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.
I made the navigation links all caps because it was competing with the rest of the image text. I also added a header to the featured comics on top to make it clear that they’re clickable categories.

I also decided to give the text blocks a transparent background to show off more of the image.

I also added angle brackets as a call to action.

The way I broke the grid previously confused some people. The images use the grid differently because they’re not individual issues like the bottom images. So, I decided to make all the images a two column grid so it has a different visual language from individual issues.

There weren’t any criticisms about the typography so I didn’t really change anything other than the capitalization of the navigation links.

Kept all the colors the same but decided to experiment and make the rest of the text blocks transparent.

Study 1: Hierarchy
Study 2: Grid
Study 3: Typography
Study 4: Colors

Synthesis

Screen Set 1
Final Design
I liked the change to the two column grid but didn’t like who there was some repetition on the right column of the Recommended Categories and Topics. So, I got rid of one of the images and expanded the other. I think it’s a good change the really does justice to the art work.
Synthesis

Study 1: Hierarchy

Previous iterations made the cover art smaller and I thought it went against previous statements about cover art being king. I tried to go back and revisit the 3 grid system to emphasize the art work rather than the description.

This sticks with the three column grid that the other pages have but I expanded the size of the image because of the text blocks, which are bigger since they need to house more text. But, making them bigger covered more of the art so I had to make the height of the images larger.

I changed the typeface of the description copy. I felt that Arial Narrow was not as readable so I switched to Oriya Sangam MN because it was narrow enough to be different from Montserrat (which is a Gotham knockoff). Still debating about it because I’m not sure if it’s different enough.

Study 2: Grid

Study 3: Typography

I changed the color background of the description copy to white instead of the charcoal black. I was going to change the header to grey but it still reminded me of Amazon’s color scheme. I think the white could be an alternative.

Study 4: Colors

Seeing that I changed a lot of things, I decided to revisit the use of a white background color instead of the charcoal black. I was going to change the header to grey but it still reminded me of Amazon’s color scheme. I think the white could be an alternative.
Final Design

Though I’m still debating about the grid and the new typeface being used but I do like the transparent background for the comic description. I felt that though the white worked, it was still too different from the rest of the site.
Study 1: Hierarchy
I was fine with the dominance of the comic book cover and the organization of the description. I did feel that the ‘Related Issues’ cover art was a bit small and decided to make it larger. Using the transparent background, I made the image bigger while not taking up too much space.

Study 2: Grid
I kept the same grid that I had before because I felt that it worked. I didn’t feel the need to really change or experiment as no one really had any criticism about it.

Study 3: Typography
I changed the typeface on the description text as I did with the Library page. I feel that it works better here and is much easier to read.

Study 4: Colors
Instead of the white with the Library page, I decided to just try a grey, which I feel works a bit better but not sure if it works with other pages.
Synthesis

Screen 3: Final Design

Final Design
Decided to keep the original colors but likes the changes in type, larger cover art for ‘Related Issues’ and the use of transparent text block background color.