

EID Emerging Interface Design: Style Guide



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Overview:

Now that your wireframes are completed, you are ready to move into the brand identity phase. This week you will be designing your logo, creating color schemes, establishing typographic hierarchy, selecting your app icons, as well as designing custom data visualization.



Due Date:

Please check FSO for all due dates. For campus students, this assignment should be completed and uploaded to FSO before the next scheduled class.



Estimated Time:

Beginner: 10-14 hours

Intermediate: 6-10 hours

Advanced: 3-8 hours



Grading Rubric:

Please review the grading rubric

Level of Difficulty:



Objectives:

1. Assess the importance and integrity of brand identity and the style guide
2. Prepare a style guide for ensuring brand consistency
3. Identify and reproduce visual metaphors for effective communication
4. Create visual harmony through similarity and contrast
5. Memorize the emotional impact of colors
6. Select color schemes to successfully apply contrast and compliments
7. Select typefaces to achieve readability and legibility
8. Break down information into visuals that can understood quickly
9. Demonstrate an understanding of principles of design and organization:
 - CARP (contrast, alignment, repetition, proximity) as well as balance, emphasis, proportion, harmony, unity, variety
 - Gestalt (similarity, continuation, closure, proximity, etc.)
10. Demonstrate your ability to use the following tools and panels covered thus far in Illustrator:
 - Shape Tools, Pathfinder toolsm, Transform Tools, Align Panel, Layers Panel, Color Panels

Resources:

- Color scheme maker: <https://coolors.co>
- Style Tile Template: <http://styletil.es>
- <http://www.flaticon.com>
- Tools: <http://www.creativebloq.com/design-tools/data-visualization-712402>
- Examples: <http://visual.ly/product/infographic-design>
- Examples: <http://www.informationisbeautiful.net>
- Pinterest: <http://bit.ly/2DHuZw>

Note: For this entire project you will be using Adobe Illustrator. You can design your own, or use the sample guide and replace it with your content. Each section should be on a separate layer with the components inside logically grouped and named.

Logo:

1. After sketching out ideas, create a B&W logo that is a balance of type and image. B&W logos allow you to test the structure of the logo visually; hence they should not contain any gray tones.
2. Next, duplicate your B&W logo and recolor to for your RGB and reverse versions (reverse logos are solely white on a colored background).
3. Create outlines out of your logo text.

Colors:

1. Document logo color usage in Pantone, RGB and hex values.
2. Document secondary colors for your brand (3-6 harmonious colors for icons and other custom UI components).

Typographical Hierarchy:

1. List any typeface(s) used
2. Establish your typographic hierarchies for button, headlines, subheads, body copy, etc.
3. Create outlines out of your typeface(s)

Images:

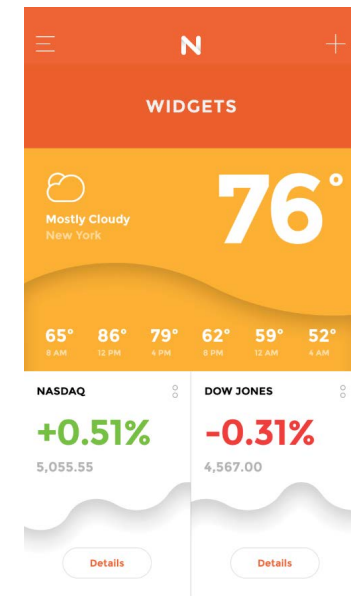
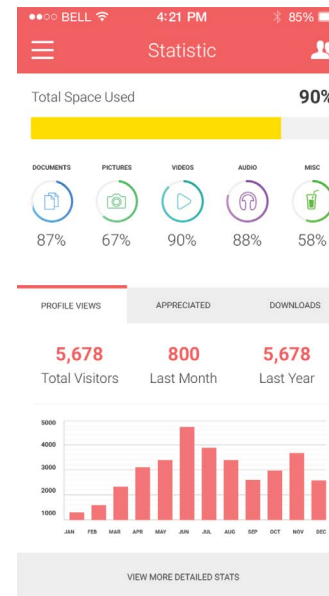
1. Show sample images you plan to use
2. If you plan on having texture or patterns, show a sample of them

Icons:

1. Download vector versions of all the icons needed for your app (document citations for attribution).

Data Visualizations:

1. Create the data visualizations needed for your app. Remember to adjust the data to fit the context (phone, tablet, watch),



Note: The examples above are inspirational completed screens. For this assignment, you are only required to draw the visualizations and apply your custom color scheme; you will be creating your finished screens in the mock-ups assignment.

Submission Requirements:

- Update your Spark Journal
- Upload your Style Guide in native format to FSO
- Naming Convention: LastFirst_AssignmentName.ai
- Example: Hancock_John_StyleGuide.ai
- All late work will be subject to a deduction penalty as outlined in the course policy section. Failing to turn in an assignment by the time the late work window expires will result in a 0% for the assignment, and a professionalism deduction as outlined in the student handbook.