Christina Gambacorta
Beyond Academia App
Process Document

Documentation
Why did you choose this site?

- Symbol of Berkeley, excellence
- Photogenic and instantly recognizable
- Lots of uses, each person may feel their own special attachment to it

• *Used in the icon of the organization for which the app is designed*
How do users interact within this place?

Users:
• Gather to catch up with friends
• Reflect the day’s happenings
• Exercise and stretch
• See something new
Sight

Golden
Strong
Vivid
Radiant

Tall
Vibrant
Sunny
Stable

Glowing
Stable
Bright
Great
Senses

**Smell**

Green
Sharp
Leafy
Crisp

Clear
Floral
Clean
Verdant

Fresh
Vibrant
Earthy
Lush
Senses

Sound

Lively
Full
Willful
Buzz

Sharp
Mellow
Round
Quiet

Cheerful
Rich
Bold
Bustling

Running Application for iPhone

Interface Aesthetics
Spring 2015

Elisabeth Prescott & Kimiko Ryokai
Taste

Crisp
Minty
Sweet
Sharp

Bright
Clean
Round
Big

New
Biting
Fresh
Mellow
Senses

Touch

Airy
Solid
Cool
Soft

Light
Smooth
Breezy
Bright

Crisp
Windy
Warm
Firm

Touch Senses
Bright
Fresh
Connected
I used a combination of warm and cool colors that reminded me of the changing colors of the sky, and the reflection of the bay.

<table>
<thead>
<tr>
<th>Color Palette</th>
<th>The Campanile</th>
</tr>
</thead>
<tbody>
<tr>
<td>01 – Red Glow</td>
<td>01 – Red Glow</td>
</tr>
<tr>
<td>R – 80%</td>
<td>R – 80%</td>
</tr>
<tr>
<td>G – 15%</td>
<td>G – 15%</td>
</tr>
<tr>
<td>B – 5%</td>
<td>B – 5%</td>
</tr>
<tr>
<td>02 – Golden Hour</td>
<td>02 – Golden Hour</td>
</tr>
<tr>
<td>R – 60%</td>
<td>R – 60%</td>
</tr>
<tr>
<td>G – 30%</td>
<td>G – 30%</td>
</tr>
<tr>
<td>B – 10%</td>
<td>B – 10%</td>
</tr>
<tr>
<td>03 – Clear Blue</td>
<td>03 – Clear Blue</td>
</tr>
<tr>
<td>R – 10%</td>
<td>R – 10%</td>
</tr>
<tr>
<td>G – 30%</td>
<td>G – 30%</td>
</tr>
<tr>
<td>B – 60%</td>
<td>B – 60%</td>
</tr>
<tr>
<td>04 – Twilight</td>
<td>04 – Twilight</td>
</tr>
<tr>
<td>R – 5%</td>
<td>R – 5%</td>
</tr>
<tr>
<td>G – 15%</td>
<td>G – 15%</td>
</tr>
<tr>
<td>B – 80%</td>
<td>B – 80%</td>
</tr>
</tbody>
</table>
Beyond Academia App

Documentary

Save the Date, 2015

Conference Brochure, 2014

BA

Find out more at: www.beyondacademia.org
Follow us on Twitter: @BeyondAcademia
Join the LinkedIn group: Beyond Academia
Documentation or Metaphoric

“Demystifying the post-grad job search process for students from all fields and building attendees’ confidence in approaching it.”
Composition
Version 1 Subjective
Version 1 - Subjective

Composition

Contrast

Harmony
Version 1 - Subjective

Composition

Bold

Subtle
Version 1 - Subjective

Symmetry

Asymmetry
Version 1 - Subjective

Composition

Proximity

Similarity
Composition

Version 1 - Subjective

Leveling

Sharpening
Composition

Version 1 - Subjective

Contrast
Harmony

Symmetry
Asymmetry

Proximity
Similarity

Bold
Subtle

Leveling
Sharpening
Composition
Reading & Synopsis
In my second compositional set, I played with balance and positive/negative space, discussed by Donder and also in class. Perhaps the biggest shift, however, came with thinking about how the eye would look at the composition. By keeping this concept in mind, I arranged my features so that ones that had more stress (contrast, sharpening) also had more visually distinct areas compared to their counterparts (harmony, leveling). In other pairs, I tried to balance the features while keeping approximately the same amount of visual interest on both sides.
Composition
Version 2 Objective
Composition

Version 2 - Objective

Contrast

Harmony
Version 2 - Objective

Composition

Bold

Subtle
Composition

Version 2 - Objective

Symmetry

Asymmetry
Version 2 - Objective

Composition

Proximity

Similarity
Version 2 - Objective

Leveling

Sharpening
Compositions

Version 2 - Objective

Contrast
Harmony
Bold
Subtle
Symmetry
Asymmetry
Proximity
Similarity
Leveling
Sharpening
Research

Christina Gambacorta
The users of this app are:

... Preparing for a conference, deciding on events
... Finding the time/room of an event
... Connecting with others at the conference
... Following up on new ideas and information
Challenges

Challenge 1: Conference has 20 events and over 50 speakers/day, need a way for attendees to sort this information.

Challenge 2: Attendees may not bring their laptop; program booklet will not have as much information, require flipping around.

Challenge 3: There is no way for attendees to search for other attendees if they want to contact someone they met.

Solution 1
My app will allow users to filter conference information based on their preferences.

Solution 2
My app will provide an easy to use and interactive site for users.

Solution 3
A new feature will be added that will enhance our networking opportunities.
Objective 1: Conference attendees will be able to easily and intuitively search for the information they need.

Objective 2: Conference attendees and other users will be able to browse through our digital content, reading interviews with invited speakers, and tips.

Objective 3: Attendees that register with the app will have the option to connect with other guests and speakers at the event using our app-based networking tool.
The Beyond Academia group started with a small conference in 2013. Since then, the conference has quadrupled in size, with hundreds of graduate students and post-docs attending from UC Berkeley, UCSF, UC Santa Cruz, UC Santa Barbara, and Stanford. As it continues to grow in size, along with our content base, it becomes more challenging for users to find the information they need. The app will provide an easy tool for attendees to quickly locate desired information, instead of pulling out their laptop or searching through our program booklet. It will also provide links to our content and new features, such as a networking section.
Where will you find this UI?

... it will be linked to on our website
... a link will be emailed to conference attendees
one week before the event
Screen Size

From: http://www.paintcodeapp.com/news/iphone-6-screens-demystified
Amy finished her PhD in sociology 6 months ago and decided she no longer wanted to pursue an academic position. Since then she has been picking up short-term writing gigs on freelancer.com and trying to decide what to do next. She feels stuck and found the Beyond Academia website while googling for ideas. She has been looking over the conference materials and is excited to have some guidance while exploring potential career options.
Create a set of three personas for different users.

**Elise Benson**

- **AGE**: 24
- **Favorite food**: Pizza
- **Hobby**: Small budget traveling
- **Previous job**: Barista at Starbucks
- **Familiarity with Technology**: Medium
- **Favorite Brand**: Target

Elise is a 3rd year PhD student in Molecular Biology. She moved to Berkeley from a small town in Ohio, where she lived with her parents after getting her Bachelors at Ohio State. She is happy to be out of the Midwest, and enjoys visiting new places whenever she can. Her parents ask her frequently what she plans to do after she finishes graduate school; she tells them she’s unsure. She decided to go to the conference on a last minute whim when a friend told her about it a few days before.
Dan Howell

AGE  
32

Favorite food  
Indian Buffet

Hobby  
Brewing beer

Previous Job  
Physics tutor

Familiarity with Technology  
High

Favorite Brand  
Everything off-brand

Dan is a third-year Post-Doc in the physics department. He completed his PhD at Brown University and had a first-author paper accepted to Nature, before moving to Berkeley with his wife, who is a Post-Doc at UCSF. He’d like to become a professor at a large university where he can continue his research, but hasn’t had any luck yet and the two body problem seems daunting. While he isn’t sure if he is ready to leave academia, he knows he doesn’t want to go teach at a small liberal arts school, and is beginning to explore other job options where he can still do interesting research. He heard about the conference on the post-doc list-serve.
Elise is coming to both days of the Beyond Academia Conference and is trying to decide what workshops to go to.

1. She launches her Beyond Academia app on her iPhone.
2. She opens up the Monday morning workshops tab.
3. She reads through the descriptions and checks the one she likes most.
4. The workshop is saved to her schedule.
5. She repeats this for the afternoon time slot.
To view personalized information (outlined in blue) create an account or login to an existing account. Without logging in, non-personalized content is still available.
What type of experience do you want to provide for your user?

E.g., This app will provide information in a way that is clean and intuitive, but makes the user feel at ease and optimistic. The user will have the option of creating a login for a personalized experience – he or she can create and save his/her own schedule that will appear when the app is launched. This schedule will have room/time information so the user does not have to page through the program booklet to locate the logistic details of their chosen events.

If users prefer not to create their own login, he or she can still view all of the main content, and a general summary schedule will open when the app is launched.

Many of the people that use the app may feel stuck or unsure of the future. Others may be curious about the event but not sure if it is for them. The overall feeling of the app should be inclusive, positive and non-intimidating.
Utilize the ‘Experience’ page (slide #13 of this document) and create a formal collage of two polar opposites. What will the overall ‘feeling’ be? Remove the ‘content and the users.’ E.g., if you were going to have a dinner party, would your home be organized? What would that feel like? Would it be cozy? How would you make it that? Take this feeling and apply it to the container/framework of your UI. What is the design shell? Don’t design it yet, just create a collage of what it could look like. Is it angry? Then create a collage of anger, using formal elements (e.g., sharp lines, tension in composition). Then contrast that for your second collage. Create a collage that communicates happy, again using the same principles of form and composition.

Do not use images or words (i.e., photographs or found imagery). Examples from Dondis (p.97 below).
Formal Collage

My App Title

Interface Aesthetics
Spring 2015

Elisabeth Prescott & Kimiko Ryokai
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
Typography 1

Version 1

Typographic Hierarchy

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

For the typographic version, I aimed to keep all pieces of information easy to read, with plenty of balanced white space and large differences in point sizes to highlight important information. For example, the temperature at the moment is the most important information, so it is centered and the largest text size. The information is arranged so that the top is text heavy and the bottom is predominantly numeral. This separation helps the viewer quickly glance at the numbers or slowly work their way from top to bottom if more information is desired.
Typography 1

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.

This design is angry. I wanted it to feel as if the user is stuck in a traffic jam. The words are jumbled together, there is less hierarchy to the content, and very little white space. It is almost as if all of the words are yelling and honking and bumping into each other.
Style Guide
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?

These wireframes were for the agenda portion of the app. The biggest constraint is showing a lot of information on a small screen, while also making the order obvious. I also wanted the layout to be similar when switching between vertical and horizontal orientations, as users frequently do on iPhones.
Wireframe 1 has the main schedule on top/left. When users tap on a part of the schedule, a window opens below or to the right with more information about that event.
Wireframe 1

Information describing the selected option can go here.

Information describing the selected option can go here.
Wireframe 2 is similar to wireframe 1, except to maximize screen space, the event window text appears on top of the main schedule. Users can click to return to the main schedule mode.
Wireframe 2

Information describing the selected option can go here.

Information describing the selected option can go here.
Wireframe 3 eliminates the main schedule mode as this is hard to view/tap on a small screen. Instead, users can scroll through a more detailed agenda, and tap on the ones they find interesting.
Wireframe 4 is similar to wireframe 3, except an extra column has been added to the right-hand side. This column could contain images, such as a headshot of a speaker, or an icon, to quickly gleam the category prior to clicking for more information.
Wireframe 4

Information describing the selected option can go here.

Information describing the selected option can go here.

Information describing the selected option can go here.

Information describing the selected option can go here.

Information describing the selected option can go here.

Information describing the selected option can go here.

Information describing the selected option can go here.

Information describing the selected option can go here.

Information describing the selected option can go here.
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).

For this version I focused on hierarchy, sticking with only 3 type sizes: 16, 32, and 128. I then added weight to the important features (the temperatures and weather descriptions, as well as the Monday to help anchor the space near the top. I used two grids, a left (left justified) column, and a right (right justified) column. I also tried to fix the spacing of the temperatures at the bottom by separating the numbers and centering them over the day. I feel that this was more successful that my first attempt, but still leaves some room for perfection.
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.

I went back to my original emotion: frustration. The group describing my original design complained that the letters were too bunched together and there was not enough white space, but this was my intent, to make the blocks seem as if they were in a traffic jam. I tried to strengthen this idea in this design, using weight to help further fill in the white space. In the end, I struggled with how to do this in a way that was not ugly. It would probably take several more iterations before I was satisfied with this emotion.
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 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.

I went back to my original emotion: frustration. The group describing my original design complained that the letters were too bunched together and there was not enough white space, but this was my intent, to make the blocks seem as if they were in a traffic jam.

At first I tried to strengthen this idea in this design, using weight and font to help further fill in the white space. In the end, I struggled with how to do this in a way that was not ugly. I ended up paring it down a bit to make the individual fonts stand on their own. Like last week, I could not find a design that could portray my emotion well and still be visually interesting.
Typography 3

Version 1

Monday
February 23, 2015

CLEAR
Precipitation: 0%
Humidity: 62%
Wind: 7mph

68°F

Tuesday 64
Wednesday 64
Thursday 66
Friday 66

Version 2

Frustrated, trapped

Monday
February 23, 2015

CLEAR
Precipitation: 0%
Humidity: 62%
Wind: 7mph

68°F

Tuesday Wednesday Thursday Friday

64 64 66 66
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.
**Wireframe Anatomy**

**Header:** Icon and title

**Personalized Agenda:**
Use has selected these, Can click on for more info and scroll up and down.

**Agenda Toggle:**
Can switch back and forth between the full and personalized agenda

**Toolbar:**
Home button
Navigate backward
Navigate forward
Style Guide

Wireframe Anatomy

**Header:** Icon and title

**Search bar:** Type in a keyword to find other attendees and speakers that share that interest or background

**Network Search Results:** Can click on individuals to go to that user’s profile and scroll up and down.

**Toolbar:**
- Home button
- Navigate backward
- Navigate forward

Beyond Academia App – Christina Gambacorta

Interface Aesthetics
Spring 2015

Elisabeth Prescott & Kimiko Ryokai
**Header:** Icon and title

**Detailed Event Info:** View more info for each event. Logistics, Speaker info, description.

**Toolbar:**
- Home button
- Navigate backward
- Navigate forward
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.
Flow 1
Amy has selected her events for Monday. She opens her agenda to check what room “Branding your Brain” is in.

Flow 2
Amy is curious who else might share similar interests to herself. She launches the network tool and types in Marketing.

Flow 3
Amy is curious about the speaker Celia Sepulveda. She clicks on her name to find out more about her and her events.
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
My Agenda

Design Study 01
First I added the text with a simple type (Helvetica Light). I also added color to the selected toggle and date.

Design Study 02
For the next iteration I added a light blue alternating color that broke up the sections into distinct units.

Design Study 03
I was unhappy with the look of the agenda toggle. I made the text smaller and took off the bold.

Final Design
I lightened the blue color to make it less distracting. I also removed the border lines of the to simplify the look.
Design Study 01
I started with minimal, Helvetica Light text.

Design Study 02
I added a person icon so users could have a more intuitive place to click to go to a profile page.

Design Study 03
I reduced the size of the person icon and shifted it to the left side of the screen. I also added a chat icon.

Final Design
Finally, the text blocks were restricted to the right side of the screen to make the icons appear more grid-like.
In the first iteration I focused on making the type more legible. I used Helvetica Light to make the text look simple and clear.

For the second iteration I tried to improve the readability of the text. I center-aligned the most important information and bolded the title.

Finally, I added a person icon to make it more intuitive where to click to get more information on the speaker. I reduced the font size to make space for this.

Undecided between iterations 2 and 3.
Future Considerations

1. Do icons make the interface easier to use or just add visual clutter? If I decide to use them, are they easier to use when placed on the left or right side?

2. What can I change to make the look and feel more aligned with my emotional goals (friendly, optimistic, at ease)?
Color & Design

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 Study 01**
Description – Started with the final version from last week, removed the scroll bar.

**Color Study 02**
Description - Changed to a less corporate blue. Removed the orange from the title bar.

**Color Study 03**
Description – Lightened the color bars.

**Color Study 04**
Description – Added orange to the title bar and agenda tab.

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**Final Design**

My Agenda Tool
Color Study 01
Description - took the 2nd version from last week’s assignment, removed the scroll bar, one of the icons, shifted the icons to the left.

Color Study 02
Description – Added color bars to break up the center box. Changed to a less corporate blue. Removed the orange from the title bar.

Color Study 03
Description – Lightened the color bars.

Color Study 04
Description – Added orange back to title bar, also tried to incorporate it into the search bar.
Color Style Guide

Color Screen Set 3

Color Study 01
Description – Started with the second iteration from last week, removed the scroll bar.

Color Study 02
Description – Updated the blue color to make it feel less corporate. Removed the orange from the title bar.

Color Study 03
Description – Added blue to highlight the person’s name, also provide visual cue that a user can click on this item for more info.

Color Study 04
Description - Remove this information. Explain the iterative changes that you made based on looking at your design on the device.

Final Design
Event Info Screen

BEYOND ACADEMIA

Branding Your Brain
Room 304
Monday March 16th
9:45am
Celia Sepulveda – Communications strategist and entrepreneur

This workshop will help you identify your “brand pillars” — focused principles on who you are and how you want others to experience what you are bringing to the table. We will cover the fundamentals of effective communication, story telling and connecting with your audience.

Branding Your Brain
Room 304
Monday March 16th
9:45am
Celia Sepulveda – Communications strategist and entrepreneur

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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

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.
Each screen you present on this page should be different to document/illustrate your process.

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

Does space provide pathways, or channels, that lead the eye through the design, while directing the visual focus toward the positive areas of the compositional space.

In the previous final version, the eye moves from top to bottom smoothly, however it does move from the center to the left. I tried center aligning the body here, but found it unsuccessful.

### Study 2: Grid
Baseline used or not? When is grid broken?

For this iteration I took the main text block column and split it into 2 columns.

### 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.

In the previous version there were 4 different type sizes. Here, I’ve reduced this to 3: one for the title, one for subheadings, and one for the body.

### Study 4: Colors
Which color contrast(s) are used in your design and why you chose the(se) particular color contrast(s)?

Last week I had 2 versions: one with the bright blue only (various saturations), and one with bright blue and orange. This week, I decided I liked the extra highlight color, but didn’t like the orange, so I switched to yellow and darkened the blue a little to provide more contrast.
Process

Synthesis  Screen 1: Final Design

Please put the hi-res version of your final design for Screen 1

Final Design

For the final screen I kept the two column grid and reduced number of type sizes. I decided to stick with the blue color theme to keep the interface clean and simple looking.

Overall, I feel like this interface is easy to read and friendly looking, two of my goals for the project.
Study 1: Hierarchy
Have you established the visual levels of dominance and subordination?
Does space provide pathways, or channels, that lead the eye through the design, while directing the visual focus toward the positive areas of the compositional space.

I started with the final screen from last week. I thought the overall hierarchy was a good start.

Study 2: Grid
Baseline used or not? When is grid broken?
I separated the person’s name and interests to better align the current grid.

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.
I eliminated the bolding of the person’s name. The type size was already different for this information and the bolding seemed unnecessary.

Study 4: Colors
Which color contrast(s) are used in your design and why you chose the(se) particular color contrast(s)?
I added gold to the subheading as I tested in the previous screen.
Final Design

I ended up using the third screen from the previous set for the final design. This version had the improved grid, and simplified typography. Like the previous final screen, I choose to stick with a blue color theme.

While not thrilled with the additional imagery from the chat bubbles, one important feature of the networking tool was to be able to connect with people that had similar backgrounds or interests. I decided to keep the bubbles for now to provide a clear place where the user could click to send a message.
Synthesis

Each screen you present on this page should be different to document/illustrate your process.

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

Does space provide pathways, or channels, that lead the eye through the design, while directing the visual focus toward the positive areas of the compositional space.

I started with the overall hierarchy from last week. I was fairly happy with it’s spacing and flow, moving from the most important text at the top to more detailed text at the bottom.

Study 2: Grid
Baseline used or not?
When is grid broken?

I switched from one column to two to reduce the overall white space. While similar information was grouped by type size, I found the flow of this layout to be more difficult to interpret than the one-column version.

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.

Here I increased the speaker’s name to the same size as the room/date/time section to reduce the number of separate type sizes.

Study 4: Colors
Which color contrast(s) are used in your design and why you chose the(se) particular color contrast(s)?

I added a gold subheading in to have consistency with the other screens.
Synthesis

Screen 3: Final Design

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

Final Design

From the previous series of screens, I kept the overall hierarchy from the first screen. I then added a head shot of the speaker, providing a more intuitive place to click to go to the speaker bio/contact screen. Since I added a new element to this sub-section, I divided the speaker info into two columns. Finally, I tried adding a sub-header, but the screen became too cluttered, so I ended up eliminating it.
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.
Process

Synthesis

Screen Set 1

Each screen you present on this page should be different to document/illustrate your process.

Study 1: Hierarchy

Have you established the visual levels of dominance and subordination?

Does space provide pathways, or channels, that lead the eye through the design, while directing the visual focus toward the positive areas of the compositional space.

Compared to last week, I increased the type size for the subheader bars to give them a little more impact.

Study 2: Grid

Baseline used or not? When is grid broken?

I kept the same two-column grid I used last week, but changed the alignment of the left grid to match the right grid. This grid is broken in the title and subheader bars.

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.

I wanted to give the header bar more personality so I tried a variety of different fonts. I ended up with century gothic, which looks clean and modern.

Study 4: Colors

Which color contrast(s) are used in your design and why you chose the(se) particular color contrast(s)?

I added the blue color to the room number to group this information together and separate it from the event title.

BEYOND ACADEMIA

Agenda My Agenda

Monday March 16th

9am Keynote Bill Lindstaedt Krutch Theater

9:45am Branding your Brain Room 304

11am The Recruiter’s Perspective Room 204

1:30pm Creating a Business Plan Room 203

2:15pm Technical Consulting Room 203

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Synthesis

Screen 1: Final Design

My overall goal for this week was to increase the impact and brighten up the overall design. I added some new types, changed type sizes and added additional color.
Screen Set 2

Each screen you present on this page should be different to document/illustrate your process.

**Study 1: Hierarchy**

Have you established the visual levels of dominance and subordination?

Does space provide pathways, or channels, that lead the eye through the design, while directing the visual focus toward the positive areas of the compositional space.

I kept the same hierarchy as last week.

**Study 2: Grid**

Baseline used or not? When is grid broken?

I kept the same two-column grid as last week.

**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.

I updated the type of the header, search bar, and names to Century Gothic.

**Study 4: Colors**

Which color contrast(s) are used in your design and why you chose the(se) particular color contrast(s)?

This week I updated the icon used for the chat feature. I picked a flat turquoise chat bubble that matched the header color.
Final Design

For this screen the biggest change was to the icon. Adding a bright blue icon, as well as adding a new type helped to increase the overall friendly, positive attitude of the interface.
Each screen you present on this page should be different to document/illustrate your process.

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

Does space provide pathways, or channels, that lead the eye through the design, while directing the visual focus toward the positive areas of the compositional space.

I started with the same hierarchy as last week.

**Study 2: Grid**
Baseline used or not? When is grid broken?

I tested out some different variants of the top text block, trying to break it into a right-aligned, two-column grid. Ultimately, I preferred to keep it as it was.

**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.

Here I switched the type for the headings and most important info to Century Gothic. I also decreased to type for the subheading and used this extra space to make the photo larger.

**Study 4: Colors**
Which color contrast(s) are used in your design and why you chose the(se) particular color contrast(s)?

I added a light gradient color to the background to see if this would be more interested to the user.
Synthesis

Screen 3: Final Design

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

Final Design

For the event info screen I updated the type, as in the other screens. I also changed the blocking of the title box. This freed up space to increase the size of the headshot.
Process

Synthesis

Final Iterations
Process

Synthesis

My Agenda

As I iterated on the agenda screen, I tried to improve readability, moving to a grid with the time at left. I changed the color to a lighter blue, which was similar to the one I originally chose in my first process document. I updated the font to add more visual interest. Finally, I removed the banner on top, which will now only exist on the home screen, and added the 3 bars to improve user navigation.
For the networking tool I played with the icons and placement, finally settling on a profile circle that can be clicked on for more info. If a user wants to send a quick message without going to a person’s profile, that option will be available by hitting the 3 line navigation and a chat icon. For this view I also removed the title bar, and moved the search bar to the top.
This workshop will help you identify your ‘brand pillars’—focused principles on who you are and how you want others to experience what you are bringing to the table. We will cover the fundamentals of effective communication, story telling and connecting with your audience.
### Event Info

**Event Info: Branding Your Brain**

- **9:45am Monday March 16th**
- **Room 304**

**Celia Sepulveda**
Communications strategist

This workshop will help you identify your “brand pillars”—focused principles on who you are and how you want others to experience what you are bringing to the table.

We will cover the fundamentals of effective communication, story telling and connecting with your audience.

### Networking Tool

![Search members...](#)

- Celia Sepulveda
  - Workshop Leader: Branding your Brain
- Amy Young
  - Attendee: Psychology PhD
- Dan Brown
  - Attendee: Archaeology PhD
- Kristen Helm
  - Attendee: Chemistry PhD
- Kate Davis
  - Attendee: Archaeology PhD
- Ken Woo
  - Attendee: Physics PhD

### My Agenda

<table>
<thead>
<tr>
<th>Time</th>
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<th>Location</th>
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</thead>
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