Laura Desmond-Black
A New dmv.ca.gov
Documentation
DMV Office

I’ve had several interactions with the DMV website and local offices. None of them have been pleasant, efficient, or easy to navigate.

The DMV office is the place many users of the website end up going to finish complete their tasks.
Users interact with the office by waiting in line (often a very long one that queues out the door.

Users get tickets to wait in lines, talk to overworked and unhappy clerks, wait in more lines, sit in chairs, take tests and photos, fill out forms, and make payments.
Senses

Sight

Dim  Fake  Busy
Dirty Brown  Crowded
Beige Plain  Old
Plastic Ugly  Blue

Rectangular
Senses

Smell

Paint

Dusty

Sweaty

Musty

Smell

Paint

Dusty

Sweaty

Musty
Senses

Taste

Dusty

Dry

Unpleasant
Senses

Touch

Falling apart

Dry

Tape

Moldy

Germy

Cold

Sticky

Hard
Plain
Unwelcoming
Disorganized
The colors of the DMV are quite bland. Nothing bold, warm, or inviting. The blue represents the logo and the blue T.V. screens.
Design Workshop

Composition
Version 1 Subjective
Laura Desmond-Black
Version 1 - Subjective

Contrast

Harmony
Composition

Version 1 - Subjective

Bold

Subtle
Composition

Version 1 - Subjective

Symmetry

Asymmetry
Version 1 - Subjective

Proximity

Similarity
Version 1 - Subjective

Leveling

Sharpening
Composition

Version 1 - Subjective
Design Workshop

Composition
Reading & Synopsis
Laura Desmond-Black
The readings reminded me about the importance of balance between each of the pairs and between all five pairs of compositions.

One of the more important discussions for me was the point about the unseen visual axis being applied to every scene we take in visually. In addition to designing what we want viewers to see, we have to design with the understanding that viewers will unconsciously impose another layer on top of what they see.
Design Workshop

Composition
Version 2 Objective
Version 2 - Objective

Composition

Contrast

Harmony
Version 2 - Objective

Bold

Subtle
Version 2 - Objective

Symmetry

Asymmetry
Version 2 - Objective

Proximity

Similarity
Version 2 - Objective
Composition
Version 2 - Objective

Contrast
Harmony

Symmetry
Asymmetry

Proximity
Similarity

Bold
Subtle

Leveling
Sharpening
Research
Laura Desmond-Black
Visitors to the California DMV website are trying to:

- renew licenses
- renew registrations
- make appointments
- find forms
- find office hours and locations
- find out about fees
Research

Challenges

1. There is a lot of information on the site and it is poorly organized.
2. There are many reasons people visit the site.
3. The site needs to be accessible to visitors with a variety of technical and physical capabilities.
4. Visiting the DMV or its website are generally frustrating experiences. This new version of the website aims to reduce frustration and make using the website easier.

Solutions

1. Create an organizational structure: information architecture for the content on the site
2. Highlight the most important reasons people visit the site and then make other reasons easier to find.
3. Avoid overly complex graphics and features, reduce visual overload and add hierarchy to the site.
4. Simplify the user flows and the style of the website.
1. **Streamline the process of finding required information or completing specific tasks.**

2. **Make the site more visually pleasing and modern looking.**

3. **Reduce confusion and speed user’s ability to complete tasks.**
California drivers, drivers relocating to California, vehicle, boat, and motorcycle owners, those looking to obtain a driver license or other permit, and traffic violators will use this website.

Most of these visitors will have specific tasks in mind that they need or want to complete when they open the website. It is not expected that people will browse or use the site for recreational or non-specific activities.

I do not anticipate that the redesign will change users’ behavior in noticeable ways. Hopefully it’ll simply be easier to do what they need to do or find the information they are looking for.

The site gets a lot of visitors and it provides needed information to a big state with many motorists (of many kinds of vehicles). Most people use the existing site but it is difficult to use.
Users will find this website through a URL on the internet, specifically dmv.ca.gov.
The screen size for this website is:
1366 x 768

(screen size proportion)
Persona 1

Kelly Jones

AGE
15

Income
Babysitting

Hobby
Soccer, reading

Preferred college
USC

Familiarity with Technology
Medium

Favorite Brand
Abercrombie

Kelly is a sophomore in high school and looking forward to getting her driving permit and after that her driver license.

She doesn’t know much about dealing with government bureaucracy and she hasn’t had to find her way through systems with this many strops before.

She doesn’t want to spend much time on the paperwork and procedure part of this process, she’s really focused on being able to practice driving.
Jerald Higgins

AGE 35
Residence Posh townhouse

Hobby Gardening, cooking, running
Dream Job Surf coach

Familiarity with Technology High
Favorite Brand Apple

Jerald is a Personnel Manager for a high-end restaurant in San Francisco. Several people in the company drive as part of their job (ingredient orders, catering) so the company owns several vehicles. He has to have one of his assistants occasionally find forms and fill out information on the DMV website. He’d like if the site had a dashboard for the user ID they use so that they could sign in to that page and go from there.

He’s a savvy technology user and expects systems to work, be easy to navigate, and not take too much time.
Johnson Millville

AGE 65

Vehicles owned
3 cars, sailboat, motorboat

Hobby Boating, reading, traveling

Dream Vacation Turks and Caicos

Familiarity with Technology Basic

Favorite Brand Tommy Bahama

Johnson is an avid boater and traveler. He is retired and spends much of his time reading, boating, and seeing his family.

He’s okay with computers and technology, but mostly is only really interested if it has to do with navigation for his boats.

Since he has to maintain paperwork for all of his vehicles and boats he has spent a reasonable amount of time on the DMV website. He’s used to it, but he wishes it were easier to navigate.
Kelly needs to schedule an appointment to get her driver permit.

1. She types in “dmv.ca.gov” in Chrome.
2. She looks for DMV branches and finds the one closest to her house.
3. She selects the option to make an appointment and completes the sign up process.
4. She get an email confirmation of the appointment.
User flow for Kelly Jones.
What type of experience do you want to provide for your user?

This redesign will allow people to use the DMV website in a more friendly and productive way.

It won’t get in their way as they complete tasks and find information.

They’ll be able to save information about themselves to make return visits easier and quicker.

Visiting the site won’t feel like a burden or drudgery, it will enable people to do what they need to do and move on quickly without extraneous effort.
Formal Collage

Simplicity and Complexity
whitehouse.gov is an example of a well designed functional government website that looks like it was designed in the last few years.

codeforamerica.org is an example of a civic-oriented website that was made separately from the government. It is more modern than the White House site but is successful too.
whitehouse.gov

This is both an aesthetically pleasing and a very usable UI. I think the designers avoided taking design liberties in favor of making sure the site worked well. The layout uses hierarchy to help call attention to important, current information, and make it easy to find answers to common questions.

I found a few small quirks with menus on the site but otherwise it worked well. I think the design and the organization of information has a lot to do with the site’s success. It does a good job representing the office and institution behind it - understated, focused, and clear. For this reason—it serving its purpose well—I think it is beautiful.
Analysis 1

Examples

01 - Footer
The lower section of the homepage with all of the various section of the site clearly listed.

02 - Briefing Room page
A featured section of the site accessible from the main menu at the top of the site. This section is right below the banner story and has news organized legibly and a few special features.

03 - Homepage
Homepage of the site. The blue banner is a helpful visual anchor and contrast to the videos below.
Objectives

whitehouse.gov

Their objectives were:

1. Create an informative site that provides information about the White House and the people and departments involved in it.
2. Make a site that is accessible to a variety of people.
3. Provide timely and clear information about issues related to the building and the staff that work in it.

The UI was needed to make the information findable, clear, and useful. Without a site that makes it easy to find information people would become frustrated and perhaps end up with incomplete or inaccurate information from other places.
Users

whitehouse.gov

Many people use this site to find out information about the building, the President, other staff and workers who are part of the White House, and issues that are currently being debated or addressed. Anyone interested in the government might use it as well.

People access the site on desktop computers and mobile phones primarily.

The site doesn’t change anyone’s behavior or anyone who might be interacting with a user. The site could be used at any time during the day.
### Color Palette

<table>
<thead>
<tr>
<th>Color</th>
<th>R</th>
<th>G</th>
<th>B</th>
</tr>
</thead>
<tbody>
<tr>
<td>01 - Dark Blue</td>
<td>0</td>
<td>27</td>
<td>73</td>
</tr>
<tr>
<td>02 - White</td>
<td>255</td>
<td>255</td>
<td>255</td>
</tr>
<tr>
<td>03 - Blue</td>
<td>48</td>
<td>73</td>
<td>156</td>
</tr>
<tr>
<td>03 - Red</td>
<td>159</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

### Presidential Colors

The colors of the website echo the colors of the U.S. flag.
The colors match the colors of the flag and could be described as patriotic as well as historic. The colors are traditional and offer a visual reminder of work carried out by the institution the site describes. They are meant to be symbolic.

The designers did a nice job of balancing the amount of each color to highlight certain areas of the page and create a sense of balance.
Typography

whitehouse.gov

Type Inventory

The site uses one sans-serif font, Helvetica, and one serif font, Georgia.

Some of the videos have separate fonts in the titles.

How many sizes are there within those fonts?

There are several sizes of fonts:

1. One size for the body copy (mostly Helvetica).
2. One size (all caps) for menu headings, and topic headings. Headings are primarily Helvetica but some are Georgia
3. One size for photo captions.
4. Some pages have large section headings in Georgia.

The fonts and their sizes seem to be consistent throughout the site. The text that readers spend time on is all Helvetica and some of the headings and captions stand out in different weights of Georgia. Overall they work well together to make it easy to read and to get a sense of hierarchy.
Typography

whitehouse.gov

These typefaces work well on screen and provide a good amount of contrast and aid in readers differentiating between different kinds and sections of text.

The typefaces are standard and not goofy or overly modern, in this way they are appropriate for the site and the work the White House does.

There are a few cases where the weight of the font feels too light, especially when the text is light grey. Otherwise, the designers did a good job.
Guiding Principles

The President's highest priority is to keep the American people safe. He is committed to ensuring the United States is true to our values and ideas, while also protecting the American people. The President is committed to securing our homeland against 21st century threats by preventing terrorist attacks that threaten our homeland, preparing and planning for emergencies, and investing in strong response and recovery capabilities. We will help ensure that the Federal Government and the private sector as close partners in response.
We The Geeks

A new dmv.ca.gov

whitehouse.gov

Imagery

Analysis 1

The Plan to Help Homeowners Refinance

New legislation in Congress would make it easier for millions of responsible homeowners to save hundreds of dollars each month by refinancing their mortgages.

- Homeowners who have already taken advantage of the Home Affordable Refinance Program: 1.5 million
- Homeowners who currently qualify to benefit from HARP: 4 million
- Homeowners who would qualify to benefit from HARP under the new bill: 12 million
The imagery is informative, shows members of the White House engaging in their jobs, relate to history or the building and the presidency. The imagery emphasizes colors similar to or complementary to the main colors of the text and pages on the site.
codeforamerica.org

This site has a modern look, though it still takes cues from typical patriotic pattern and colors. I think there is more interest in being modern on this site than on the White House site. Overall the site is still quite useable and well organized. The site has a little too much color for my taste but it’s well designed.
Analysis 2

Examples

01 - About page
A page describing the members of the organization and what they do.

02 - A list of current projects
To entice people to help, Code for America lists current projects and what help is needed for the projects on their site.

03 - Homepage
The current homepage. Concise, powerful, and clear. Bold.

A new dmv.ca.gov
Objectives

**codeforamerica.org**

Their objectives were to:

1. Explain their organization, its mission, and how it works.
2. Convey a need and recruit people to help.
3. Engage with people and share information about their successes and what they plan to continue working on.

The UI was needed to connect with potential coders and civic institutions that need help.
Users

codeforamerica.org

People interested in joining Code for America to work on projects, curious parties, and organizations that are looking for help all visit the website. The site is primarily for conveying information.

The site doesn’t change anyone’s behavior. People might use the site at anytime of day or access it on a variety of devices—computers, mobiles, tablets.
### Analysis 1

#### Color Palette

<table>
<thead>
<tr>
<th></th>
<th>Color</th>
<th>RGB Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Blue</td>
<td>R - 0, G - 27, B - 73</td>
</tr>
<tr>
<td>02</td>
<td>White</td>
<td>R - 255, G - 255, B - 255</td>
</tr>
<tr>
<td>03</td>
<td>Bright Red</td>
<td>R - 214, G - 0, B - 18</td>
</tr>
<tr>
<td>04</td>
<td>Red</td>
<td>R - 199, G - 0, B - 31</td>
</tr>
<tr>
<td>05</td>
<td>Black</td>
<td>R - 0, G - 0, B - 0</td>
</tr>
<tr>
<td>06</td>
<td>Warm Grey</td>
<td>R - 70, G - 75, B - 72</td>
</tr>
</tbody>
</table>

#### Patriotic Colors

The colors of the website echo the colors of the U.S. flag and patriotic decorations.

[Code for America website colors](http://codeforamerica.org)
They probably choose these colors because they are reminiscent of government, the flag, and other patriotic symbols. The heavy use of red and black are more bold than the White House site’s primarily white pages. They are functional when the highlight information and help break up sections of the page. They are aesthetic overall though because they help catch the viewer’s eye and pull them around the page generally.

The colors fit in with the brand and the industry.
Typography

codeforamerica.org

Type Inventory

The sans serif font families for the site are:
Interstate, Gotham A, Gotham B, Open Sans Regular,
Verdana, Helvetica, Arial.

The serif font families for the site are:
Georgia, Times, Times New Roman.

There are a few sizes on the site:
4. Major heading: sans serif, generally all caps.
6. Footer, captions (the smallest size): sans serif.

The sizes work well across the site, most words that aren’t headings are sans serif and easy to read. The heading are a nice contrast in the serif fonts. They make nice use of weights too, especially when on colors that could be hard to read.
The designers made good choices: things are legible, easy to scan, and stand out well on photos or color. The typefaces are more modern and match the organization’s emphasis of helping government make sure of current technologies.

The decision seems to be primarily functional but also somewhat aesthetic. The logo itself is a very beautiful type design on its own.

I wouldn’t do anything differently.
Analysis 2

Imagery
codeforamerica.org

2014 FELLOWS
Stacy Donohue

PRESS

DATA

A new dmv.ca.gov

Interface Aesthetics
Spring 2015

Elisabeth Prescott & Kimiko Ryokai
Imagery

codeforamerica.org

The imagery is reflective of the organization’s collaborative nature and work. It shows people working together, echoing one of the company’s core values. They also show an organization that is thriving. The images are bold and attention-grabbing. In this way they are primarily functional. In fact, I found a few that had poor exposure and other that could have been cropped better. I think they were more focused on what they were taking pictures of, rather than posting pretty pictures.
Typography 1
Laura Desmond-Black
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 x 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

This design is easy to read and clearly organized around the most vital information a user would want when opening the app. The point sizes create a sense of hierarchy and the white space around the text creates a sense of openness.
Version 2

Emotional

Weather in the Bay Area is unpredictable. There are many micro-climates, sudden fog, hot sunshine over the hills, rain and sun at the same time, wind; it’s constantly changing.

This design is supposed to feel disjointed and a little off-kilter. It is a bit like the weather itself, unpredictable.
February 23, 2015
Berkeley, CA 94720

**Monday**
68°F

- Clear
- Precipitation 0%
- Humidity 62%
- Wind 7mph

---

mOnDAy   68°F

- Clear
- Precipitation 0%
- Humidity 62%
- Wind 7mph

February 23, 2015
berkeley, ca 94720

---

Tuesday
64

Wednesday
64

Thursday
66

Friday
66
Process Document

Style Guide

Laura Desmond-Black
Grid System

01 Homepage
This is the layout for the homepage, it is less of a “floating box” than the current design and more of a webpage. The large dark grey box is for photos or media.

01 Content
This is an example of a new story or alert page. It has room for a photo and plenty of copy. It also maintains the header/title/and footer.
Design Workshop

Typography 2

Laura Desmond-Black
You will design UI of a new mobile weather app. Create typographic hierarchy with the following set of rules:

- Use Verdana as typeface
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- Use **weight**
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Thursday 66
Friday 66
Version 1
Typographic Hierarchy

This design uses two edges to distinguish between the more important and the less important information.

Weight is applied to information that a user is most likely looking for quickly so that it stands out more.
Version 2

Emotional

Unpredictable.

The information that is most likely to be consistent and constant is firmly placed on the screen with a typical horizontal baseline.

Information that pertains to states that might change (humidity, tomorrow’s temperature etc.) are on a slant to help show that this information is not static or consistent.
Typography 2

Version 1

Berkeley, CA 94720

Monday
February 23, 2015

68°F
Clear
Precipitation 0%
Humidity 62%
Wind 7mph

64 Tuesday
64 Wednesday
66 Thursday
66 Friday

Version 2

68°F Monday
February 23, 2015

Berkeley
CA 94720

Clear
Precipitation 0%
Humidity 62%
Wind 7mph

64 Tuesday
64 Wednesday
65 Thursday
65 Friday
Design Workshop

Typography 3
Laura Desmond-Black
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

A balanced composition that makes the most vital information clear with a distinctive font.
Version 2

Emotional

Unpredictable.

Everything seems to follow a pattern. Except the temperature. Just like the actual temperature in the Bay Area, it changes from one hour to the next, a few blocks in any direction.
Design
Process Document

Wireframe Anatomy
CA DMV Homepage

Logo

Navigation

Search box
Language selection
Accessibility mode

Main options

News/updates
Grouped by category

Footer:
- General Links
- Social

A new dmv.ca.gov - Laura Desmond-Black
Wireframe Anatomy

Appointment Type Selection

- Heading
- Category Title (of appointments)
- Appointment option
Wireframe Anatomy

Login or sign up

Buttons for login or sign up
User Flow
User Flow

Homepage
The user arrives at the CA DMV website. The main content area offers 3 options:
1. Make an appointment
2. Find an office
3. Register (license/car/boat etc.)

Appointment Type Selection
The user selects the type of appointment they want to make.

Login or Sign up
The user selects the option according to whether or not they already have an account.
Wireframe to Design
The literal poppies are too much but the idea of using them for color is right.

Better, more color, but not overwhelming.

A new dmv.ca.gov - Laura Desmond-Black

Interface Aesthetics
Spring 2015

Elisabeth Prescott & Kimiko Ryokai
Appointent Type Selection

Design Study 01
Trying to match the boxes I had on the homepage didn’t work with the length of the appointment titles.

Final Design
The Gradient seem to help pull the whole page together.
Design Study 01
The buttons make next steps clear.

Final Design
Matching the design with more color.
Color & Design
Color Screen Set 1

Color Study 01 - Homepage
This is the expanded view of the homepage for the new version of the website.

On a laptop the design would get cut off under the writing in the middle. Right now the poppies are the main color focus.

Color Study 02
Lots of orange and yellow to make the site brighter. Perhaps a little too much.

Final Design
The blue contrasts with the orange well and provides some variety.
Color Study 01 - Appointment Options
This is the expanded view of the page a user gets after making a selection from the three main options on the homepage.

On a laptop the design would get cut off under the second set of links on the left side.

Color Study 02
The black type works well over the orange gradient.

Final Design
I like the contrast of the blue but it may be too much color.
Color Study 01 - Sign-in page
This is the expanded view of the page a user gets once they select what type of appointment they want to make.

On a laptop the design would get cut off under the second set of links on the left.

Color Study 02
I like that the yellow buttons are noticeable but not overwhelming.

Final Design
The blue works well for the buttons too but I'm still uncertain about the blue text in the navigation bar.
Towards Final Design: Part 1
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.
Synthesis

Screen Set 1

Study 1: Hierarchy
The white space in the design allows the content to be the focus. Things that are larger are more important and kept towards the center of the page while less important things are more on the right or the left.

Study 2: Grid
No baseline grid but the design follows a grid. After making a margin along the top and sides I split the main area into 4 columns.

Study 3: Typography
I focused on making typography an integral part of the design. Avenir is the typeface, Three weights were used.

Study 4: Colors
The blue and orange are complements and each helps highlight the other.
Process

Synthesis

Screen 1: Final Design

Final Design

Clarity and simplicity were the focus of the re-design. Fewer colors, images, and places to look than the existing website. By using only variations of orange, blue, and black add contrast but don’t overwhelm the site.


Process

Synthesis

Screen Set 2

Study 1: Hierarchy
The content I want users to focus on is the simplest thing on the page to make it easy to absorb and read.

Study 2: Grid
Everything fits within the existing four column grid.

Study 3: Typography
The main content on the page has the largest point sizes to make it easy to find and read.

Study 4: Colors
The colors are consistent from page to page so that users don’t have to relearn what they mean.
Synthesis

Screen 2: Final Design

Final Design
The type is the focus of the page. It is larger and clear to suit readers of a variety of ages and visual acuity.
Study 1: Hierarchy
Again, the design is simple so that the content stands out. The buttons are large to make it easy to figure out what to do.

Study 2: Grid
The design continues to conform to the original grid.

Study 3: Typography
I decided to underline the type in the buttons to make them look more like buttons.

Study 4: Colors
The colors are consistent with the previous pages.
The focus of the page is the two buttons that let the reader move to the next step in the process of making an appointment. Giving them a contrasting color makes them stand out, and underlining the titles makes them more unique.

Other than that, the design of the footer, navigation bar, and the options in the top right corner remain consistent so that they fade into the background a bit.
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.

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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

Study 1: Hierarchy
I removed the navigation bar on the left because it was too distracting. Instead the navigation is along the top now.

This means the 3 “buttons” are bigger and hold more of the user’s attention.

Study 2: Grid
I lined up the content in the buttons better, moved the bar under the navigation up and aligned the items in the top right to maintain the grid.

Study 3: Typography
I made the type in the news area bigger and the title more bold.

Study 4: Colors
I made the buttons orange to help them stand out more.
Synthesis

Screen 1: Final Design

Final Design

I like this better than the previous design. The image in the background helps give it depth and relates to the content. The icons draw the user in and the layout is easier to navigate.
Study 1: Hierarchy
I matched the homepage in regards to navigation, the header, and the background.

Study 2: Grid
The alignment change here was simple, moving the content to line up on the left.

Study 3: Typography
I made the title match the style of the homepage, enlarged the subtitles and made them more bold, and increased the titles of the times in the list.

Study 4: Colors
There weren't any color changes here but overall I like the orange, black and gray.
I think this page works much better without the big navigation bar I had in the previous design. The type is easier to read too.
Process

Synthesis

Screen Set 3

Study 1: Hierarchy
Realigned to match the new layout.

Study 2: Grid
I made the buttons the same size as the ones on the homepage and lined up the title of the page with the new location for titles.

Study 3: Typography
Not much change here, just making sure everything matches and the title is in the same style as the other pages.

Study 4: Colors
The orange buttons work much better than the blue.
I may still end up looking for icons for these buttons but overall this is an improvement over the last design.