



**SM6P07NI Digital Media Project**

**20% Research and Proposal**

**2018-19 Autumn**

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**Assignment Due Date:** Click or tap to enter a date.

**Assignment Submission Date:** Jan 8

**Word Count: 768**

*I confirm that I understand my coursework needs to be submitted online via Google Classroom under the relevant module page before the deadline in order for my assignment to be accepted and marked. I am fully aware that late submissions will be treated as non-submission and a marks of zero will be awarded.*

Abstract

*- Give a brief summary of what the project is about, and the contents included in this documentation. (Words not counted)*

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# Section A: Research

## Introduction

My area of interest in research is UI/UX design, particularly designing user-friendly and captivating interfaces for learning platforms. I came up with the concept to design the user interface for SpaceChimp.ux, a website that offers IT courses, specifically in UI/UX design, because of this interest. By providing a platform that is both useful and aesthetically pleasing, the project seeks to close the gap between students and top-notch design education.

For this project, I will explore a range of issues, theories, technologies, and contexts:

* Issues: Because of their overwhelming information layouts, poor navigation, and lack of interaction, many instructional websites have trouble keeping users interested. By determining user pain spots and identifying design solutions that put usability and accessibility first, my research will address these problems.
* Theories: I'll base my design choices on the ideas of emotive design, cognitive load theory, and usability heuristics. These will direct the development of an intuitive and emotionally compelling user interface.
* Technologies: To guarantee device compatibility, the project will investigate responsive design concepts and contemporary design tools like Figma for animation and prototyping.

## Literature Review

### UI Design Principles

UI design principles are the overarching guidance designers rely on to create designs that serve and delight users. "Our job as digital designers is to help users navigate to the content and features they need, to accomplish what they want to do," Tom says. "UI design principles take inspiration from gestalt principles of human perception, grouping design elements into simple patterns users can easily follow to reach their goals (Figma, 2024).

Some of Important UI Design principles are as follows:-

**Hierarchy:** Manage the content to show the important content first, helps users to focus on key elements.

**Progressive Disclosure:** Showing only the required information and revealing more only when needed to keep things simple.

**Consistency:** For easy understanding and better usability keep design elements like colors, buttons and fonts consistence.

**Proximity:** Managing the gaps, Place related elements close which shows they are related.

By following these design principles I’m planning to create an educational website for space chimp which will have easy usability with consistent design.

### Laws of UX

Laws of UX is a collection of best practices that designers can consider when building user interfaces (Laws of UX, 2024).

Principles like: -

Aesthetic-Usability Effect: Visually pleasing design creates positive response in people’s mind. People tolerate minor usability issues if the design look aesthetically pleasing.

A white triangle in a blue circle

Description automatically generated

Figure 1: Aesthetic-Usability Effect

Fitts’s Law: It says that interactive elements should be large enough and it should be place where they can easily access it.

A green and white logo

Description automatically generated

Figure 2: Fitts's Law.

Jakob’s Law: Users think every website works similarly, by following this law we can create websites with better user experience and easy usability.

A yellow and white logo

Description automatically generated

Figure 3: Jakob's law

I’m going to apply these UX Laws while designing space chimp’s website which will help to make the website more visually appealing and functioning.

### **Color Theory in Design**

Understanding color psychology in UX design is a key aspect of creating a color palette that works well in for users. While color is sometimes thought of as a purely aesthetic choice by some designers, it is, in fact, a key component of the psychological impact of a design on users, and as such, its UX (Cameron Chapman, 2018).

Colors that I’m using for my project are:-

Primary Colors:

#ffffff (40%)

#131313 (10%)

#49b861 (10%)

#f2ef4f (10%)

#Feb90b (10%)

#2d5af4 (10%)  
  
Background colors:

#ececd4

#f1f0eb

The reason for choosing these colours is because Colors like green, and yellow show growth, energy, and optimism which is perfect for a educational platform. Blue color shows trust and reliability while orange shows enthusiasm and creativity. Neutral colors white and black make sure a clean readable deign while soft background color shows a calm and approachable interface. In short this color palette make sure a engaging, visually appealing user experience that supports SpaceChimp’s idea.

A colorful wheel of colors

Description automatically generated with medium confidence

Figure 4: Psychology of Color (Cameron Chapman, 2018).

### Typography in Digital Design

Typography is a design discipline that involves the use of typefaces and the organization of those typefaces to create readable, usable and ideally, user-friendly interfaces or experiences. Effective typography enhances UX, optimizes usability, catches users’ attention and has the potential to increase conversion rates (Tlitz-Patrick, 2022).

For my project I’m using Clash Grotesk for Headlines and titles, and for body text I’m using Neue Montreal because it shows a balance between creativity, modernity and readability.

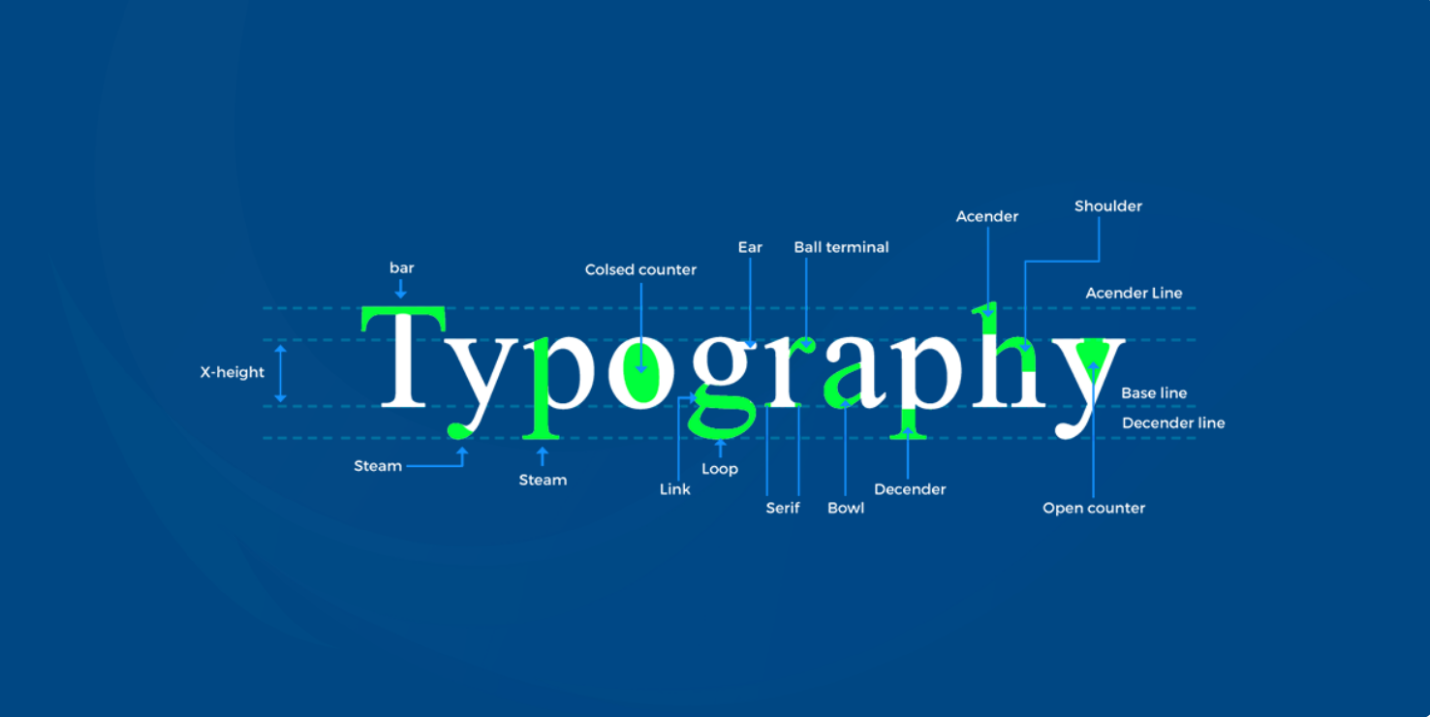


Figure 5 Typography (Bhatt, n.d.).

### Adaptive Design

An adaptive design approach makes a website usable on any size screen and across all device types, such as mobiles, tablets, desktops, and laptops (Dovetail Editorial Team, 2023).

I’m designing the SpaceChimp’s website for Desktop, Tablets and Mobile view. It helps to display effectively on all devices. Also it helps to improve user experience and reduce website load time.

A diagram of a device

Description automatically generated with medium confidence

Figure 6: Adaptive Design (geeksforgeeks, 2022).

## Product Review

### Broadway Infosys Overview

[Broadway Infosys](https://broadwayinfosys.com/) is a successful educational institute in Nepal. They provide IT courses both online and physical classes. There website is well maintained with proper structure and clear presentation of information. Since Broadway Infosys are here from the long time their content arrangement can be inspiration for SpaceChimp’s website. They also have well placed CTA buttons.

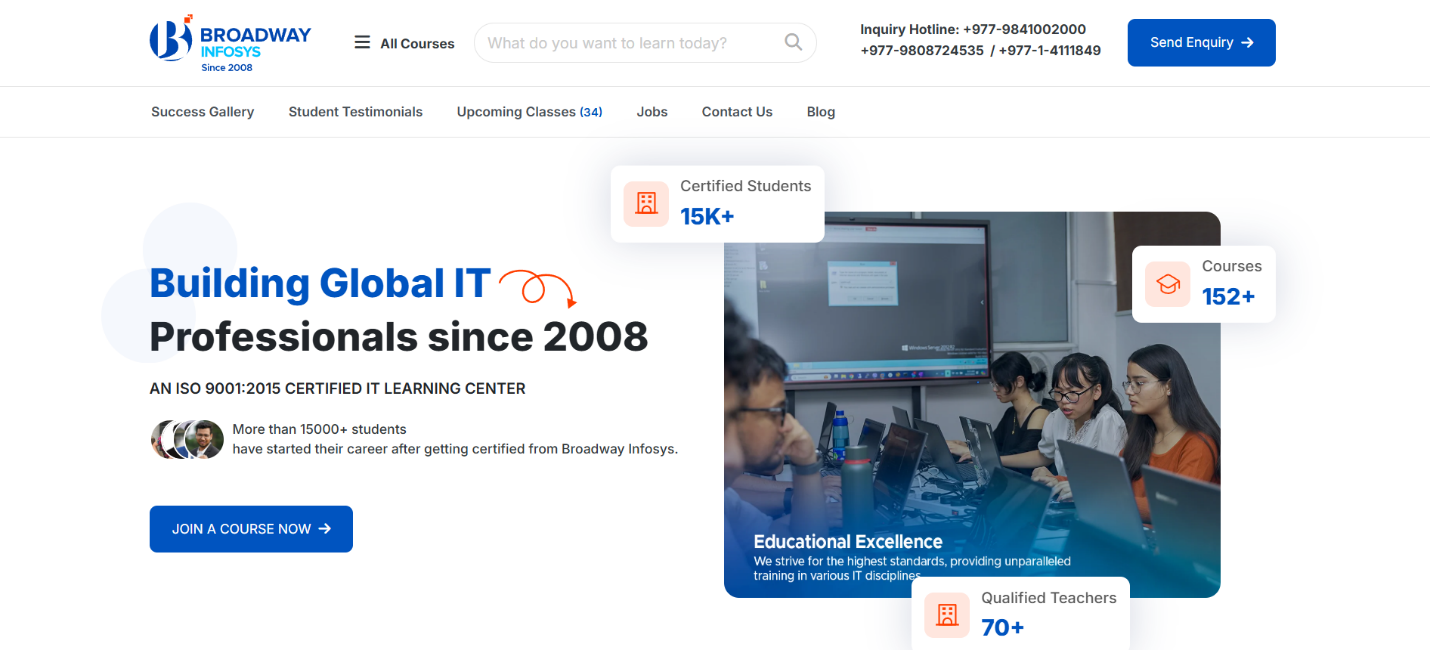


Figure 7: Broadway Infosys Landing Page.

### CTRL

[CRL.xyz](https://ctrl.xyz/) is a design studio website. They have cool animations and clean user interface. Their website tell about the power of animation on a website creating a highly engaging user experience. After reviewing their website I have learned how motion can help in storytelling. Also where I could use motion for visual hierarchy, like I could highlight important section like available course in space chimp or CTAS.

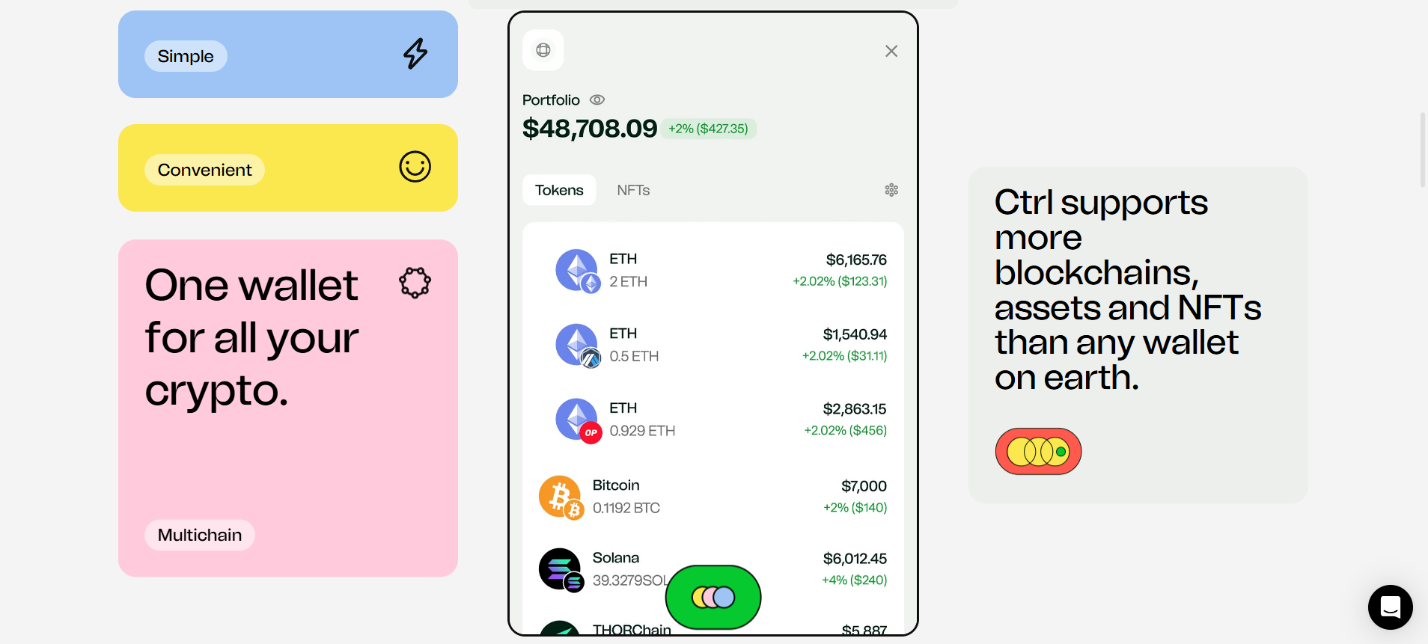


Figure 8: CTRL Section Layout.

### Helen Macpherson Smith Trust

The [Helen Macpherson Smith Trust](https://hmstrust.org.au/) website have a visual appealing color palette. Which makes this site engaging without overwhelming the user. This website tells me about the color hierarchy since space chimp also have vibrant palette, I can use their color hierarchy technique to visually distinguish sections and prioritize contents.

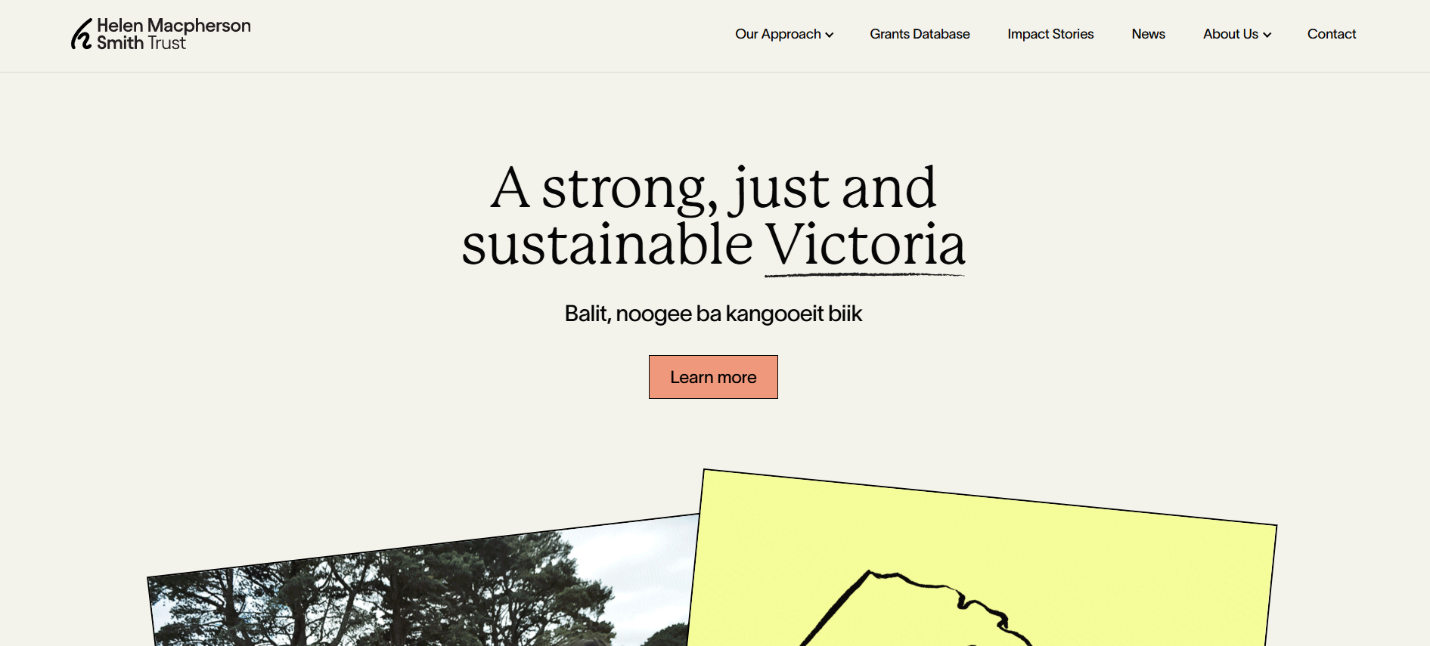


Figure 9: Hmstrust Landing Page.

### Skillshare

[Skillshare](https://www.skillshare.com/en/) is one of the online educational platform in international market, they have a wide range of courses for creative and professional fields. They have set a benchmark for providing an excellent learning experience. Their user centric design, engaging visuals, color usage and almost everything is very valuable for me to build a website with seamless user experience for SpaceChimp.

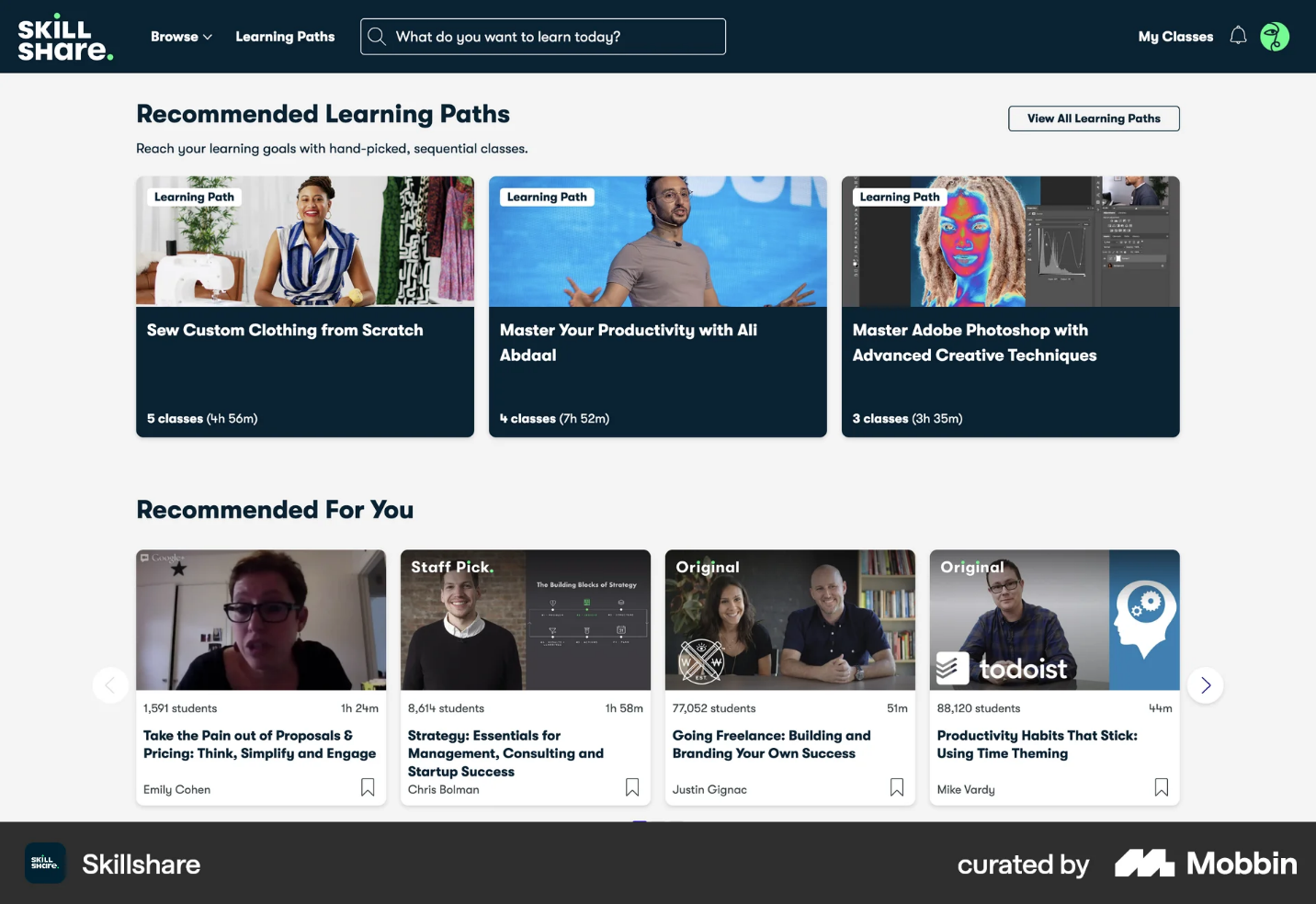


Figure 10: Skillshare Courses Layout.

## Summary and Conclusions

Through my research into theoretical principles such as UI design, typography, laws of UX, and responsive design, as well as product reviews of platforms like Skillshare, CTRL, Broadway Infosys, and HMSTrust, I’ve gained a comprehensive understanding of the key elements that make an educational website successful. These studies emphasize the need for user-centered design, appealing graphics, simplicity in navigation, and a proper balance between innovation and usability.

While SpaceChimp has much in common with other learning websites in that it too offers access to courses related to information technology, it builds over those inspirations with something uniquely different.By integrating bold animations inspired by CTRL, carefully curated color harmony modeled after HMSTrust, and a user-friendly content structure learned from Skillshare and Broadway Infosys, SpaceChimp dares to be different. Unlike these platforms, the SpaceChimp focuses strictly on UI/UX design, though with modern and engaging design principles, localizing its offer to better resonate with a target audience.

This unique blend of international inspiration put into local implementation will provide confidence that not only will SpaceChimp fit into this niche of educational platforms, but it also brings fresh ideas adapted for its audience in highly competitive conditions.

# Section B: Project Proposal

## Project Title

*Please indicate a title for your project.*

*Try to make it memorable or catchy.*

*Give a brief description of what your project is about to be.*

## Research Question

*This is a short and very specific question which your project aims to address. For example ‘How can I use visual effects in video that enhance rather than detract from the story ?’ or ‘How can I vary a make a popular action game format to make it educational?’ or ‘What is the optimum interface for a user-driven portfolio website’ or ‘How best can I use a cute 3D character animation to address a serious social issue?’ or ‘How can a documentary be made to be responsive in a meaningful way through user interaction.’ This is really about what digital media issue you’re investigating, examining or experimenting with in your project.*

## Treatment

*A short paragraph that’s a vivid description of what it will be like to experience your work from the perspective of the audience – think of it like a film treatment*

*(what is the user’s/viewer’s experience).*

## Resources

*Briefly specify your technology of choice including production platform and software, level of interactivity, distribution platform. Outline and assessment of the resources needed for the project including hardware and software requirements; production team skills; research and evaluation tools and resources; time. Outline the indicative time frame for research, production and evaluation.*

## Contribution of Others

*If working in collaboration with anyone else (e.g. an employer / client / organization / end user) outline their role and yours. If using resources supplied by others e.g. a project for a voluntary organization based mainly on their media resources.*

## Evaluation & Testing

*Outline plans for the evaluation of your project. How will you test the project output*

*or show what you have learned from creating it.*

# References

*List all your references here with direct citation. (Words not counted)*

# Bibliography

*List all your bibliographies here which you researched about that indirectly helped you to understand the concept to carry out your project. (Words not counted)*

# Appendix

*Keep all your supporting documents such as Gantt Chart, Survey Results, Interview and other details here (Words not counted)*