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

Here, I removed the “adopter” toggle at the top of the screen, as it was interrupting the flow. I also changed the color of the button so that only the icon selected would be highlighted, rather than a large rectangle behind it. I also changed the color of the dog’s name to the same gray color, because the bright blue used to signify a link was out of place.

Study 2: Grid

I arranged the filter buttons so that they would have even spacing all around. I also made the filter button smaller so that the main paw or scratch buttons could be larger.

I changed the grid of the information above the photo to have the dog’s name be at the far right, while the details are listed starting from the left. I also moved the personality of the dog to be where the price tag used to be in order to emphasize that over price.

Study 3: Typography

The dog’s name is larger to signify more importance. The label is smaller and less emphasized. I also changed the size of the text for “More Filters” so that it would be smaller and not as emphasized.

Study 4: Colors

I used http://www.sessions.edu/color-calculator to change the color of the scratch symbol to be a split complementary color based on the periwinkle blue. The red is the other split complementary color. I also changed the paw print to be an analogous green color to the blue, from the same website. The color of the filter button was a less saturated blue from http://paletton.com/?uid=13O0u0klDRmaY6gAURqjMSvQG. Finally, the menu button was changed from blue to gray in order to further emphasize the logo.
Final Design

I decided to keep the simpler hierarchy with only the cat and the dog as options on the top. Then, I list the description above the image with the name of the dog emphasized on the far right. Instead of emphasizing the price, I decided to emphasize the personality of the dog as a tag overlay over the photo. I also changed the colors of the scratch and the paw print to be more analogous to the other theme colors in the app. I decided to leave out the owner of the dog as the information distracted from the main highlight of the pet.
Synthesis

Screen Set 2

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

Study 1: Hierarchy
I reduced the size of the owner's name so that it would not compete with the logo. I also removed the owner/adopter toggle at the top of the screen as it was busy and not as important for this screen.

Study 2: Typography
I changed the color of the owner name to dark gray, because the previous blue color did not match the rest of the color scheme.

Study 3: Grid
Here, I changed the bottom border to be above the filter button in order to border the owner card.

Study 4: Colors
I changed the color of the like and dislike buttons to be more analogous with the theme colors of the app.
Final Design

I decided to keep the final design from the process as it was more simplified, the hierarchy was better defined, and the colors were more complementary. The grid was also better as it framed the central card, with the filter option outside the card.
Process

Synthesis

Screen Set 3

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

Study 1: Hierarchy

I changed the length of the line dividing each of the messages to allow more flow between each message. There is also not as much of a divide between the photos, which allows the user’s eyes to flow freely down the screen to scan the photos.

Study 2: Grid

I saw that the first message was actually not equally spaced like the other messages, so I increased the spacing so that it would be more even.

Study 3: Colors

I changed the accent color of the red in order to be a split complementary color to the periwinkle theme based on a color calculator.

Study 4: Typography

I reduced the size of the dog names for each message, because there were too many font sizes, which caused a confusing hierarchy. Instead, I made the pet name, the date, and the message all the same font size and only varied the saturation to demonstrate hierarchy. The dog’s name and the date sent have the same saturation of color and same hierarchy.
Process

Synthesis

Screen 3: Final Design

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

Final Design

I chose the final design in the process as my final design because it used an even grid, had better hierarchy, and had more complementary colors. Also, the flow between the photos was improved after the line between each message was shortened.