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.
Far better an approximate answer to the right question, which is often vague, than an exact answer to the wrong question, which can always be made precise.

- John Tukey, 1962

I am a data scientist always looking for the right questions to answer. My work empowers individuals and organizations to turn data into real world decisions.
Synthesis

Screen 1: Final Design

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Final Design

In the final design, I have modified the page elements to include a quote and a short blurb, used color darkness contrast as well as font face to emphasize these as distinct types of content, and added a photo as a divider element.
Process

Synthesis

Screen Set 2

**Study 1: Color**

I changed the background color to the same lighter shade as the quote page on the about screen, as this looked less harsh than the darker navy background I had before. The nav bar colors are also now consistent with the first screen.

**Study 2: Hierarchy**

I played with different ways to make the section title stand out more as a section title. I tried many varieties of filled in boxes, when finally just a box with a border looked less jarring. Still debating whether this looks too much like a button.

**Study 3: Grid**

No changes.

**Study 4: Typography**

In order to distinguish my name more from the other navigation items, I changed the font style of that element from thin to regular. With the various other titles on this screen, the type seems more balanced this way.
In the final design, the nav bar colors have been adjusted to be more consistent with the rest of the site. The body background color is a more muted navy, which looks less harsh. Also, the projects header has a muted box around it to make this element stand out more in the hierarchy of the page.
After looking at this page again in the browser, it was clear that the X in the corner was too large and attracting too much attention. I decreased its size so that it is less prevalent than the project title.

In this iteration, I changed the image caption text from an italics style to a medium weight, non-italicized style to make the style more consistent with the rest of the screen (italics was overkill). I also made this element font size larger and increased the leading to make it more readable.

I moved the skills and technologies section to align with the left side of the second column grid. I think this makes the page look more balanced.

In this iteration, I changed the font size of the skills text to make it more consistent with the rest of the page. I also increased the leading to improve readability.
Final Design
In the final design, I have changed the text style of the image caption and decreased the size of the close button. I also left-justified the Skills and Technologies Used section to use the grid more consistently and create less obscure white space.