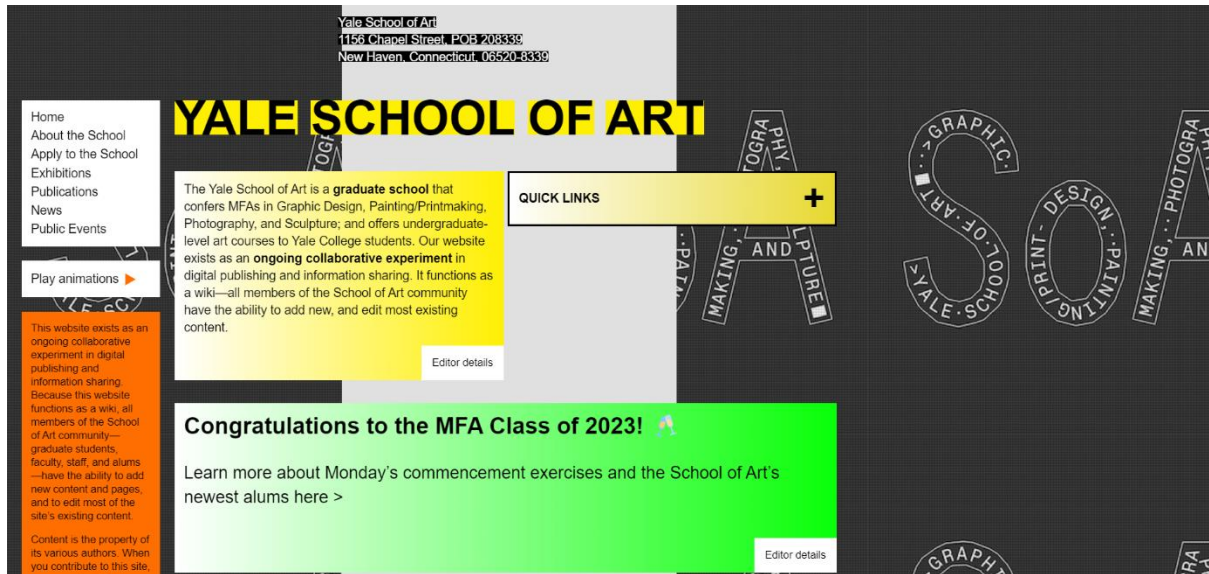


Redesign of the website

Yale School of Art



"Yale School of Art" (Mancini, 2023)

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Introduction

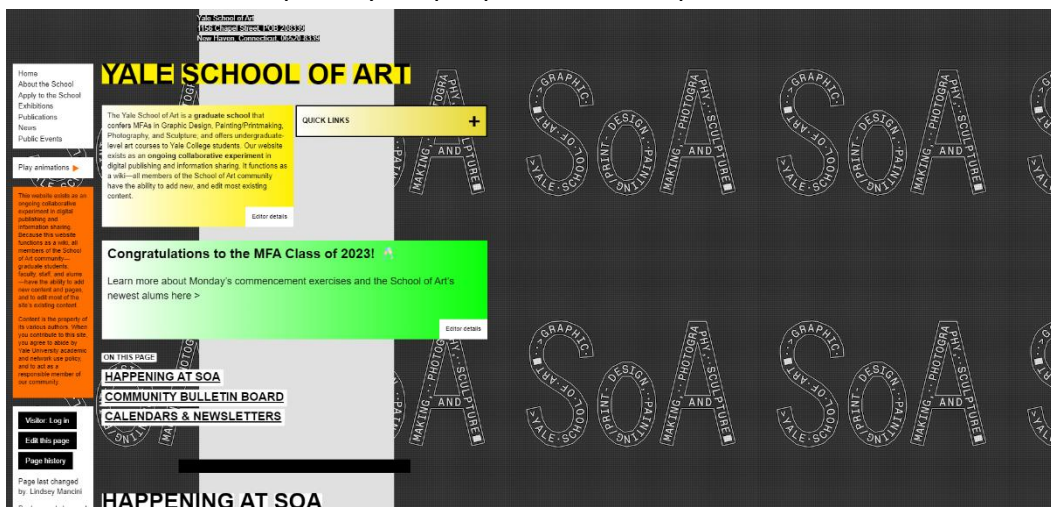
In this report I will attempt to explain the case I have chosen and why. I will explore the various issues with the current website “*Yale School of Art*” and attempt to address them accordingly with my interactive prototype. I will explain what type of data is visualized and what visualization techniques is utilized for them wherever appropriate. I will also go into detail about my redesign, what visualization techniques I have used and why. Lastly, I will reflect on my work and explain if it is an improvement or not.

Task 1. The Case

1. The case that I have chosen is case 2 (*Yale School of Art*). I chose case 2 because I recognized immediately that there was a lot to improve upon. Visually speaking, I found the website to be incoherent and distracting, therefor I could show to a handful of visualization improvements. It also looked like it could be an interesting task to improve upon. As for the digital interactive prototype, I have chosen a website, because such is the original case. This would make the correlation between the case and prototype would similar. It would also make it easier to compare the two and show to the problems with the original website and the improvements on the redesign. I also have some minor experience and interest with web-design, which is why it made the most sense to me. For creating this prototype and the necessary

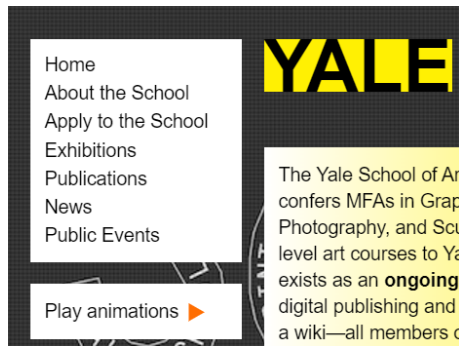
files with it, I will use “Visual Studio Code” and html and CSS to create the redesign of the website “Yale School of Art”.

2. The current design of the website “Yale School of Art” is not very user friendly, which leads to a bad user experience. First, the website “Yale School of Art” does not account for the people with larger screen resolutions. I noticed this when looking at the website “Yale School of Art” on my school laptop, vs my home computer (I have a large monitor). All the content is aligned to the left of the screen, making it awkward on larger screen resolutions as one must look the edge of the screen to read the content. Since the website “Yale School of Art” does not fully utilize the screen space it is given it is forced to have a smaller font size, which can make it tricky to read some information, especially for people with vision problems.

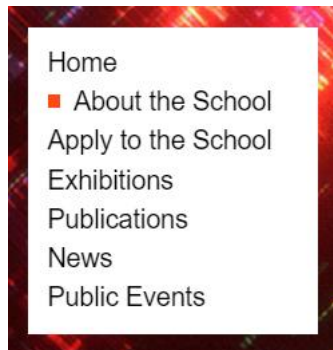


Example of viewport on a large monitor on “Yale School of Art” (Mancini, 2023)

The navigation bar, or lack thereof, contributes to the confusion. Especially for newcomers to the website “Yale School of Art”. The first time I went to the website “Yale School of Art” it was not obvious how to navigate between the different categories. The navigation field is too small and squeezed against the left side of the screen, like if it has no importance at all. It is also unclear where one is located when first visiting the website “Yale School of Art”. Even though I am located in the “home” category, it does not show this information. However, it does show when visiting other categories with a small orange square next to the navigation links. This inconsistency creates confusion.

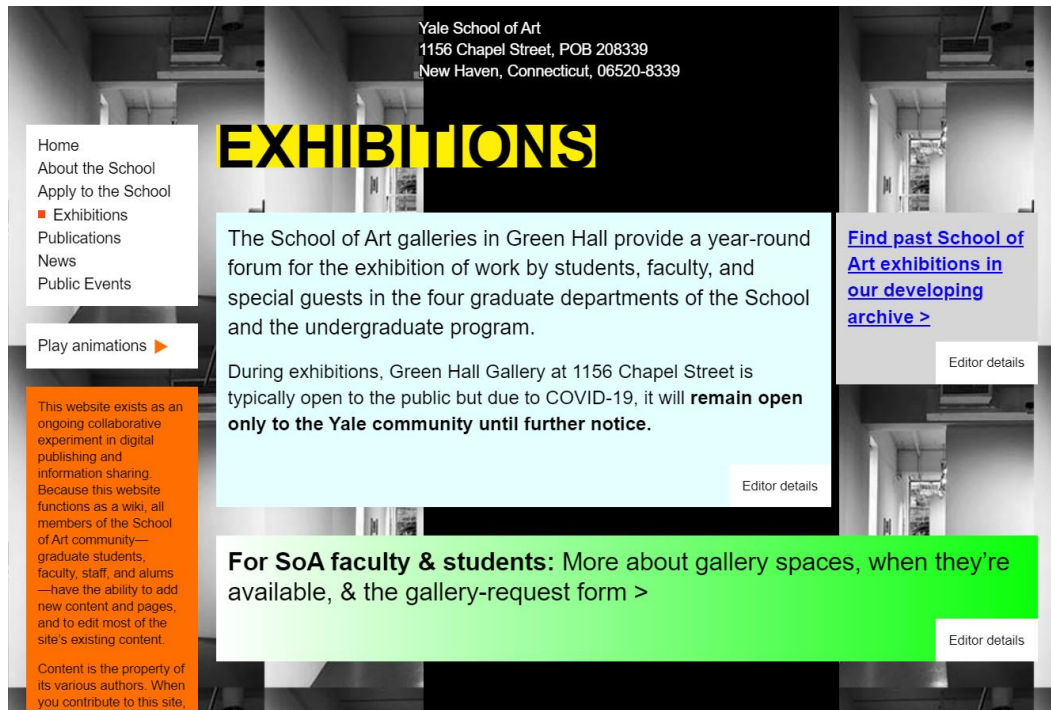


Navigation field on “Yale School of Art” (Mancini, 2023)



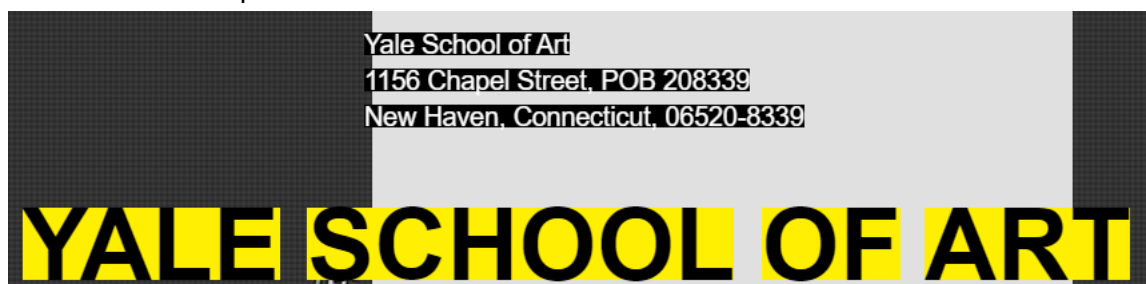
Example of recorded location on “Yale School of Art” (Mancini, 2023)

The color scheme seems to be a little inconsistent at times and often clash with the background and other content. The website “Yale School of Art” uses a mix of white, yellow, orange, lime and light blue for the main content and darker more greyish colors for the solid background colors. It is inconsistent with the use of gradients for its main content as it uses it quite often for many of its text-fields, but not all of them. However, it is the utilization of space and the background that really collides with this color scheme, as it gets little room to breathe and therefore feels cluttered.



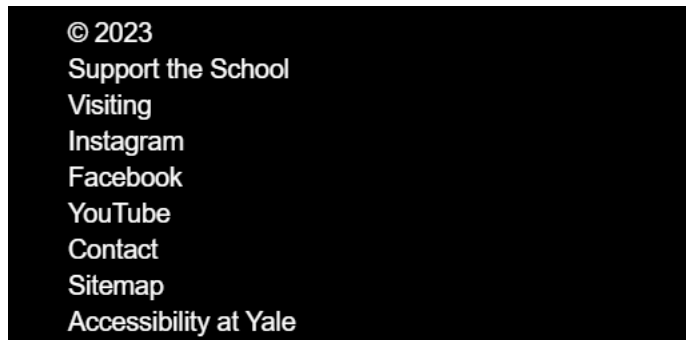
Example of cluttering between colors and background in the “exhibitions” category on “Yale School of Art” (Mancini, 2023)

It is also an odd choice to have both an animated background image, or multiple repeated ones, and a single-color banner running cleanly through. This is visually unpleasing and contributes to noise on the viewport. All text that are separated from the main text-fields have a hard contrast background color, with little room to breathe between the background and the text. This makes it visually tiresome and often feels out of place.



Title and location text in the “home” category on “Yale School of Art” (Mancini, 2023)

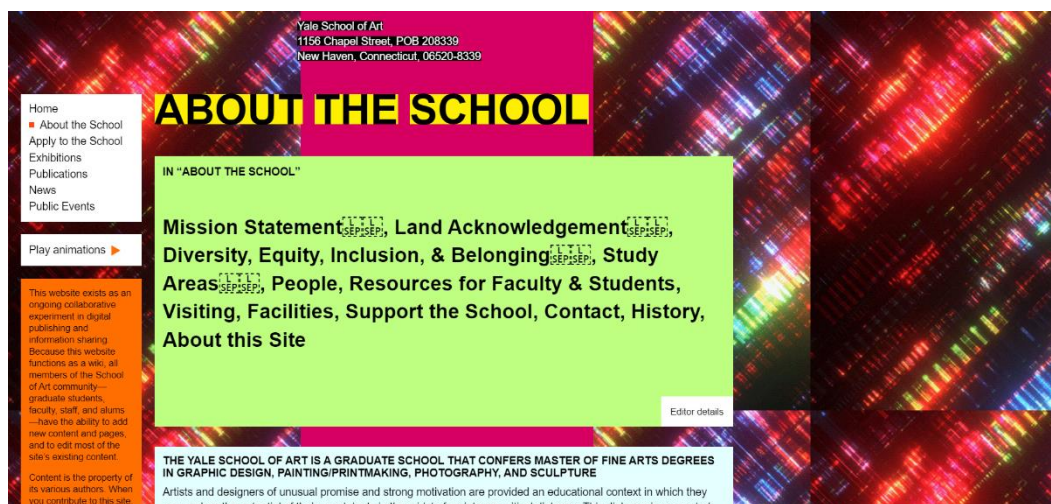
Although sometimes, the background color does match the background color of the text, creating a bit more cohesion in the design. However, this is far and few between and it is the lack of consistency along with the hard contrast that is bothersome.



Footer in the "exhibitions" category on

"Yale School of Art" (Mancini, 2023)

Many of the categories have an animated background. Some of these do not cover the whole screen and instead repeat repeatedly. This is a bad decision from the get-go as it is distracting and introduces unnecessary complexity and can get tiresome very quickly. The diversity of the backgrounds also clashes with the colors of the website "Yale School of Art", but at least they give you the option to pause/stop the animation.



Example of lack of cohesion in the "about the school" category on "Yale School of Art" (Mancini, 2023)

3. The user experience can be significantly improved upon using visualization techniques. Here are a few examples:

Improved understanding: Visualization helps users understand complex information or data by presenting it in a visual format. Visual representations such as charts, graphs and diagrams, can simplify the presentation of data and make it easier for users to grasp patterns, trends and relationships. This leads to improved comprehension and a more positive user experience.

Enhanced decision making: Visualizations provide users with a comprehensive view of the data, enabling them to make informed decisions quickly. By presenting data visually, users can compare and analyze information more effectively, leading to better decision-making outcomes. Visualizations can highlight key insights, outliers

and correlation, empowering users to identify actionable steps and achieve desired outcomes.

Increased engagement: Visual elements are inherently more engaging than plain text or numerical data. Colorful charts, interactive maps, and animated graphs captures users' attention and stimulate their interest. Engaged users are more likely to explore the solution, spend more time interacting with the data and have a positive experience.

Simplified communication: Visualization simplify the communication of complex concepts and data-driven insights. Instead of relying on lengthy textual expansions, visual representations can convey information efficiently and intuitively. This is especially valuable when presenting data to non-technical or diverse audiences who may have a varying level of data literacy.

Discovering patterns and insights: Visualizations can reveal patterns, trends and outliers that may be difficult to detect in raw data. Through interactive visualizations, users can manipulate and explore data dynamically, uncovering hidden insights and gaining a deep understanding of the information being presented. This empowers users to extract valuable knowledge and make meaningful discoveries.

Personalization and customization: Visualization techniques often allow users to personalize their experience by customizing the visual representations according to their preferences or specific needs. Users can select the type of charts, adjust color schemes, apply filters and interact with the data in a way that aligns with their unique requirements. This level of personalization enhances the user experience and promotes a sense of ownership over the data.

Task 2. Data

1. The data that will be visualized in my solution are both quantitative and qualitative data. The quantitative data is in the form of interval data. The interval data is in the form of dates on a timescale. Since we measure time in the west with the Gregorian calendar, technically it does not have a true zero. We could say it is the year 2023 or 2023bc and go very far in both directions "*MAY 17, 2023*" (Mancini, 2023), so in a daily context, there is no true zero. This is important for the "*exhibitions*", "*publications*", "*news*" and "*public events*" categories since they have regular updates. The qualitative data includes categorical data, nominal data and ordinal data. The categorical data is in the form of groups of students. After they graduate, they can be given a value of when they graduated. "*Featuring the work of the 2020 MFA graduates*" (Mancini, 2023). They can also prepare for an exhibition "*Group 1: Jan 30-Feb 6, 2023*" (Mancini, 2023). The nominal data are the labels on the different

categories in the dropdown menu “*Current students >*” (Mancini, 2023). There is ordinal data in the form of time, as the order of content is important in the “*exhibitions*”, “*publications*”, “*news*” and “*public events*” categories. The order is important because the user will expect the newer content to be on the very top, while older content is further down. The “*exhibitions*”, “*publications*”, “*news*” and “*public events*” categories are also of the continuous data type as they need continuous updates to keep up with the “*Yale School of Art*” school content.

2. The datatypes that will be visualized are quantitative (interval) and qualitative (categorical, nominal and ordinal) data. The objects are publications, news and events. The publication’s attributes are title, author, description, date and ID. The news attributes are title, description and date. The events attributes are description and date.

Task 3. Design

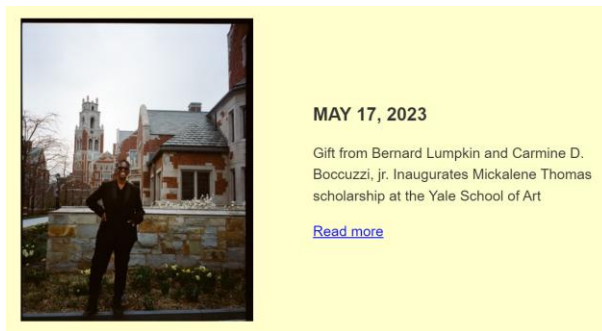
1. The different data is represented similarly to the original website “*Yale School of Art*” however, it is presented more cleanly and orderly. The items within the dropdown menu has also been overhauled. It is now much more accessible and readable as the size has greatly increased.



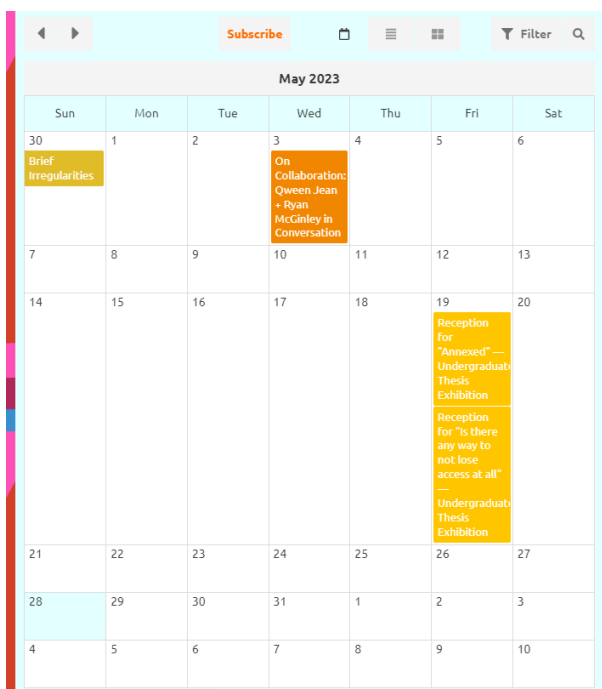
Example date data in the “*news*” category on

“*Yale School of Art*” (Mancini, 2023)

The data is clearly visible and in contrast with the background, this makes it easy to read and compare with other similar content. All the main content is made this way to insure good readability.



Redesign of news



calendar in the "public events" category on

"Yale School of Art" (Mancini, 2023)

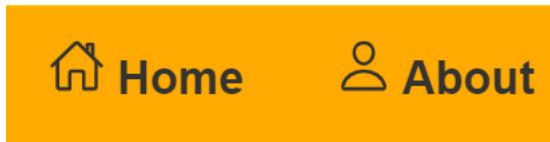
The redesign calendar is massively simplified, removing some features to decrease complexities. The functionality is centralized and visible, making it clear what the function does.



Redesign of calendar

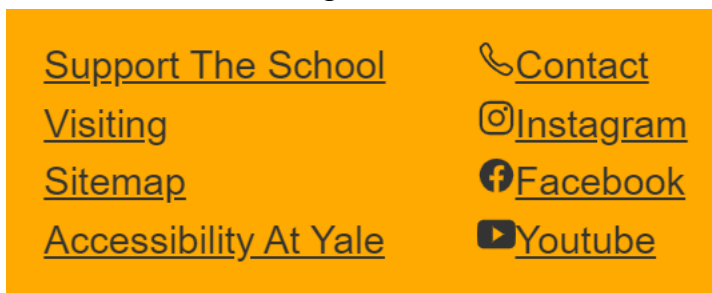
- I have used a variety of visualization techniques for my solution. I have used Gestalt's principles, design theory and color theory. With Gestalt's principles, I have tried to

use most of them. I have utilized proximity, similarity, common region, symmetry, connectedness and figure/background. Proximity is used at every level, from navigation, to main and secondary content. The elements are placed near each other and therefore perceived as one. Similarity is also utilized in all places. Elements that look and behave the same is perceived as a group.



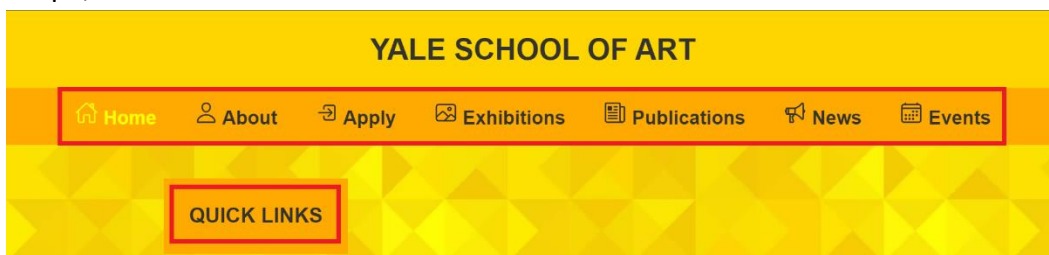
Example of proximity and similarity

Symmetry is utilized much less in my solution, but there still exists some places. Both lists seem to mirror along an invisible line between the two.



Example of symmetry

All elements in my solution share a common region. Navigational elements are in the same place and informational content are in the same area. Connectedness can also be perceived many places in my solution. Elements share their connectedness with both color and shape. The elements in the navigation bar share the same size and color, in contrast with the rest of the content. The main content also share the same shape, size and color.



Example of connectedness

The main content is always perceived as a figure above the background, especially with the parallax effect when scrolling down the viewport. The background stays the same, while the content moves with scrolling. This effect is universal in my solution, meaning it is utilized in every category.



Example of figure/background

When it comes to design theory, I have utilized the main laws for good design like Fitt's law, Hick's law, Miller's law, law of common region, Jacob's law and law of Prägnanz. As an example, let's look at the navigation bar. The navigation bar follows Fitt's law since the main actionable targets are easy to see and use and it takes very little time for a user to interact with it. It also follows Miller's law, dividing the content into smaller chunks. Just like previously mentioned, it follows the law of common region, heaving related elements in one area. It also follows Jacob's law, by using familiar scenarios and logic from previous experiences. It is obvious that this is a navigation field for navigating the website. Last it follows the law of Prägnanz by using simple non-complex shapes. However, one could argue that it does not follow Hick's law, since there are many categories that could have potentially been combined, keeping the choices to a minimum. This is something I sacrificed to align more with case 2 (*Yale School of Art*), as the task specified that all the original categories would be kept.

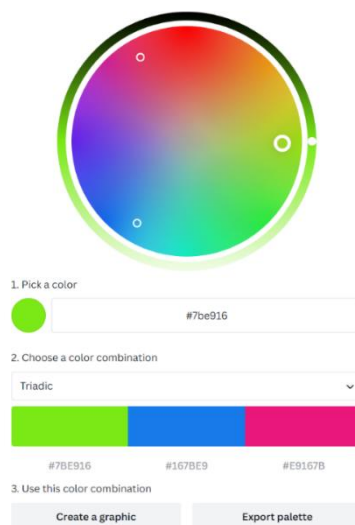


Example of general design theory



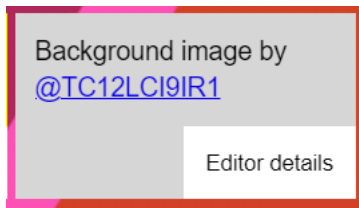
Example of Miller's law

With color theory, I did a lot of experimenting with different combinations on the color wheel, utilizing a great resource for creating different types of combinations on Canva (Perkins, 2023). I tried using a green blue and pink triadic color scheme, but the colors were too strong. I tried tweaking the value and saturation but could not make it to fit. I also attempted to see if other types worked with my design. I tried a blue and orange complementary color scheme, but with little success. Ultimately however, I decided on a yellow monochromatic color scheme as I thought it created the best color harmony. It is a warm color and therefore creates a feeling of warmth and happiness, which fits the theme of "art" quite well. Even though the website "Yale School of Art" is largely an informational website, the color makes it more inviting in my opinion.



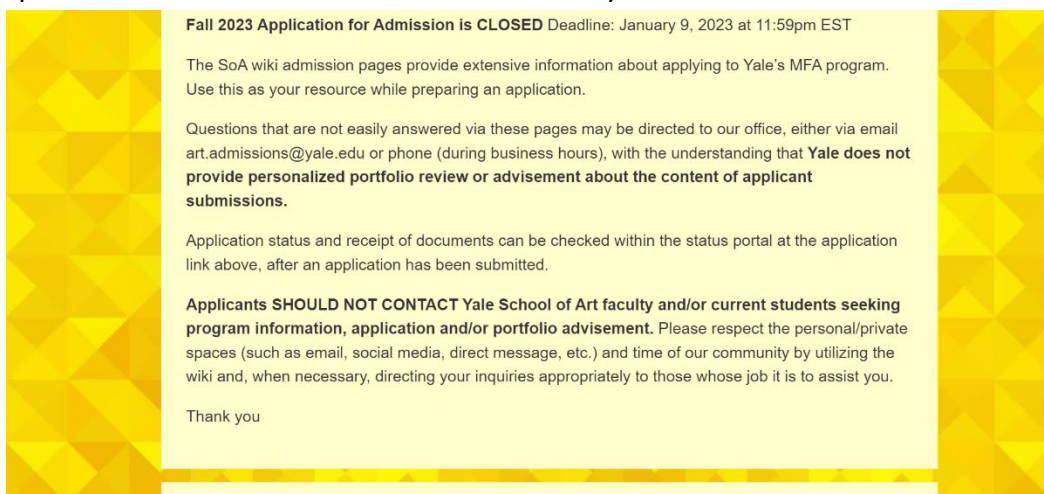
The color combination tool on "Canva" (Perkins, 2023)

3. When it comes to utilizing the screen space available, I have done a few things. I have simplified the content from the website “*Yale School of Art*”, and I have removed unnecessary content. The names of the main categories have been simplified to ease the reader. “About the school” is changed to “About”, “Apply to the school” is changed to “Apply”, “Public events” is changed to “Events”, “Exhibitions”, “Publications” and “News” remain the same. The amount of content on each page has also been greatly simplified. This is because the website “*Yale School of Art*” is supposed to be a final design and will no longer support editing by students and employees. Therefore, I have removed content in context with this decision.



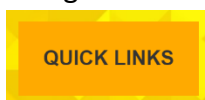
Example of removed content on “Yale School of Art” (Mancini, 2023)

4. In some places there is a lot of information that needs to be displayed. I use about 70% of the viewport to stretch out the content so that most of the screen space is used when conveying large amounts of information. Utilizing more of the screen space makes it much easier to read and convey the same amount of information.

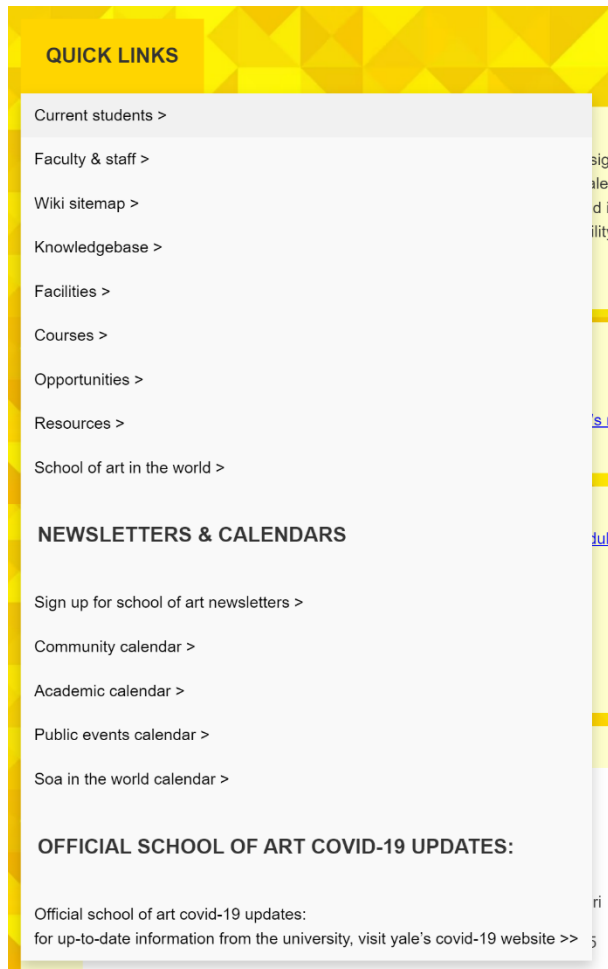


Example of viewport utilization

The home category in particular has a large number of navigational links to present. Much like the original website “*Yale School of Art*”, I also implemented a dropdown menu, so that if the user wishes, he or she can choose to display many more options of navigation. To not have these links permanently displayed can help reduce the amount of content and noise significantly as it is less information to display at any one given time.

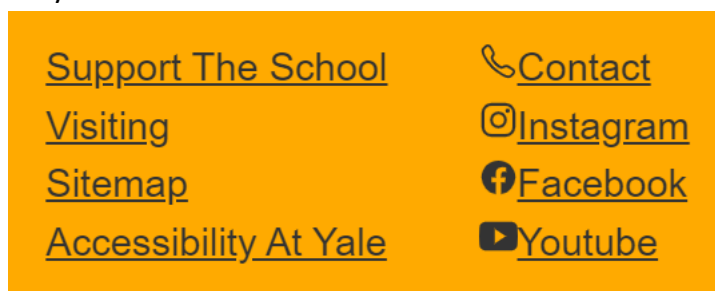


Dropdown menu

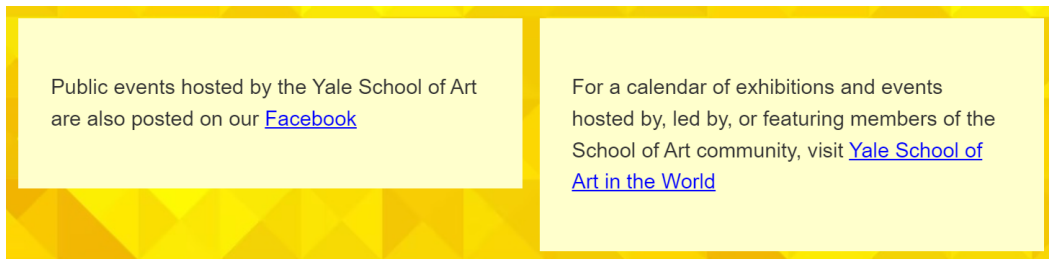


Dropdown menu opened

5. The main interaction option users have is to display each category separately by using the navigation links. Clicking each link will display a large amount of information native to that category. If the user clicks on the “*about*” category, they will get information about the “*Yale School of Art*” school. If they click on the “*publication*” category, they will get all the publications by the school “*Yale School of Art*”. Due to the large amount of information being displayed, the best solution was to have the content spread vertically. The rest of the information can be reached simply by scrolling. However, links are not only located in the navigation bar, but they are also in the footer as well as inside the main content.



Footer links



Main content links

The previous mentioned dropdown menu is a great example of controlling information as the user chooses if it shall be visible or not. Other than that, the user can scroll and zoom in and out to customize how much content is visible at any given time.

Task 4. Evaluation

1. My use of visualization methods and techniques can affect the user experience in several ways. It can help users understand a large amount of information by presenting it in an orderly fashion. This leads to improved comprehension and therefore, a more positive user experience. The use of visual elements are always positive, as visual elements are more engaging than plain text or numerical data. However, one must be careful in how much is visualized and in what way, or else it can lead to clutter and noise, which should be avoided. Colors, shapes, interactive elements capture users' attention and uses less concentration. Engaged users are more likely to explore the solution, spend more time interacting with the solution as well as having a positive experience while doing so. Simplifying the visualization of complex concepts and diverse information can convey information efficiently so that it comes across easier. This is especially useful when presenting the solution to newcomers.

Link to the interactive prototype: <https://kundesalg.no/>

References list

- Mancini, L. (2023). *Yale School of Art*. Art.Yale. <https://www.art.yale.edu/>
- Perkins, M. Obrecht, C. Adams, C. (2023). *Color wheel*. Canva. <https://www.canva.com/colors/color-wheel/>

Appendices

[Click here to get access to the files below from pdf >](#)

File name	Source code
about.html	 Microsoft Word Document
apply.html	 Microsoft Word Document
events.html	 Microsoft Word Document
exhibitions.html	 Microsoft Word Document
index.html	 Microsoft Word Document
news.html	 Microsoft Word Document
publications.html	 Microsoft Word Document
style.css	 Microsoft Word Document