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
In this version, I was organizing info from daily line chart and keeping the summary dashboard just below it. But it looked unbalanced.

Study 2: Grid
Decided to take out the dashboard below the chart.

Study 3: Typography
Typography is Gill Sans only and used three different sizes to express hierarchy. I believe that it works well because other elements such as color already have variations.

Study 4: Colors
Decided to have three small sections for daily summary and added explanation below each chart. I tried to limit color variation so that it can look consistent somehow.
Synthesis

Screen 1: Final Design

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

Final Design

I picked this design as it looks consistent with colors, type, and grids. The header will stay when users scroll down and can move to another date easily.
Synthesis Screen Set 2

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

Study 1: Hierarchy
I had filter selection on the top, which was organized in a list view.

Study 2: Grid
I changed the list view to three sections so that users can navigate info more easily.

Study 3: Typography
Again, I used Gill Sans only so that it can give some consistency.

Study 4: Colors
I faded out the bar charts to emphasize trendiness. Since the strong red color is used only for the limited space, it looks cleaner and less noisy.
Screen 2: Final Design

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

**Final Design**

I picked this design because the grid system in the filter selection part works better than the list view and color usage in the graph makes the UI less noisy.