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.
Hierarchies & 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
I was happy with the visual hierarchy from last iteration, but I realized the date selection box did not look prominent enough. Users should be able to know that selecting a date will affect all of the charts, so it’s the most high-level and important information component. I made it bigger in Study 2, and added a calendar icon.

Study 2: Grid
The biggest change here is I increased the size of the design. It now spans a wider screen (almost 1200px), and a clear ratio is used between the menu bar and content width (3 cols for menu bar, 9 cols for width). This makes the menu bar look less cramped, especially with “Caller Demographics” that takes up a lot of space.

Study 3: Typography
No changes here.

Study 4: Colors
I experimented with alternating the chart colors to make the design more interesting. What I get now is less boring, but I’m still not crazy about it. I used triad colors to find the red and yellow.
Final Design
Discuss how you synthesized the visual elements in your final design.
Study 1: Hierarchy
I had trouble establishing hierarchy at first, and the whitespace makes it difficult to focus on what’s important, or to even understand that row by row data is displayed. I do this best in Study 4 and my final design.

Study 2: Grid
Columns look better here, and it looks more like a grid. But, there’s a missing column header above the charts.

Study 3: Typography
Nothing new here. But, I finally figure out that putting a sort button as a label above the graph is best.

Study 4: Colors
No color changes.
My final design has more structure to it. Buttons are larger, the table has well-defined columns with a clear sort functionality.
Study 1: Hierarchy
I originally had “Overview” as the title and it wasn’t clear if the 6 items were each independent sections or comparable across. That’s because the titles were bolded. This is fixed in the third design.

Study 2: Grid
An annoyance with this design is the that the bar charts look like they’re floating in the void, and they are difficult to compare. By providing a light blue background in the third design, they are easier to compare.

Study 3: Typography
Nothing new here, except for an increase in overall font size.

Study 4: Colors
I used the dark blue / light blue contrast to make it easy to compare metrics.
Process

Synthesis

Screen 3: Final Design

Final Design
Discuss how you synthesized the visual elements in your final design.

### Caller Needs

- **Injury Severity Evaluation**: 42 calls / 43%
- **Labor Injury Evaluation**: 35 calls / 26%
- **Employment Evidence**: 12 calls / 19%
- **Salary Evidence**: 6 calls / 15%
- **Medical Treatment**: 3 calls / 5%
- **Insurance**: 2 calls / 3%