

# FINAL PROJECT SPECIFICATIONS

## Visual design guidelines

### Design Principles

Your designs should make use of these principles to create a solid aesthetic with a hierarchal layout that highlights important elements of your project. Your designs should convey careful planning, attention to detail, and usability/accessibility considerations.

<b>Color</b>	Your color palette should be appropriate for your subject, used consistently, and chosen with the site/app's intention in mind.
<b>Contrast</b>	Contrast may be used to draw attention to certain elements, imply a shift in the content, or assist in a visual hierarchy.
<b>Size</b>	Use this to help create a hierarchy in your work - size should correlate with importance in a design. Larger elements generally demand more attention/ importance, and vise versa.
<b>Proximity</b>	Proximity can be used as an organization tool. Elements placed closer together imply the content is associated with each other or the elements are a similar type of content.
<b>Whitespace</b>	As with proximity, whitespace can help our brains organize what we're seeing. Users may have trouble establishing connections between elements in a design that crams too much into a space. Good use of whitespace (to separate elements) can provide contextual meaning.
<b>Similarity</b>	Using similar elements or similar layouts in our designs can help establish patterns. Repetition in your designs can assist your users in how to "learn" and use your site. Similar appearance often implies a similar function.
<b>Alignment</b>	Alignment also assists in organizing information. There are some pre-established expectations for content located at the top of websites, so use these spaces to your advantage.



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### Interactive Design Principles

Your designs should make use of these principles to create more obvious and intuitive interactive elements that your users will understand. Your designs should convey careful planning, attention to detail, and usability/accessibility considerations.

<b>Visibility</b>	Make most common tasks or actions visible first, and provide users clues on what to do next. Hide extra options and make those available on demand (Extras on Demand)
<b>Feedback</b>	Provide users feedback to assure them the action they performed is being understood. Responses to a user's actions should be instantaneous. (ex: progress indicators, previews, auditory, etc.)
<b>Constraints</b>	Restrict available user interactions to permissible actions only to prevent incorrect choices. (Responsive Enabling & Disclosure)
<b>Mapping</b>	Indicate how buttons/controls will affect the user in their current environment (Done/Submit/Cancel buttons)
<b>Consistency</b>	Within your interface, UI elements that are visually similar should achieve similar results (Button Groups, Global Navigations)
<b>Affordance</b>	UI elements should imply and provide clues as to how to interact with that particular element or the page itself (May include structured forms, action panels, button groups, etc.)



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## Other Considerations

Your designs should make use of these principles to create a solid aesthetic with a hierarchal layout that highlights important elements of your project. Your designs should convey careful planning, attention to detail, and usability/accessibility considerations.

<b>Feasibility</b>	Design is feasible from a development perspective and can be completed in our WFP time-line.
<b>Branding</b>	Design should be supported by the branding. Aesthetics should convey personality and style in a clear and consistent direction. UI elements should be visually complimentary throughout the site or app.
<b>Target Market/ Audience</b>	Comps should reflect a thorough understanding and consideration towards the target audience(s). The design effectively addresses User expectation, preference and intention.
<b>UX Intent</b>	<p>The User Experience should include visual feedback to guide the user through site/application options, errors, etc. This may include:</p> <ul style="list-style-type: none"><li>- Progress indicators</li><li>- Button states</li><li>- Descriptive error messages</li><li>- Tool-tips</li><li>- etc.</li></ul> <p>The feedback should support the goals and intent of the project.</p>
<b>Fonts</b>	Typefaces utilized in your project should be consistent and chosen with your audience and accessibility in mind. The styling of these typefaces (including effective use of kerning, leading, and hierarchy) should also be consistent.