



HCC 629 ASSIGNMENT

Week 10 - Visual Design



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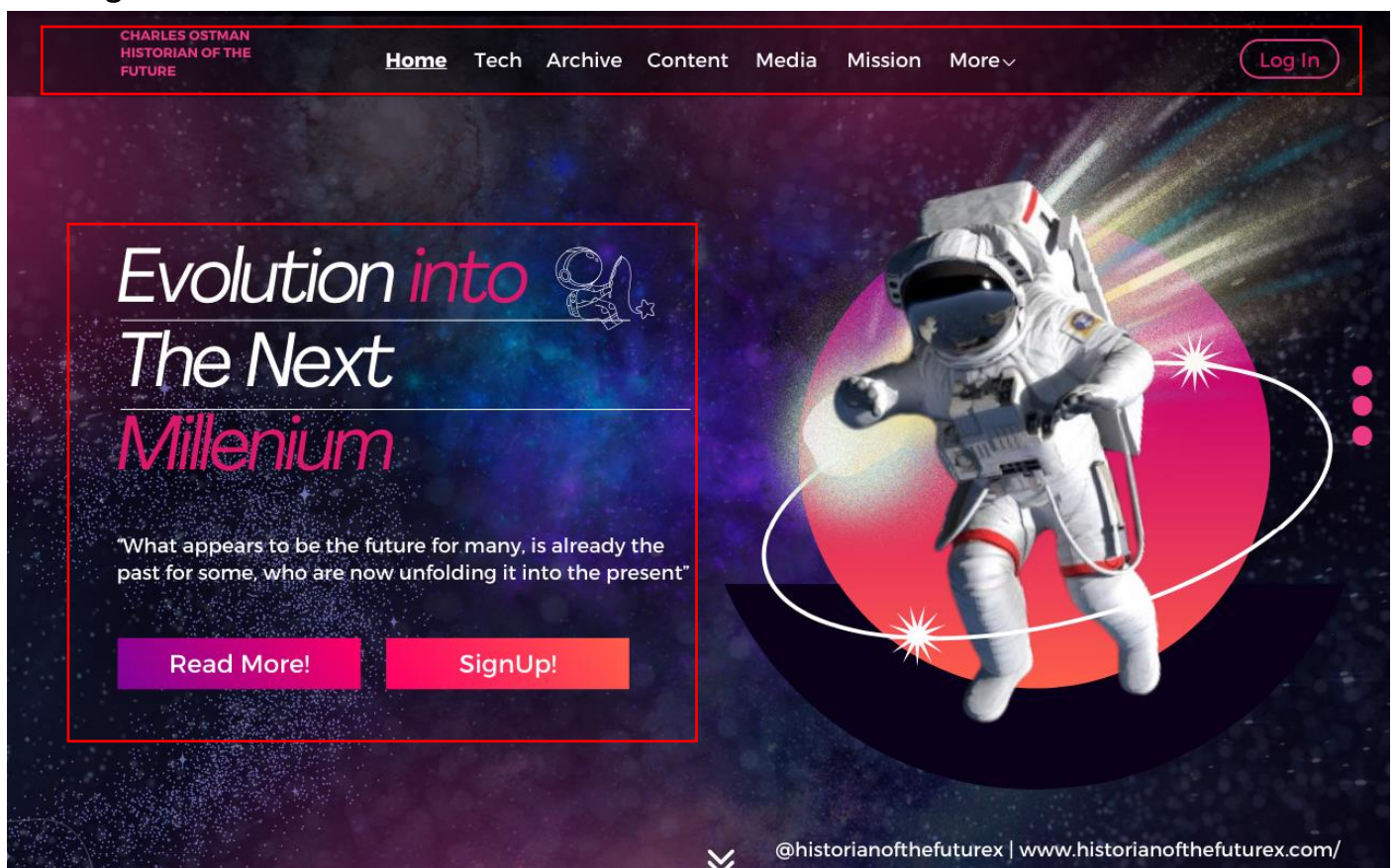
Grouping with Gestalt Principle:

The Historian of the Future website is hard to use because it doesn't make it easy to see what's important. The Figure-ground principle, which helps show what's important and what's not, isn't used well. Because of this, everything on the website looks the same, and it's hard to tell the difference between important stuff and the rest. This makes it tricky for people to notice and focus on key things like popup menus, big pictures, and text that asks them to do something. Since these important parts don't stand out, people might get confused about what to look at and have a hard time using the website.

Original Website:



Redesign:



Explain HOW and WHY your redesign is a better interaction design than what was there before.

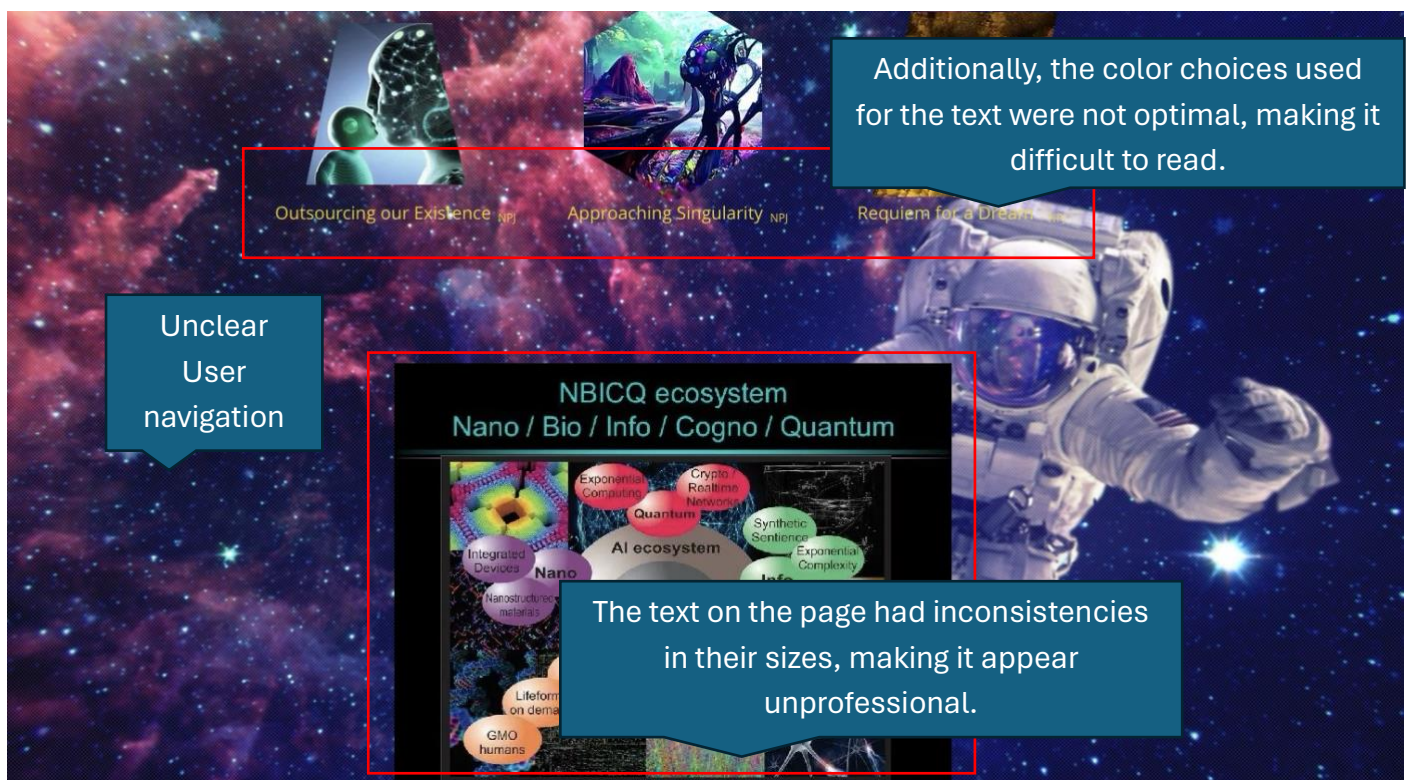
This new design is better because it follows two design rules, **figure-ground** and visibility, from the [Week 3 lecture slides]. It makes the important parts like text and buttons easier to see and focus on. By adding a dark see-through layer over the background picture, the words and buttons in the front are easier to notice. This way, even though the important parts and the picture are on the same flat area, it's easy to tell them apart. The initial design isn't quite there because it puts images next to white text, which doesn't have enough contrast. Utilizing **figure-ground** principles allows users to quickly direct their attention to their target, ensuring a stable **figure-ground** relationship through the use of suitable visual indicators, as suggested by “**Lidwell et al. in Gestalt Groupings.**”

Typeface

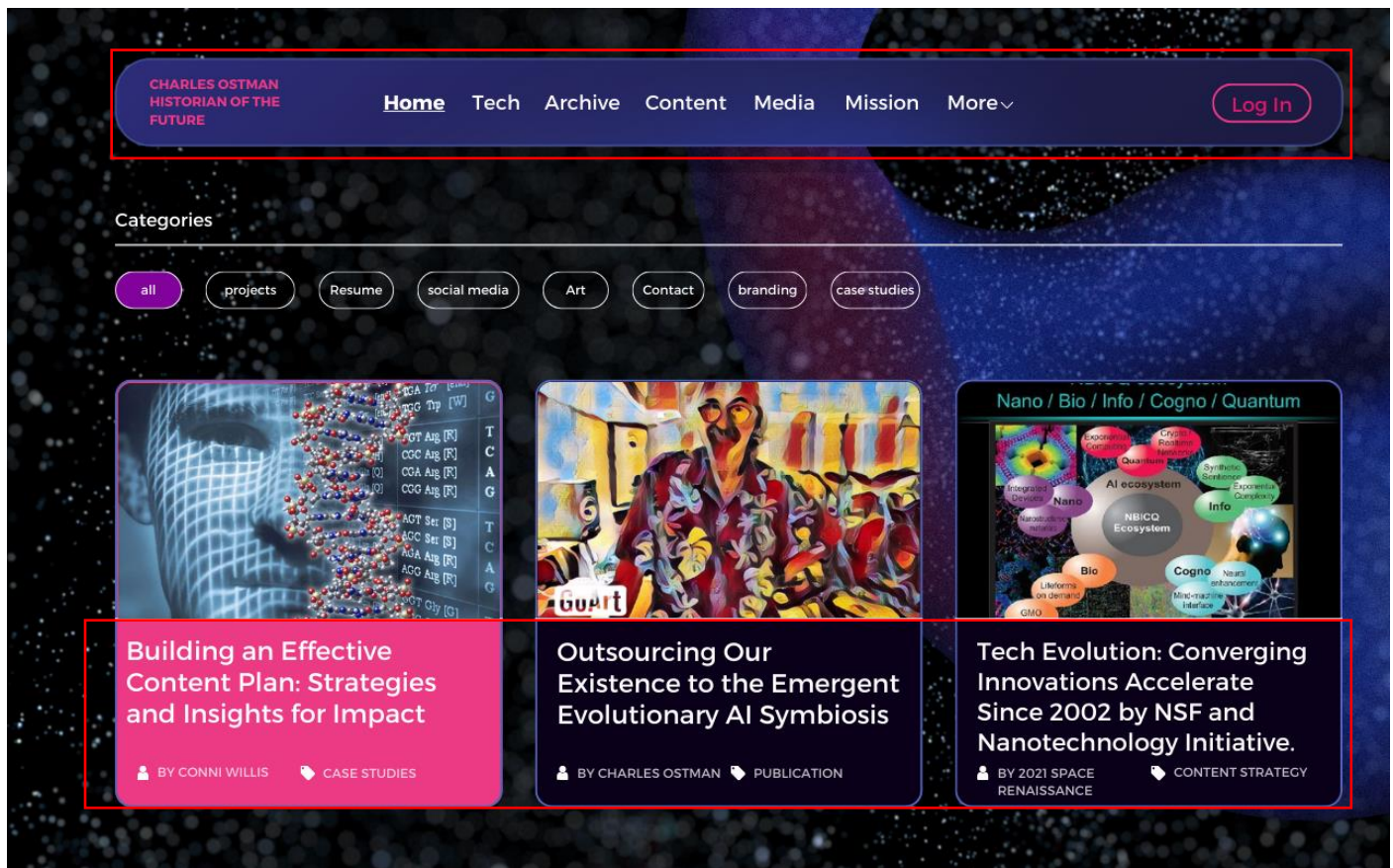
Choosing the right style of writing, or typeface, is really important in design because it makes information clear and easy to read. Different styles can make words look more serious or friendly, and they help show what's important on a page. For example, using big, bold letters can grab someone's attention, while smaller letters might be used for less important details (HCC629-wk10-S24-VisualDesign.pdf, p. 44-52). The space between letters and lines also matters because it affects how easy it is to read the text. Designers need to make sure that words aren't too squished together or too spread out, so everything is comfortable to read (HCC629-wk10-S24-VisualDesign.pdf, p. 44-52). This helps make websites and apps look better and work better for everyone who uses them.

The website uses many different fonts, making it look cluttered and hard to follow. This can confuse visitors and make reading difficult. While the fonts are pretty, they're not easy to read for a long time. This might make people leave the website sooner and might make them trust the website less. It's better to use fonts that are simple to read and keep the same style across the website. Also, the website's design isn't consistent, as mentioned in "Lecture 3 slides" and "Week 10 Slides," because it uses various fonts that don't match, making it tough for visitors to read.

Initial Design:



Redesign:



Explain HOW and WHY your redesign is a better interaction design than what was there before.

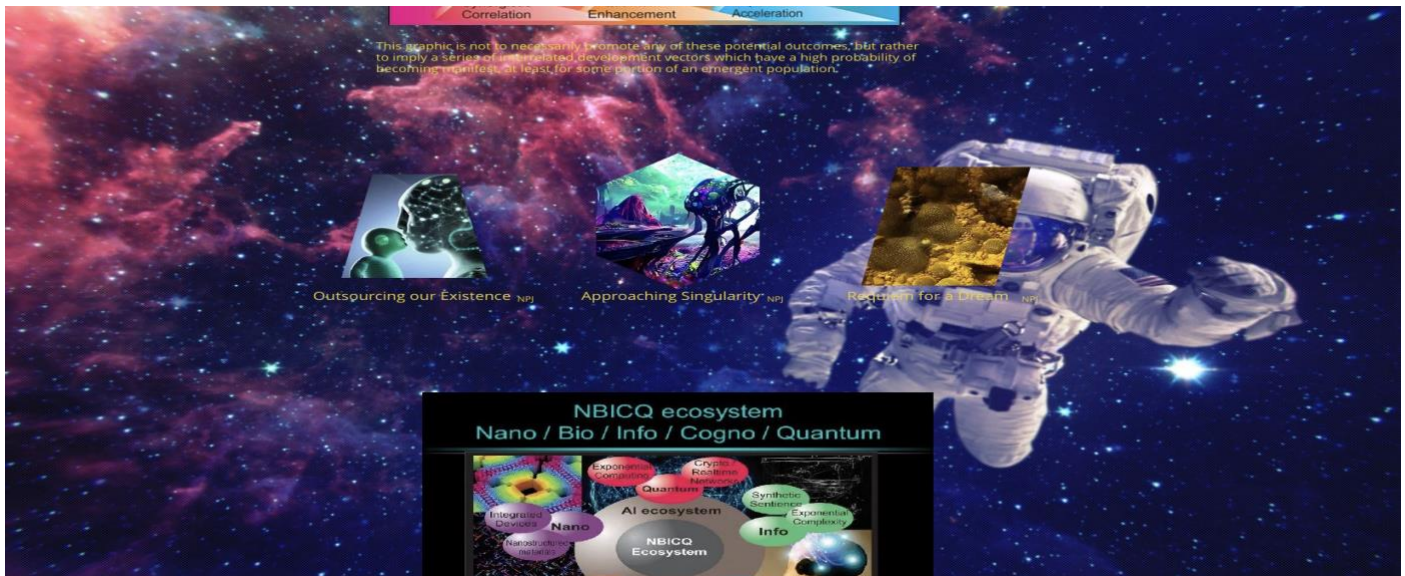
We made the website better by using the same easy-to-read font everywhere. The font looks good and fits the website's style. It's big enough to read comfortably and has space around each letter. I chose colors for the font that you can see clearly against the background. The design now uses the same look for similar things, which makes the site easier to use and understand. This follows the advice from the "Week 3 Slides." The new font makes the website look cleaner and more organized. It also helps visitors find what they need faster and enjoy looking at the site more. Additionally, I updated the design to clearly showcase the author's purpose and the website's main uses, such as case studies, publications, or content strategies. I also included a well-organized categories section to simplify finding different topics and improve the overall navigation experience.

Color:

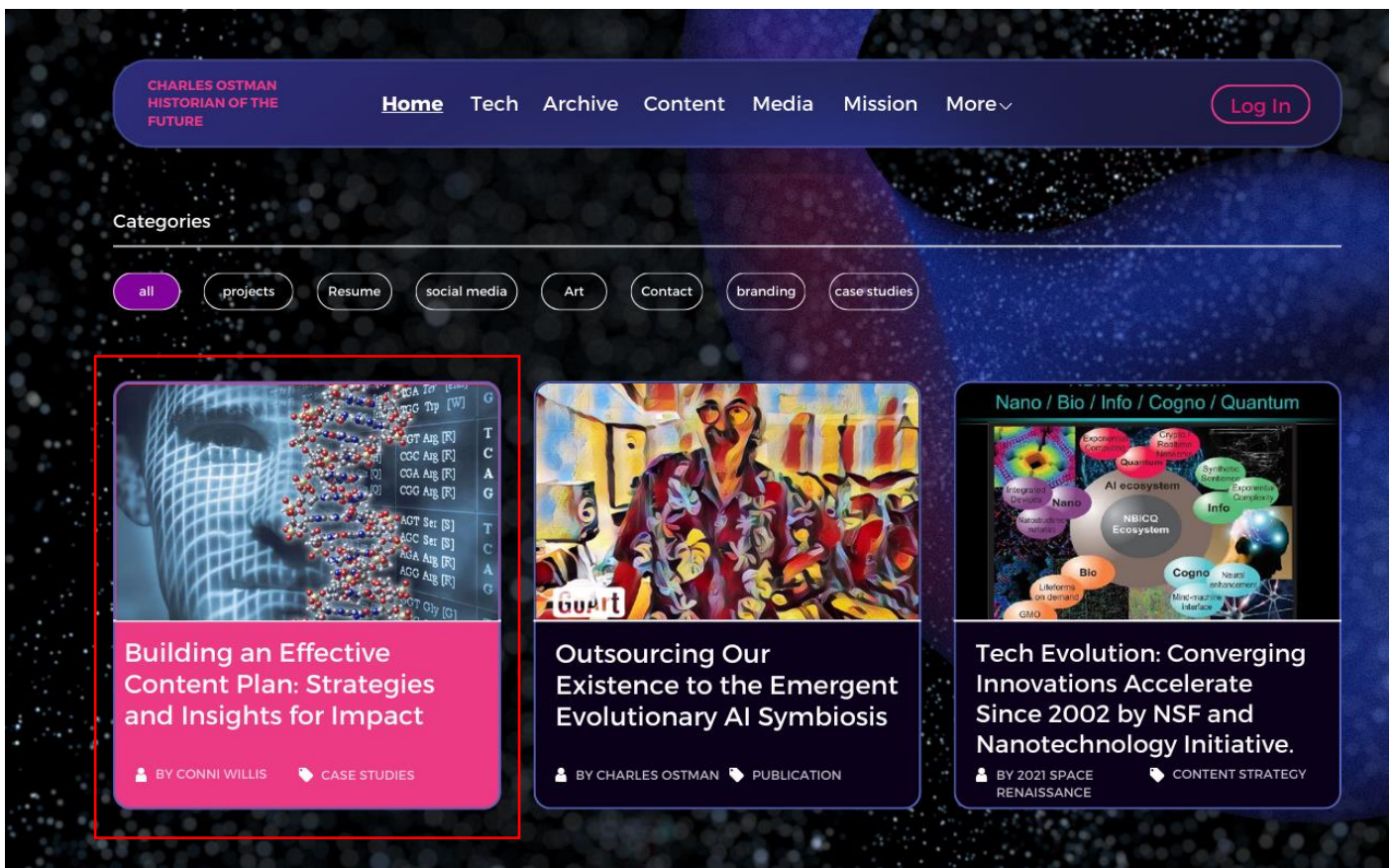
Color makes designs interesting and helps people understand what they see. Using colors smartly can make things on a screen look better and easier to use. For example, choosing the right colors can help people figure out where to click or what's important on a website (HCC629-wk10-S24-VisualDesign.pdf, p. 60-69). Also, colors can make people feel certain ways. Blue can make people trust a website more, which is why banks often use it. It's important to make sure the colors look good on all devices and are easy for everyone to see, even if someone has trouble seeing certain colors (HCC629-wk10-S24-VisualDesign.pdf, p. 60-69).

The website's many colors make it look messy and hard to use. Too many colors can confuse visitors, and the text is hard to read because it doesn't stand out from the background. For people with vision issues, this can be especially difficult. The colors don't help users understand how to navigate the site, adding to the confusion.

Initial Design:



Redesign:



Explain HOW and WHY your redesign is a better interaction design than what was there before.

In our redesign, we chose colors that contrast well to make everything clear and readable. We used light colors on dark backgrounds or dark text on light backgrounds. This choice enhances visibility and looks sleek and modern, as suggested in the [Week 10 lecture slides]. Using a **monochromatic** color scheme also avoids color clashes and creates a calming effect. We also added some selection colors that were missing on the original website. Now, when we hover over any element, the color changes for selection. Using desaturated and dark colors gives off a serious and professional vibe that fits the tone of the website.

References

- Lidwell, W., Holden, K., & Butler, J. (n.d.). Gestalt Groupings, Highlighting. In Universal Principles of Design.
- Soegaard, M. (n.d.). Recalling Color Theory. Interaction Design Foundation. Retrieved from [Week 10 Lecture Slide].
- Kleinsmith, A. (2024). Week 10 Lecture Slides (pp. 60-69). [HCC 629], [UMBC].
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- Tools Used - Canva Inc. (2023) Retrieved from (<https://www.canva.com>).