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.
Process

Synthesis

Screen Set 1

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

Study 1: Hierarchy
There are five main areas of hierarchy in the design above: a nav bar, a graph, some stats, an overall summary of mood and beats per minute, and a home nav button. As I designed these, I tried to imagine that each component would stand on its own. Then I put the pieces together.

Study 2: Grid
I noticed that “today” wasn’t perfectly centered on the center line. I also moved the large summary bp and avg mood down.

Study 3: Typography
I feel pretty confident that type I’m using works for this. I chose helvetica because the colors and shapes are pretty overwhelming, so helvetica calms things down in the design. Needless to say, I was curious to see what a different font would look like in the nav bars and titles. I choose to use chalkboard for this to match the cursive feel of the smileys. I don’t think that chalkboard works…it makes it too busy.

Study 4: Colors
I went back and forth about the colors for the nav bar buttons. Here’s what it looks like with blue buttons. I think the original purplish blue color is better, because its less contrasting to the pink than the blue and overall is more muted/less bright; the gradient is much bright/pops out more with the blue; the purple keeps the gradient from feeling overwhelming.
Synthesis  Screen 1: Final Design

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

Final Design
My first design was the best one. After reviewing the four sets of images, the one that appears here is best.
Each screen you present on this page should be different to document/illustrate your process.

**Study 1: Hierarchy**
This design tries to make 6 sections of information visible. This is achieved with color and font-size. Like information is grouped together.

**Study 2: Grid**
The heart next to the average bpm number breaks the grid. Here’s a version where I take out the heart.

**Study 3: Typography**
I think the typography on this is correct. There’s nothing that I would change.

**Study 4: Colors**
I changed the color of the nav bar to see who
Process

**Synthesis**

**Screen 2: Final Design**

Please put the hi-res version of your final design for Screen 2

**Final Design**

This screen takes elements from the first screen, but adds other elements like forms and feelings into the mix. It uses icons where possible to reduce the number of words used. It also uses complementary and contrasting colors to help create hierarchy and also make the app feel more fun and welcoming.
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.

Explain the iterative changes that you made based on looking at your design on the device.

I removed the grey boxes. The boxes made the overall design look to grid like. As I designed these, I made extensive use of grid lines to make sure that everything was lined up.

Study 2: Grid

Study 3: Typography
This screen is very simple. I didn’t make any changes to the typography.

Study 4: Colors
I tried to use 2 hearts to add more color into this screen. I think it just made the design look busy/not as cohesive.

Each screen you present on this page should be different to document/illustrate your process.
Synthesis  
Screen 3: Final Design

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

Final Design
This design makes extensive use of even spacing, gutters and grid lines. Its simple and straightforward design. I believe that its simplicity makes the screen feel elegant and uncluttered.