Towards Final Design: Part 2
Synthesis

Study 1: Hierarchy
Committed to the idea of the images; focused on image and established a more level composition that allows the images to pop. Placed the text in a location that feels relatively sharp; provides less information, but feels cleaner and more stylish.

Study 2: Grid
The grid is incredibly simple here, with three columns and a gutter of 10px. The baseline grid operates similarly, although one full column shines through in the composition.

Study 3: Typography
Utilized Avenir more boldly, turning the typography into a clean statement. Switched to Avenir Black for display, and increased the letter spacing for more breathing room in the typography; using Avenir Oblique for updated text to give the typography more motion and character relative to the aggressive display letterforms.

Study 4: Colors
Made the main navigation dark gray to help it fade to the background. For tiles with no photos, used bright color to add a flattish/materialish design character.
Synthesis

Screen 1: Final Design

Final Design
Bright, bold columns and a simple navigation that balances imagery with bold typography and bright colors.
Process

Synthesis

Screen Set 1

Study 1: Hierarchy
No change

Study 2: Grid
No change

Study 3: Typography
Moved to Avenir Light and Oblique for display text for a more characteristic, branded look. Began to play with typography as an image in the non-image grid. Use of large type creates bold splashes of white, and might even fade away to make way for the recipe title, which is tucked away.

Study 4: Colors
Began to play with color in the grid; here, using BuzzFeed's branded red as a background color.
**Synthesis**

**Screen 2: Final Design**

**Final Design**
A two column grid with bright flashes of color and imagery. Features bold typographic forms and minimal information.
Study 1: Hierarchy
Added a line below the author’s name in order to create a clearer visual divide, a slight accent to the page.

Study 2: Grid
No change.

Study 3: Typography
The typography is muddy in these PNGs but looks cleaner on screen. Switched to Avenir Black for greater consistency, and went with author in full caps and wide spacing to evoke a feeling of quotation and greater presence.

Study 4: Colors
No change.
Final Design
Heavy geometric Avenir widens before making way for large, readable Garamond.