Process Document

Gracen Brilmyer
CalBug
Documentation
Essig Museum of Entomology

The Essig Museum of Entomology is the host institution to the CalBug project. CalBug is a collaborative initiative between nine California institutions with a goal to digitize over a million specimens. Digitization involves imaging both species and their labels as well as database their collection info.

The museum itself houses around 4 million arthropod specimens, most of which are contained in unit trays within wooden drawers within metal cabinets. The collection is vast yet fastidiously arranged.
Users

The Essig Museum of Entomology

The CalBug project aims to give access to the digitized collection to both researchers and novices alike. Through the web interface, people can access these unique collections for a variety of uses.

Both target user groups also use the Essig Museum’s collections. Not only do scientists visit the collections to collect data for research, but students and teachers use the collection to learn about fundamental scientific concepts, such as climate change and biodiversity.
Senses

Sight

Bright

Repetitive

Still

Angular
Smell

Old Wood

Old Wood Dust

Old Wood Dust Stagnent Stagnent Stagnent
Sound

Subtle  Subtle  Subtle

Scrape  Scrape  Scrape

Reticent  Reticent  Reticent

Puncture  Puncture  Puncture
Adjectives

The Essig Museum of Entomology

Ambient
Continual
Linear
Documentation

Color Palette

<table>
<thead>
<tr>
<th>01 - Dynastes granti</th>
<th>02 - Castniidae</th>
<th>03 - Cicindela dorsalis</th>
<th>04 - Arachnis picta</th>
</tr>
</thead>
<tbody>
<tr>
<td>R - 151</td>
<td>R - 71</td>
<td>R - 232</td>
<td>R - 226</td>
</tr>
<tr>
<td>G - 166</td>
<td>G - 91</td>
<td>G - 242</td>
<td>G - 182</td>
</tr>
<tr>
<td>B - 119</td>
<td>B - 102</td>
<td>B - 217</td>
<td>B - 152</td>
</tr>
</tbody>
</table>

Museum Colors

In popular media, advertised insects are usually of bright colors, when in actuality, there are many subtle hues that are equally magnificent. I decided to focus most of the color pallet on the delicate colors of the museum and the specimens of which it contains.
Running Application for iPhone

Interface Aesthetics

Spring 2015

Elisabeth Prescott & Kimiko Ryokai

My App Name

Documentary
Design Workshop

Composition
Version 1 Subjective
Composition

Version 1 - Subjective

Contrast

Harmony
## Composition

### Version 1 - Subjective

<table>
<thead>
<tr>
<th>Bold</th>
<th>Subtle</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
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<td></td>
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<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Composition

Version 1 - Subjective

Symmetry

Asymmetry
Version 1 - Subjective

Proximity

Similarity
Version 1 - Subjective

Leveling

Sharpening
Composition

Version 1 - Subjective

Contrast
Harmony

Symmetry
Asymmetry

Proximity
Similarity

Leveling
Sharpening

Bold
Subtle

Design Workshop Assignments

Interface Aesthetics
Spring 2015

Elisabeth Prescott & Kimiko Ryokai
Design Workshop

Composition

Reading & Synopsis
The reading from Dondis’ book informed my reworking of my compositions, not by reworking them entirely, but just tweaking my design. The only set that were completely reworked were Contrast & Harmony, which now do not feel as much as part of the series.

To incorporate Dondis’ concept of Contrast, for example, I explored texture in many of my sections. Although subtle differences in texture don’t seem as start of a contrast, I felt that embodied the concept better to create a more complex aesthetic. Reading further on the concepts of balance and stress really informed my reworking as those concepts should be present to create a “beautiful” composition.
Design Workshop

Composition
Version 2 Objective
Composition

Version 2 - Objective

Contrast

Harmony
Version 2 - Objective

Bold

Subtle
Version 2 - Objective

Symmetry

Asymmetry
Version 2 - Objective

Leveling

Sharpening
Composition

Version 2 - Objective

Contrast
Harmony
Bold
Subtle
Symmetry
Asymmetry
Proximity
Similarity
Leveling
Sharpening
Research
What is the behavior(s) you are trying to capture? What are your users physically doing?

... Browsing a collection
... Looking for a particular taxon
... Looking for a certain taxon from a particular place
... Sorting found specimens into relevant groups
Challenges

Challenge 1
Scientific digital archives rely on tedious database fields for specific information search and retrieval

Challenge 2
Current scientific archives are difficult to locate and aesthetically confusing (aside from the convoluted search fields)

Challenge 3
Search results are often displayed in a daunting list view, making it difficult to further refine a search

Solution 1
My web interface will simplify the ~100 current search fields into about ~20 search fields

Solution 2
My website will be aesthetically clean, helping users navigate to more information about the project as well as to find specimens

Solution 3
My web interface will have multiple displays for results as well as a refine option

(Huge thanks to Meredith and Paul for most of these solutions)
Objectives

Objective 1
Users will be able to locate different specimens based on different criteria on a sectioned search page

Objective 2
Results will have multiple views (list, image and map) and will be about to be refined

Objective 3
Design will be kept simple, highlighting the organization of the museum through a accessible lens
Experts and novices will both use the CalBug web interface. Although experts usually know what they are searching for, current search interfaces are complex and difficult to use. Novices, on the other hand, don’t often use digital entomological interfaces, since they are frequently unsure of what to even look for.

The CalBug interface will offer both specific database queries as well as approachable data fields so that both users can access the collection.
Where will you find this UI?

*On the internet (through a url)*
What are the screen size(s) for this? 13.3-inch (diagonal)

Indicate the pixel size(s) 1280 by 800 (native)
**Research**

**Persona 1**

The Researcher

**AGE**

29-80

**Day Job**

Curator, Collection Manager

**Hobby**

Additional research

**Favorite Tool**

Weatherproof Field Notebook

**Familiarity with Technology**

Low - Fairly High

**Favorite Brand**

Keen

The Researcher has studied biology (or a related field) for their undergraduate degree and spent their masters and doctoral work studying the Ohlone tiger beetle (*Cicindela ohlone*) and its historical ecology. They spend most of their time, in or outside of work, continuing their entomological inquiries. With the addition of frequent field work (collecting the elusive *C. ohlone* on trails in Santa Cruz, CA), The Researcher sports a unassuming and practical aesthetic which translates to their everyday attire, often embracing UV protection as well as comfort.

Day-to-day life includes spending their 12 hour work day sifting through publications, browsing the bellows of the museum’s collections, and taking a modest 15 minute break to microwave a ham and cheese sandwich. The Researcher is proficient in Microsoft Excel and Access to track their personal collection, and although they certainly know what they are looking for, they are more likely to call a colleague at an affiliated institution to locate specimens than to search an online archive.
Persona 2

The Naturalist

<table>
<thead>
<tr>
<th>AGE</th>
<th>Hobby</th>
<th>Familiarity with Technology</th>
</tr>
</thead>
<tbody>
<tr>
<td>55-99</td>
<td>Nature Walks</td>
<td>Low - High</td>
</tr>
</tbody>
</table>

Day Job: Most likely retired

Favorite Tool: Alpenstock

Favorite Brand: L.L. Bean

The Naturalist, similar to The Researcher, spends a considerable amount of their time working with insects, volunteering for museums or nature centers as well as participating in Citizen Science. Reluctant to call themselves “a hobbyist”, The Naturalist takes their independent pursuits quite seriously, often borrowing or donating specimens to museum collections.

As The Naturalist spends much of their free time looking for the organism of their study, they are familiar with the web interfaces for museum collections and have probably problem-solved how to use the often convoluted offered database fields. They also have spent much time participating in different citizen science initiatives, where they have become familiar with standard data structures such as DarwinCore.
The Student loves science, but is, quite frankly, taken with it all. Should they pursue their budding interest in pheromone communication or commit to their fascination with mutualist insect-plant relationships?

Their blossoming curiosity is fostered by popular social media such as I Fucking Love Science, The Brain Scoop and The Oatmeal. Their coursework focuses much of their attention on biological hypotheses however they aren’t intimidated to register for a seminar on nineteenth century literature, a lecture on Celtic Linguistics or even that Monday morning restorative yoga class. Although their studies (sometime secretly) take priority, The Student’s social life is also of importance. They’ve been know to plan a wicked picnic, organize the department’s halloween party, and even sneak a sixer of Bud Light into their dorm room.
Pat is interested in what beetles live in the great state of California.

1. They go to the CalBug website
2. They read about the project & navigate to the search page
3. They find the locality section and type “California” into the State field
4. A list of specimens is returned and they filter by beetles
5. They switch to looking at the map of the specimens they’ve selected to see where they are found
6. They never knew that scarab beetles were so plentiful in California!
What type of experience do you want to provide for your user?

The overall feeling of this website will create a sense of order. The large numbers of search options and results will feel manageable, sortable, and approachable.

The website will embody a calm, clean aesthetic which will let the data speak for itself. I want to encourage curiosity by showing specimen records in a multiplicity of ways, where the user may find something they weren’t expecting.

This website will feel orderly but not rigid, creating calmness in its layout while allowing a user to explore. Search fields will allow for flexible searches to yield precise results for those who know what they are looking for and interesting results for those who don’t. Novices will not feel excluded by the material but rather will feel empowered to look around.
Formal Collage
Typography 1
You will design UI of a new mobile weather app. Create typographic hierarchy with the following set of rules:

- Use Verdana as typeface
- Use scale
- You may use rotation of text
- Background is white and figure is black
- No gray scale (only black or white)
- No images/photos/illustrations
- No italics or weight (bold)
- Screen size is 750 × 1334px
- Use all the copy below:

  February 23, 2015
  Berkeley, CA 94720
  Monday Clear
  Precipitation: 0%
  Humidity: 62%
  Wind: 7mph
  68 F C
  Tuesday 64
  Wednesday 64
  Thursday 66
  Friday 66
Version 1

Typographic Hierarchy

Version 1 should focus on typographic hierarchy (i.e., help a user understand information through a logical and meaningful journey).

I aimed to design something clean and easy to understand yet interesting to look at. When looking at a weather app, I usually know where I am (sometimes need a reminder of what day it is) and only really care about the temperature and what it's like outside. The next thing I look at are the upcoming days.
Version 2 in contrast, should play with possible emotional aspects of interaction with a weather app (e.g., funny, nostalgic, angry, etc.). You are free to interpret the possible emotional aspects. However, the same rules apply to this version.

The feeling that I wanted to portray through this design was exasperation. The condensed top and the dwindling lilt of the days passing I feel accurately embody the feeling.
Style Guide
Grid System

Create 3-5 wireframe sketches with grids by only using the blocking method. Must use the final format size. Show examples in full size if possible, on black, no other type or information on screen. Show with and without grids. Grid to include, Column, Rows, Modules, and definition of why you chose this grid. Which constraint helped you set this grid?

Design 1
Exploratory options on top, expandable search fields on bottom

Design 2
Expandable search fields on top, collections of specimens on bottom

Design 3
Exploratory options on top, expandable search fields on bottom
# Wireframe 1

[Diagram showing wireframe layout for an application for iPhone]

## Interface Aesthetics

Spring 2015

Elisabeth Prescott & Kimiko Ryokai
Design Workshop

Typography 2
You will design UI of a new mobile weather app. Create typographic hierarchy with the following set of rules:

- Use Verdana as typeface
- Use scale
- Use **weight**
- You may use rotation of text
- Background is white and figure is black
- No gray scale (only black or white)
- No images/photos/illustrations
- No italics
- Screen size is 750 × 1334px
- Use all the copy below:

  February 23, 2015
  Berkeley, CA 94720
  Monday Clear
  Precipitation: 0%
  Humidity: 62%
  Wind: 7mph
  68°F
  Tuesday 64
  Wednesday 64
  Thursday 66
  Friday 66
Version 1

Typographic Hierarchy

Version 1 should focus on typographic hierarchy (i.e., help a user understand information through a logical and meaningful journey).

This is an edited version of my previously submitted design. I took the feedback as well as added weight to instill similarity.
Typography 2

Version 2

Emotional

Version 2 in contrast, should play with possible emotional aspects of interaction with a weather app (e.g., funny, nostalgic, angry, etc.). You are free to interpret the possible emotional aspects. However, the same rules apply to this version. You should use the same emotion you used for Type 1.

Subtle: Playing with italics, to make the non-italic piece of information standout.
Design Workshop

Typography 3
You will design UI of a new mobile weather app. Create typographic hierarchy with the following set of rules:

- Use Comic Sans, Georgia, and Helvetica as typefaces
- Use scale
- Use **weight**
- You may use rotation of text
- Background is white and figure is black
- No gray scale (only black or white)
- No images/photos/illustrations
- No italics
- Screen size is 750 × 1334px
- Use all the copy below:

  February 23, 2015
  Berkeley, CA 94720
  Monday Clear
  Precipitation: 0%
  Humidity: 62%
  Wind: 7mph
  68°F
  Tuesday 64
  Wednesday 64
  Thursday 66
  Friday 66
Version 1
Typographic Hierarchy

Version 1 should focus on typographic hierarchy (i.e., help a user understand information through a logical and meaningful journey).

Describe your design in this text box space.
Version 2 Emotional

Version 2 in contrast, should play with possible emotional aspects of interaction with a weather app (e.g., funny, nostalgic, angry, etc.). You are free to interpret the possible emotional aspects. However, the same rules apply to this version. You should use the same emotion you used for Type 1.

What is your emotion?
Version 1

Typography

Monday
February 23, 2015
Berkeley, CA
94720

68
Clear
Precipitation: 0%
Humidity: 66%
Wind: 7mph

Tuesday 64
Wednesday 64
Thursday 66
Friday 66

Version 2

Typography

Monday
February 23, 2015
Berkeley, CA
94720

68
Clear
Precipitation: 0%
Humidity: 66%
Wind: 7mph

Tuesday 64
Wednesday 64
Thursday 66
Friday 66

cozy
Design

1. Pick 3 key screens based on your user flow
2. Follow the instructions on each page.

You may use ANY design elements, but typography and ease of use should be your main priority.
Wireframe Anatomy

1. Duplicate the wireframe anatomy page (page after this) three times. Replace the image on screen with your blocking screen.
2. Label the sections within your blocked screen. Label your UI as shown in the example.
3. Delete any instructions or examples. Update the document to reflect your work.
Style Guide

Wireframe Anatomy

Site Navigation

Search buttons

Expandable Search fields

copyright, contact, about

featured projects
Style Guide

Wireframe Anatomy

Site Navigation

Search Criteria
results views tab
refine search

specimen
records
Style Guide

Wireframe Anatomy

Site Navigation

Specimen name and number

Specimen image

Map of specimen locality

Specimen details (text)
User Flow

1. Pick three screens from your UI Flows
2. Replace the three screens (on following page) with your current and finalized blocking screens. They do not have to be in sequence. (cart first, sort portfolio, find a restaurant)
3. Remove the (orange) description flow. Put your user flow description in this section.
User Flow

Flow 1
Pat is looking to find out about where tiger beetles like. They navigate to the CalBug search page and type Cicindela into the search box (the genus of tiger beetle).

Flow 2
Pat sees that tiger beetles are found all over the world, but want to know more.

Flow 3
She clicks on a restaurant and finds the location. The map takes her on a lovely walk through Paris.
Wireframe to Design

The following screens will be an exercise in replacing blocks with typography, color, and content. This is an iterative process as you will be working on the design, and then looking at it on screen. Here you will document your process as you weigh usability vs design aesthetics.

1. In the first screen replace the example with your first wireframe.
2. Begin designing the screens. Put them on the device and make adjustments necessary to create both a well balanced design and usable design experience.
3. Document each iteration, describe what you adjusted.
4. Place your final design decision in the final example box.
5. Remove all instructions that aren’t relevant to your work.
Wireframe
Main search page. Has drop down sections of search fields, plus remade searches at the bottom.

Design Study 01
Initial lay out of items

Design Study 02
Added Show buttons, changed to not all capitals, added button color and reduced font size. Moved middle featured search title to bottom

Final Design
Reduced size of Featured Search bar, tightened images
Design Study 01
Attempting to initially lay out items on the screen. Juggling different sections of information that can vary.

Design Study 02
re-worked wireframe, moving map to top

Final Design
Changed font weight, adjusted spacing, added headers to sections that correspond with search headers

Specimen page — shows specimen information as well as specimen image and map
Design

Wireframe
Search Results: List view

Design Study 01
Initially laying out objects

Design Study 02
Added tabs for different views

Final Design
Changed placement of results tabs and colors, better aligned items

Interface Aesthetics
Spring 2015
Elisabeth Prescott & Kimiko Ryokai
Continue to refine the composition of your three chosen screens. And then, this time, apply colors objectively and systematically to your three screens with reference to Itten’s color contrasts discussed in the color lecture. Discuss which color contrast(s) used in your design and why you chose the(se) particular color contrast(s).

You may use ANY design elements, but color, typography, and ease of use should be your main priority.
Color Screen Set 1

Color Study 01
Used muted colors to let the varying specimen images be highlighted.

Color Study 02
Used a simple color palette, made the background grey to highlight the search fields.

Final Design
Ultimately desired to use limited color, which achieves the initial thought of letting the highlighting the specimen images.
Color Screen Set 2

Color Study 01
Used muted colors to let the varying specimen images be highlighted

Color Study 02
Used a simple color palette, made the background grey

Final Design
Ultimately desired to use limited color, which achieves the initial thought of letting the highlighting the specimen images
### Color Screen Set 3

#### Color Study 01
Used muted colors to let the varying specimen images be highlighted.

#### Color Study 02
Used a simple color palette, made the background grey.

#### Final Design
Ultimately desired to use limited color, which achieves the initial thought of letting the highlighting the specimen images.
Towards Final Design: Part 1

Carefully review the visual design elements discussed in class and summarized on page 2 of this document. Continue to refine the design of your three chosen screens based on these four design elements.

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

I have attempted to create order and level of importance in my design through grid and color.

I left as much negative space as possible to help the user traverse the variable and daunting information.

Grid

I used a baseline grid, mostly set by the type and used a grid divisible in half (by 4). The grid is broken only for the variable results and for the featured search, as to draw attention for novice users who may not be looking for a search field.

Typography

I ended up using mostly a sans serif font for a clean and modern look. Although serifed fonts embody a more ‘academic’ feel, and are more commonly used in scientific digital archives, I chose to break this model to stick out and improve usability.

Colors

Most of the design occurs in black and white. Blue was sued as a highlighting color to indicate (consistently) the menu as well as other important elements that might be interacted with as the next step in the search.
Process

Synthesis

Search Page

Study 1: Hierarchy
Have you established the visual levels of dominance and subordination?

The top section will be noticeable for experts, who are quickly looking for a search form. The bottom searches are highlighted so that they can quickly be found by notices or new users.

Study 2: Grid
My baseline grid is 4, creating a centered design. The Featured Searches section breaks the grid, into 3, to draw attention.

Study 3: Typography
What does the type signify?
If a variety of type sizes are to be used, the differences between them must be clearly recognizable.

Ultimately I decided to work with a single sans serif type, to make the design less complicated. Titles and the menu are the same size, search fields another, and then copyright and contact info is the smallest.

Study 4: Colors
Besides the menu, most aspects of the site are black and white/gray. This was made to highlight the specimen colors as well as keep a single highlight color for important info.

I also made the search field smaller, to further differentiate them from other text.

Interface Aesthetics
Spring 2015

Elisabeth Prescott &
Kimiko Ryokai
The translucent white box hovers above an image of the collection. The color palette and organization were meant to mimic the coolness and almost starkness of the museum. Sections are grouped by similarity, many aspects are leveled, and the featured search breaks the grid to draw attention of novice users.
Process

Synthesis

Study 1: Hierarchy
I created 3 lines that the user immediately looks to: menu, list titles, and contact/copyright.

Study 2: Grid
Initially was working with a grid that didn’t fit the type and was just trying to lay out the hierarchy.

Study 3: Typography
Largest type left for immediate viewing options, medium type for titles, smallest for list.

Study 4: Colors
Left the bright blue for just tab color and the menu. These may be the most important clickable things.

Results page
For a level and easy to traverse design, I kept all of the static items aligned with the grid set by the type. Color was used sparingly to indicate the next step in the process.
Study 1: Hierarchy
Have you established the visual levels of dominance and subordination?

This was the first iteration of breaking away from my previous design to build a more leveled and less confusing experience.

I attempted changing some of the colors and making the specimen info smaller and the specimen number and name white and repositioned.

Study 3: Typography
There are 3 type sizes: Title/menu, specimen info, copyright/contact.

I added a map icon and moved the identifier below the specimen number.

Colors were kept consistent with the rest of the design. Instead of adding all of the specimen information to one box, I decided to divide it into 3 folded sections. Also added a new search button.
Synthesis  Screen 3: Final Design

Please put the hi-res version of your final design for Screen 3

For questions or comments please contact Peter Oboyski

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Final Design

Again, color was kept to a minimum. I decided to arrange the information associated with the specimen into 3 folded sections, similar to the search page. This creates further leveling because the user is familiar with the sections of information.
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

I have attempted to create order and level of importance in my design through grid and color.

I left as much negative space as possible to help the user traverse the variable and daunting information.

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Colors

Most of the design occurs in black and white. Blue was sued as a highlighting color to indicate (consistently) the menu as well as other important elements that might be interacted with as the next step in the search.
Final Design

Got rid of the background image and tried to increase hierarchy by limiting fonts and color as well as to cluster related items together — thought about leveling and proximity.
Final Design

Got rid of the background image and tried to increase hierarchy by limiting fonts and color as well as to cluster related items together — thought about leveling and proximity.
**Process**

**Synthesis**

**Screen 2: Final Design**

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<td>Parassius</td>
<td>behrli</td>
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<td>1935</td>
<td>California</td>
<td>United States</td>
<td>C. N. Rudkin</td>
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<td>behrli</td>
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<td>United States</td>
<td>C. N. Rudkin</td>
</tr>
<tr>
<td>EMEC1080833</td>
<td>Lycaenidae</td>
<td>undetermined</td>
<td>sp.</td>
<td></td>
<td>1982</td>
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<td>United States</td>
<td>M. J. Yoder-Williams</td>
</tr>
</tbody>
</table>

**Final Design**

Got rid of the background image and tried to increase hierarchy by limiting fonts and color as well as to cluster related items together — thought about leveling and proximity.
Process

Synthesis

Screen Set 3
Final Design
centered important information, moved specimen info to tabs at the bottom, created more white space.