

Moodboard

A moodboard was created in order to present the design we envisioned for the web application. The moodboard was created using [Canva](#).



Design

Colour Palette



#0A4182 #838FBB #F1F1E6 #F5F9FF

Buttons

Button 1

Button 2

Fonts

Aa Heading
Noto Serif Bold
Size 45

Aa Subheading
Taviraj Regular
Size 20/40

Aa Body Text
Roboto Slab Regular
Size 16/20

Colour Palette:

Because the client is based at the University of Melbourne, the university colours were incorporated into the colour palette. The dark blue (#0A4182) used has the same hex colour value as the blue used by the university (Fig.1). Since the web application is being used for academic purposes, it is suitable for the design of the interface to not be overly vibrant. Also, since users taking the synaesthesia tests have the option of selecting colours, drawing, or presenting their answer through images, we do not want the design of the website to distract or influence users taking the tests. Colour has an important role for synaesthetes when expressing what they see visually, as shown through the paintings made by Melissa McCracken, a synaesthete with chromesthesia that sees colours when listening to music (Fig.2 and Fig.3).



Fig.1: University of Melbourne logo

[[Link](#)]



Fig.2: Painting by Melissa McCracken

[[Link](#)]



Fig.3: Painting by Melissa McCracken

[[Link](#)]

Fonts:

There are three different font types that have been defined for the design. Headings will be used only for the titles of pages, and subheadings will be used for UI elements such as buttons, section headings, and instructions. The body text will be used for elements involving user input. Similarly to the colour palette, the fonts that have been chosen are simple to avoid distracting users taking the synaesthesia tests. The font style for the heading was inspired by the University of Melbourne Website. The font Noto Serif was used on it as well (Fig.4).

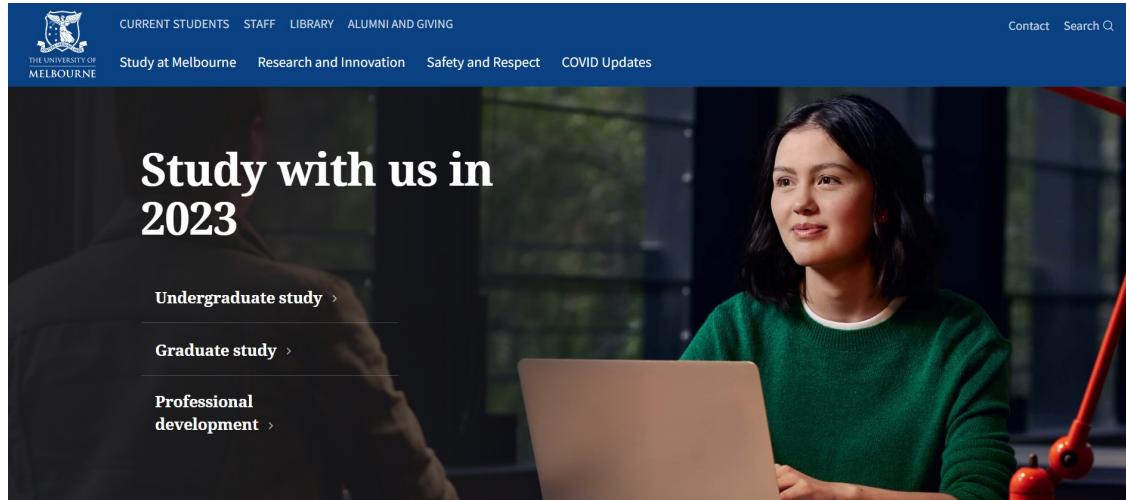


Fig.3: University of Melbourne Website

[[Link](#)]

Link to colour palette picker:

<https://mycolor.space/?hex=%230A4182&sub=1>

Link to font generator:

<https://fontjoy.com/>

Image Sources:

<https://pin.it/71xclP1>

<https://pin.it/etv9MVO>

<https://pin.it/216x6CU>

<https://pin.it/53w22Zk>

<https://www.vice.com/en/article/8qjjxz/artist-with-synesthesia-sees-colors-in-music-and-paints-your-favorite-songs>

<https://www.unimelb.edu.au/>