Towards Final Design: Part 1

Carefully review the visual design elements discussed in class and summarized on page 2 of this document. Continue to refine the design of your three chosen screens based on these four design elements.

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
This is the screen from last week. The feedbacks are mainly about colors are too complex and make the actions confusing.

Study 2: Color
So I first take the green out to simple the screen.

Study 3: Colors
I learned that the top phone info is actually not clickable, so it is misleading to put a different blue background for that block, so I changed it to white background.
Process

Synthesis

Screen 1: Final Design

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

Log Call Data

760-216-3215

Last call: Today 9:25 am

Demographics

Female

25-30

Hunan

Factory

 Taiwanese Factory

Caller Needs

Medical Treatment

Employer unwilling to pay medical fee

Employment Evidence

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

**Study 1: Hierarchy**
This is the final design from last week. After discussion, I feel this simple welcoming message is not that applicable, so I rethought from how it should look like after logging and finished the previous screen. And started from there, redo this before logging screen.

**Study 2: Grid**
Again, I followed Material design guideline to adjust the spacing.

**Study 3: Colors**
I followed the color of previous screen, since it should look identical. But I change the color of the buttons since I want to put more tension on the buttons to guide the users to click.
Please put the hi-res version of your final design for Screen 2
Process

Synthesis

Screen Set 3

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

Study 1: Hierarchy
This is a new screen I add this week. It is a page to show different charts of the hotline activity, demographics and caller needs.

Study 2: Typography
Put colors on, but the grey is too light to be seen.

Study 3: Colors
I think date needs to be more prominent so I changed to yellow.
Process

Synthesis  Screen 3: Final Design

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

Final Design