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**
This is what I started out with

**Study 2: Grid**
I removed the gradient to make things more clear.

**Study 3: Typography**
The font size seemed too big so I lessened the size of the font.

**Study 4: Colors**
I made the buttons white to see what that would look like. The color in the background of the buttons bring warmth to the design.
Synthesis

Screen 1: Final Design

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

Final Design

Reducing the color and removing the gradient made the design less busy and more readable. Reducing the scale of the main graph reduced also improved the overall design.
Process

Synthesis

Screen Set 2

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

Study 1: Hierarchy
This was the original version

Study 2: Grid
I split up the version into two screens.

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

Study 4: Colors
I added a splash of hot pint to the header. This red added warmth and also improved the hierarchy of my design.
Synthesis

Screen 2: Final Design

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

Final Design
This was my final design. I think that splitting the original design into two screens makes it much more readable.

Session Complete!

How do you feel?

😊 😐 😞 😞 😞

Location

Tags

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

Study 1: Hierarchy
This was the original design that I broke up into two screens.

Study 2: Grid
I used grid lines to line everything up.

Study 3: Typography
I lessened the size of the fonts on the graphs to create more negative space.

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.
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.