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.
Synthesis  Screen 1 — Search Results

Grid / Blocking

Hierarchy

Typography & Color

Semi Final

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Interface Aesthetics
Spring 2015

Elisabeth Prescott & Kimiko Ryokai
In this version, I applied a warmer red to the navbar.

The red links and dividers have been replaced with turquoise to balance out the boldness of the navbar.

The search box has been moved from the navbar to a sidebar card. This sidebar card now combines the search functionality and the recent searches list. This card as well as the comparison sidebar card are persistent and visible for the other screens.

The “Smart Sort” sidebar card has been replaced with a “Personalize Results” card in the main content area. This allows us to only show the persistent cards in the sidebar. It also brings more attention to the ranking functionality while giving the user the option to minimize the feature.
In this version, I addressed issues of alignment with the sidebar card, main content card, and the search box. I also applied more consistent typographic styles that are used across the other final screens. The width of the cards and spacing are closer to what we’ll be able to achieve when developing the web app with a Twitter Bootstrap-based grid system and styles.

I moved the “Related Careers” sidebar information to just below the main “About This Career” section. Based on user feedback, I also moved the “Get Hired” section above the links to online classes and Meetups.

In the latest design review, some people mentioned being uncertain about where the user is in the site. To address the deeper navigation concern, I added a sidebar card for “return to search results”.
In this version, I applied a warmer red to the navbar.

The red links and dividers have been replaced with turquoise to balance out the boldness of the navbar.

After looking at the data again, it seems that we may need to set aside more screen space for the work activities and work environment.

A callout box was added at the bottom of the “About This Career” section to inform users of the sources of the career profile data.
Synthesis  Screen 3 — Comparison

Hierarchies

Career Profile - Desktop

Synthesis

Process

Hierarchy

Typography & Color

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Semi Final

Typography & Color

Web Developer vs. UX Designer

Career Comparison

Web Developer

UX Designer

Activities

Skills

Interface Aesthetics

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Synthesis  Screen 4 — Home Search

Hierarchy

Typography & Color

Want to change careers? Reflective Path can help.

Reflective Path - Cameron Reed

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Spring 2015

Elisabeth Prescott & Kimiko Ryokai
In this version, I applied a warmer red to the navbar, buttons, and headers.

The blocky search button has been replaced with a gray search icon that sits inside the search box.