

Task 1 Activity B: The Design – The Visual/Interface Design

Student Evidence Review:

The screenshot displays the Health Advice Group website. The header includes the logo, navigation links (Home, Advice, About us, Risk assessment), and user options (Register, Login). A large banner features an illustration of healthcare professionals and medical icons. Below the banner, there is a weather widget, a list of new articles, a registration prompt, and a footer with additional navigation links.

Health Advice Group Home Advice About us Risk assessment Register Login

Weather
Monday
Partly cloudy
9 °C | 5 °F
Precipitation: 10%
Humidity: 70%
Wind: 1 mph

New articles

- Article 1
- Article 2
- Article 3
- Article 4
- Article 5

Register now to get customized health advice, air quality and check your symptoms!

Most common health issues currently:
health issues

Home About us Policy Terms and conditions

Home [About us](#) Policy Terms and conditions

Health Advice Group Home Advice About us [Risk assessment](#) Register Login

Risk Assessment Booking

Choose a date:

2023 FEBRUARY

Please login first to book

Login

Choose a time:

8:00am 10:00am
12:00pm 14:00pm
16:00pm

Submit

This booking can be cancelled at any time, but you cannot book another risk assessment appointment before 2 weeks have passed since your last risk assessment appointment.

Lead Examiner Commentary:

The student's design interface is a presentation of excellence, encapsulating an astute understanding of modern design principles and seamless integration of them into the intended solution:

Mastery in Layout and White Space:

The design showcases clear boundaries, creating focused zones that allow users to focus on specific content without distractions.

Their spacing between lines is methodical, enhancing readability and ensuring that the information presented doesn't feel clustered.

Proximity in their design is used purposefully. Elements that relay related information are placed together yet maintain their own space, ensuring different parts of the content don't infringe upon each other.

With an understanding of cognitive load, the student ensures that the design introduces information in indigestible chunks, using sensible breaks to prevent user overload.

The design exhibits adaptability. It provides details of reactive layouts optimised for various screens and devices, ensuring a seamless experience across mobiles and desktops.

Sophistication in Visual Hierarchies:

Every element in the design communicates intention. The sizing of items and information is neither arbitrary nor whimsical; it aims to guide user focus and optimise the ingestion of information.

The design elements have been meticulously sequenced. The order in navigation bars and menus isn't just aesthetic; it signifies a route through the information, subtly guiding users in their journey.

Adherence to Common Conventions:

The student's design doesn't reinvent the wheel where it doesn't need to. It harnesses recognisable patterns, grounding the user in familiarity while offering a fresh experience. Iconography, for instance, uses common motifs (like a house symbolising 'home'), ensuring instant recognition and understanding.