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.
Each screen you present on this page should be different to document/illustrate your process.

### Study 1: Hierarchy
Have you established the visual levels of dominance and subordination?

Does space provide pathways, or channels, that lead the eye through the design, while directing the visual focus toward the positive areas of the compositional space.

Compared to last week, I increased the type size for the subheader bars to give them a little more impact.

### Study 2: Grid
Baseline used or not? When is grid broken?

I kept the same two-column grid I used last week, but changed the alignment of the left grid to match the right grid. This grid is broken in the title and subheader bars.

### Study 3: Typography
What does the type signify? If a variety of type sizes are to be used, the differences between them must be clearly recognizable.

I wanted to give the header bar more personality so I tried a variety of different fonts. I ended up with century gothic, which looks clean and modern.

### Study 4: Colors
Which color contrast(s) are used in your design and why you chose the(se) particular color contrast(s)?

I added the blue color to the room number to group this information together and separate it from the event title.
Synthesis

Screen 1: Final Design

Please put the hi-res version of your final design for Screen 1

My overall goal for this week was to increase the impact and brighten up the overall design. I added some new types, changed type sizes and added additional color.
Each screen you present on this page should be different to document/illustrate your process.

Study 1: Hierarchy
Have you established the visual levels of dominance and subordination?

Does space provide pathways, or channels, that lead the eye through the design, while directing the visual focus toward the positive areas of the compositional space?

I kept the same hierarchy as last week.

Study 2: Grid
Baseline used or not? When is grid broken?

I kept the same two-column grid as last week.

Study 3: Typography
What does the type signify? If a variety of type sizes are to be used, the differences between them must be clearly recognizable.

I updated the type of the header, search bar, and names to Century Gothic.

Study 4: Colors
Which color contrast(s) are used in your design and why you chose the(se) particular color contrast(s)?

This week I updated the icon used for the chat feature. I picked a flat turquoise chat bubble that matched the header color.
Final Design

For this screen the biggest change was to the icon. Adding a bright blue icon, as well as adding a new type helped to increase the overall friendly, positive attitude of the interface.
Process

Synthesis

Screen Set 3

Each screen you present on this page should be different to document/illustrate your process.

**Study 1: Hierarchy**

Have you established the visual levels of dominance and subordination?

Does space provide pathways, or channels, that lead the eye through the design, while directing the visual focus toward the positive areas of the compositional space.

I started with the same hierarchy as last week.

**Study 2: Grid**

Baseline used or not?
When is grid broken?

I tested out some different variants of the top text block, trying to break it into a right-aligned, two-column grid. Ultimately, I preferred to keep it as it was.

**Study 3: Typography**

What does the type signify?
If a variety of type sizes are to be used, the differences between them must be clearly recognizable.

Here I switched the type for the headings and most important info to Century Gothic. I also decreased to type for the subheading and used this extra space to make the photo larger.

**Study 4: Colors**

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

I added a light gradient color to the background to see if this would be more interested to the user.
Synthesis Screen 3: Final Design

Please put the hi-res version of your final design for Screen 3.

Final Design

For the event info screen I updated the type, as in the other screens. I also changed the blocking of the title box. This freed up space to increase the size of the headshot.
Beyond Academia

**Agenda**

**Monday March 16th**

- 9am: Keynote Bill Lindstaedt
  - Krutch Theater
- 9:45am: Branding your Brain
  - Room 304
- 11am: The Recruiter’s Perspective
  - Room 204
- 1:30pm: Creating a Business Plan
  - Room 203
- 2:15pm: Technical Consulting
  - Room 203

**My Agenda**

**Networking Tool**

**Event Info**

**Branding Your Brain**

9:45am  Monday March 16th
Room 304

Celia Sepulveda
Communications strategist

This workshop will help you identify your 'brand pillars'—focused principles on who you are and how you want others to experience what you are bringing to the table. We will cover the fundamentals of effective communication, story telling and connecting with your audience.

**Amy Young**
Attendee: Psychology PhD
Interests: Market strategy, communications

**Dan Brown**
Attendee: Archeology PhD
Interests: Behavioral economics, case studies

**Amy Young**
Attendee: Psychology PhD
Interests: Market strategy, communications

**Celia Sepulveda**
Workshop Leader: Branding your Brain
Interests: Strategic communications, public relations, and business development