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.
Study 1: Hierarchy
Three main levels – header, selection, and text box
The space between these areas separates them, and creates a top-to-bottom hierarchy
The color in the header lets it fade into the background, letting the selection area take prominence

Study 2: Grid
I laid this out on a 4-column grid based on the 4 faces – the check in button breaks the grid so that it’s legible and to draw attention to it.

Study 3: Typography
I used a thin, kind of spindly font for the headers to make it feel relaxed, and Helvetica for body text to promote readability

Study 4: Colors
In my design, I used complementary shades of blue to create a calm feeling, and a faded dark red as an accent color to add warmth.
Final Design
The faces are large enough to draw the user’s attention first, and spaced to make it easier to tap them with your thumb. The check in button is large and has a lot of surrounding whitespace for the same reason.
Synthesis

Study 1: Hierarchy
The eye is drawn to the graph first, since it’s in the middle of the page and has the most visual interest, and then secondly to the description. Third are the navigation arrows, and the header is last.

Study 2: Grid
The grid here is pretty simple, since there aren’t many elements in the design. The arrows here broke the grid by extending past it to draw the eye to them, but in future iterations it was too distracting.

Study 3: Typography
I used a thin, kind of spindly font for the headers to make it feel relaxed, and Helvetica for body text to promote readability.

Study 4: Colors
In my design, I used complementary shades of blue to create a calm feeling, and a faded dark red as an accent color to add warmth.
**Final Design**

By moving the month name between the two arrow buttons, it becomes more obvious what the arrows do. The orange/red accent colors add warmth to the cool color palette.

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*Final project: I can’t get any work done, but I can’t really relax either :/*
Synthesis

Process

Screen Set 3

Study 1: Hierarchy
The list of strategies draws the eye first, and takes up most of the screen. After that, the eye is drawn to the description, and finally to the header.

Study 2: Grid
I used a simple 5-column grid for the strategies, and the button broke it for readability and to draw the eye.

Study 3: Typography
I used a thin, kind of spindly font for the headers to make it feel relaxed, and Helvetica for body text to promote readability.

Study 4: Colors
In my design, I used complementary shades of blue to create a calm feeling, and a faded dark red as an accent color to add warmth.
Final Design

The large continue button draws the user’s eye, and the strategies are large enough to be legible but small enough to be able to see a lot of them at once.