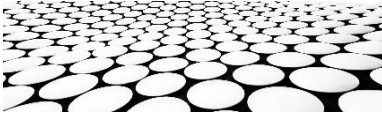SEG3125 User Interface Design and Analysis

MODULE 4 - ACTIVITY

Colors and Fonts

GOALS

One of our themes this week is visual communication and among other things the use of colors and fonts for different purposes. An example of this is organizing information, drawing the user's attention to an element on a page, or to ensure an aesthetic and/or functional consistency.

The purpose of this activity is to target a sector, namely university education, and do a comparative study of websites to analyze their visual communication as highlighted by their choice of colors and fonts.

SUBMISSION DATE

- Tuesday, June 16th, 11:30 pm

SUBMISSION METHOD

- In Brightspace, the Module 4 checklist contains a link for your submission.
- Submit a PDF file (2 pages max) containing the results of your analysis

INSTRUCTIONS

Step 1 - Gather the material for the study

I suggest two university sites, please add 2 more for a total of 4 sites.

1. University of Ottawa: https://www.uottawa.ca/
2. Simon Fraser University: https://www.sfu.ca/
3. Your choice
4. Your choice

Step 2 – Color analysis

Look at each of the 4 University sites:

1. How many colors are there on the site? Remember to count gray and black.
2. Is there a prevalent color on the site? If yes, which one? Why do you think they made this choice?
3. Do you see a consistent aesthetic being established by one or more colors?
4. COVID-19 is a major preoccupation of all universities, does the site draw your attention to the measures associated with COVID-19? If yes, is it by a choice of color?
5. Beyond COVID-19, do you see the use of a color to attract attention? If yes which one? On which item?

Step 3 – Font analysis

Look at each of the 4 university sites:

1. How many fonts are there on the site?
2. Is each font associated with a message type or does it seem arbitrarily chosen?
3. Are different fonts or font sizes used to get your attention? If yes, on what and how?
4. We have seen that *Fonts have moods*, what do you think is the site's "mood"?

Step 4 – Comparative study

1. Do you see common aspects between the sites? Do they choose the same colors, the same fonts?
2. Do you sense a different *atmosphere* or *energy* from one site to another? Do you feel like the *world* they take you in are similar? Different?
3. Do you think that the *atmosphere* of each site is created mainly by the choice of colors and fonts, or is it something else?

Step 5 – Report

Write a short report (2 pages max) of your analysis including:

- Your choice of universities (step 1)
- A comparative table of the 4 universities in relation to colors (step 2)
- A comparative table of the 4 universities in relation to fonts (step 3)
- A discussion reflecting your comparative analysis and your findings (step 4)

☆☆☆
  EVALUATION

- This activity is worth 1.5%.
- The evaluation is effort-based, so any student who has made an effort to do the comparative study, including the 2 comparative tables and the discussion, will have all their points.
- Because of the large number of students registered in this course, everyone will initially get full marks for their submission. However… the TA will then perform a random sample of the submissions for a thorough validation and will modify the grades to reflect the effort put in the activity.