**Colour**

I wanted the main colour of my application to be something cool and easy to look at. I'd heard that blue is generally the colour that the better-performing social media platforms favour, so I gave that a shot, and it worked well enough. Blue also has the advantage of being one of the easier colours to co-ordinate other colours with, since it can go with almost any other colour that exists.

I did experiment with making the background of each view the same colour as the "active" button on the navigation bar, but the results weren't good. Forcing all the text on the page to be white (so that it could be read on the blue background) sucked out too much of the "attention budget" out of white as a colour, making the whole view feel like it was part of the navigation bar.

**Alignment and Spacing**

Mostly pedestrian stuff: visually splitting apart unrelated elements and grouping together equivalent ones, centring the main body of each view to avoid leaving a meaningless large space on one side of the screen, and so on. I took extra care to keep the table <em>out</em> of alignment with the buttons on the navigation bar, to emphasize that it was an entirely different element.

**Workflow**

I produced all of the wireframes and mockups in a single Adobe Illustrator document, to make copying and pasting between views as simple painless as possible. Each view was placed on its own artboard.

My layer structure consisted of two master layers, the "mockup" and "wireframe" layers, both with a large number of sublayers to hold all the elements of each view. This allowed me to easily hide and reveal either layer at a time so that I could get a better look at what I was doing, and made it easy to export all of my deliverables once I finished.