Towards Final Design: Part 2
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.
For this iteration, I gave the featured price more space than before to convey its importance. Although this change created more white space, it does draw more attention to the most important information. I tried to bring the less important cards off the grid and towards the center to make the best price card stand out more. But this didn’t turn out well. I noticed the smaller numbers on the prices were a bit too hard to read on the screen so I made them bigger. I also didn’t like the best price label so I made it consistent with the typeface of the price. Inspired by the light theme of Android designs, I attempted to better match these color values. But I didn’t like this one much either. I prefer the combination of the bright orange and purple.
**Synthesis**

**Screen Set 2 – Shopping Cart**

**Study 1: Hierarchy**

For this iteration I moved the items closer together but left some white space below them to separate the sections more.

**Study 2: Grid**

I realized the product descriptions hanging above the price “column” grid might be off putting to some so I aligned the descriptions.

**Study 3: Typography**

I decided I had too many fonts going on so I opted for only one clearly readable font – Roboto.

**Study 4: Colors**

I lightened the color of the subheading in order to call more attention to the Total subheading.

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Interface Aesthetics
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