the blue.
Final Design
I may still end up looking for icons for these buttons but overall this is an improvement over the last design.