Peer-graded Assignment: Weekly challenge 1: Apply foundational elements of visual design to your portfolio project mockups

DeadlineJul 16, 11:59 PM +08

> (i)   It looks like this is your first peer-graded assignment. [Learn more](#)

Ready for the assignment?
You will find instructions below to submit.

Instructions

My submission

Throughout the week, you have completed activities to build your portfolio project mockups. You have:

Added and applied visual design elements to your mockups

Created and defined fonts for your mockups

Added and defined color for your mockups

Created icons for your mockups

Created and applied dividers or borders to your mockups

Reviewed and revised negative space within your mockup

Now, it is time for you to receive feedback. You will be submitting your updated mockups for peer review.

Discussions

Review criteria

less

Your mockups will be assessed on a seven-point framework. Your mockups must include at least one example of each of the following visual design elements covered in this part of the course:

1 point: Color

1 point: Typography

1 point: Icons

1 point: Borders and dividers

1 point: Negative space

1 point: Visual design choices are consistent throughout the mockups

1 point: Visual design decisions work well together

Additionally, you will provide feedback for two of your peers. Use these same guidelines when critiquing your peers' work.

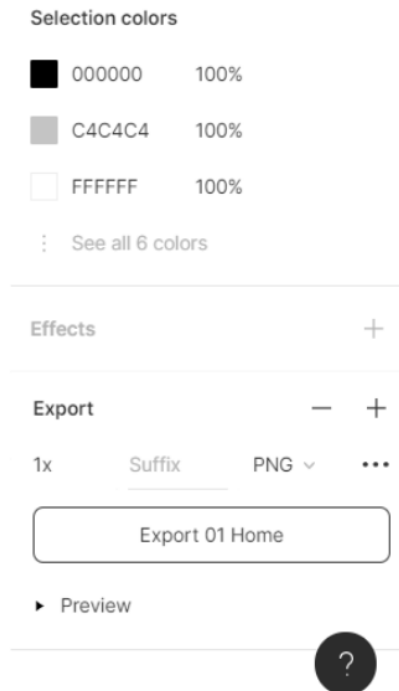**Step-By-Step Assignment Instructions**

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Step-By-Step Instructions

Step 1: Export .PNG files of your mockups

In the bottom right of the design panel, use the **Export** option.

Selection colors

- ■ 000000   100%
- ▧ C4C4C4   100%
- ☐ FFFFFF   100%
- ⋮ See all 6 colors

Effects   +

Export   —   +

1x   Suffix   PNG ⌄   •••

Export 01 Home

▶ Preview

?

The preselected options of 1x and PNG work great. After clicking the **Export** button, save your mockups to a location on your computer where you'll be able to find them easily later.

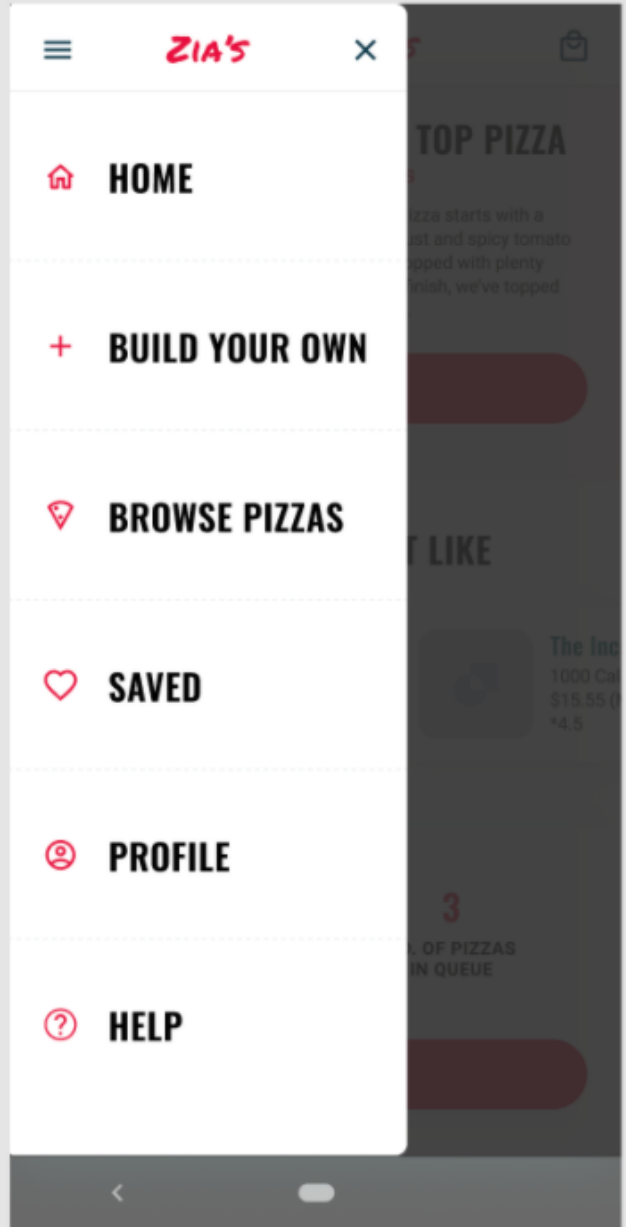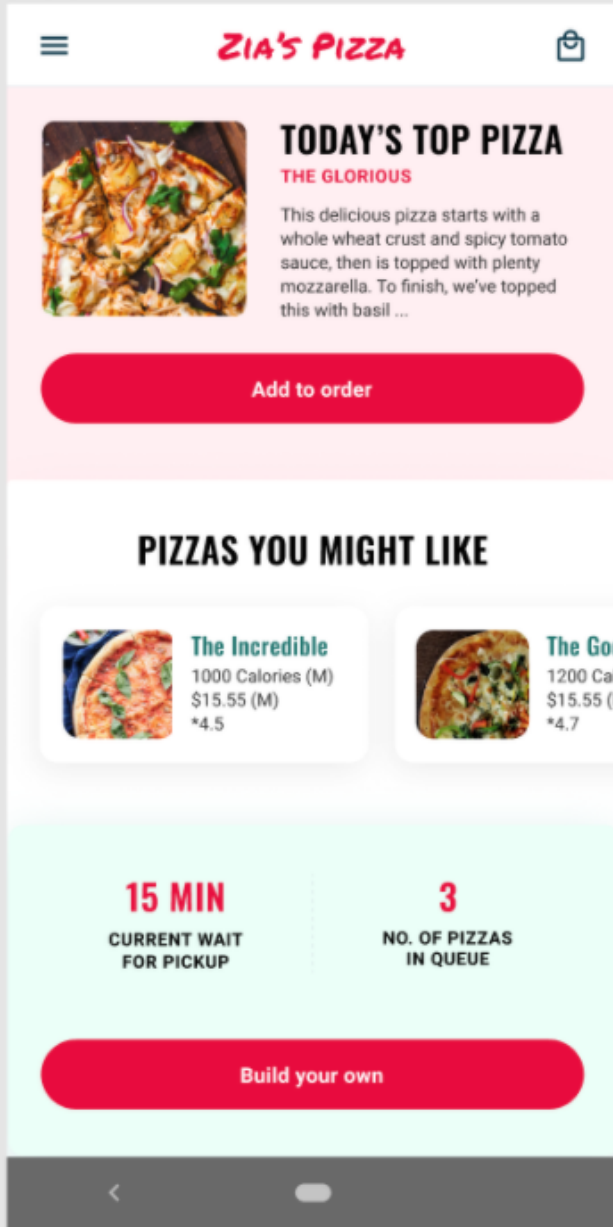Step 2: Share your files to get feedback and provide feedback to others

Feedback and critique are important to your growth as a designer. This is an opportunity for you to find out if the decisions you have made in your design are translating well to others. Follow the instructions to upload your file for Peer Review. You can also share a link to your Figma project by clicking the Share button in the top right corner of Figma and copying the link, if you prefer.
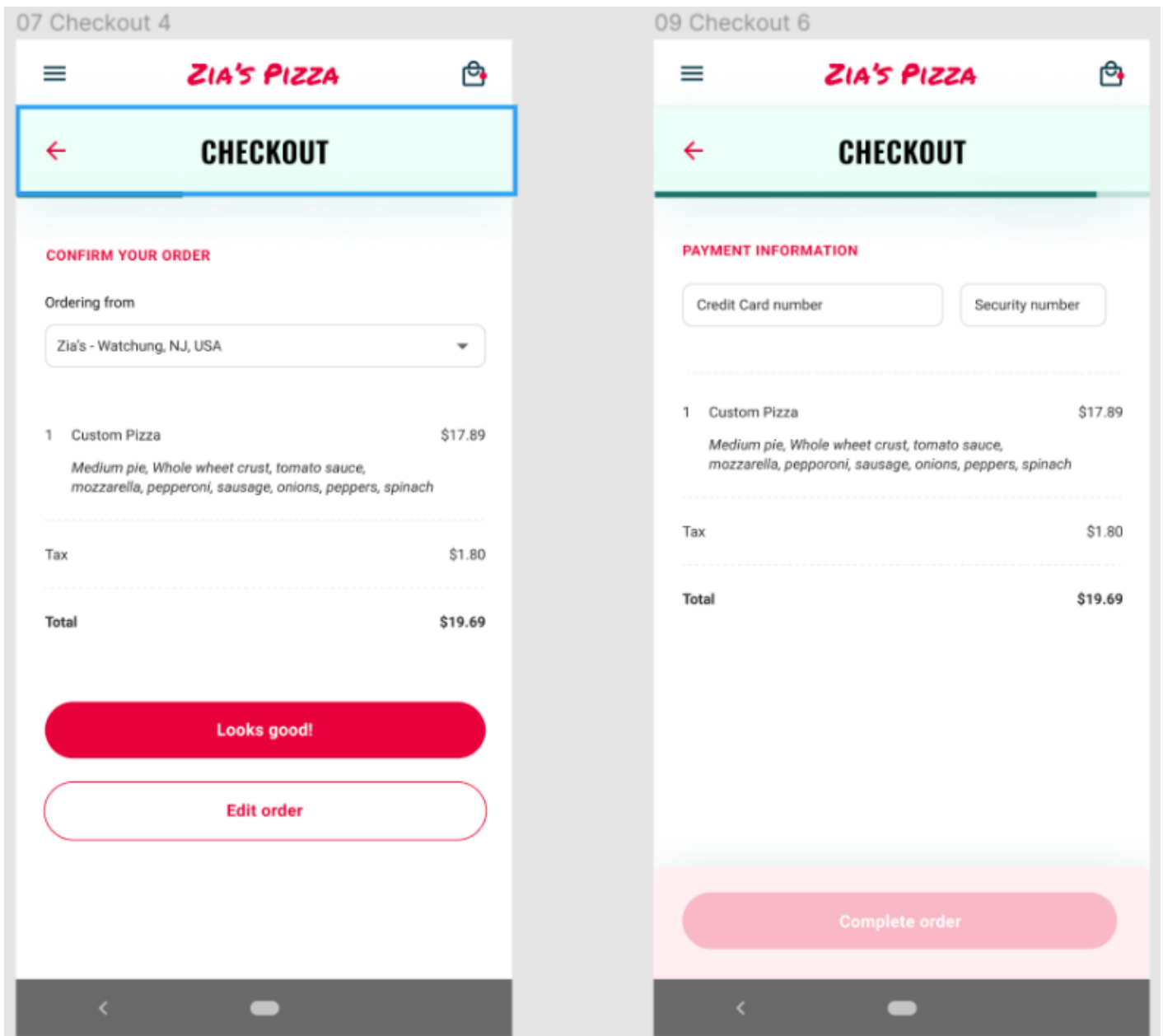
As always, remember this feedback is not personal; it's about the product. Keep that in mind as you're giving feedback too.

Example Submissions

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Here are some examples to help you understand what your assignment should look like.

ZIA'S PIZZA

TODAY'S TOP PIZZA
THE GLORIOUS

This delicious pizza starts with a whole wheat crust and spicy tomato sauce, then is topped with plenty mozzarella. To finish, we've topped this with basil ...

Add to order

PIZZAS YOU MIGHT LIKE

The Incredible
1000 Calories (M)
$15.55 (M)
*4.5

The Good
1200 Cal
$15.55 (M
*4.7

15 MIN
CURRENT WAIT
FOR PICKUP

3
NO. OF PIZZAS
IN QUEUE

Build your own

ZIA'S

⌂ **HOME**

+ **BUILD YOUR OWN**

▽ **BROWSE PIZZAS**

♡ **SAVED**

☺ **PROFILE**

? **HELP**

ZIA'S PIZZA

← **CHECKOUT**

CONFIRM YOUR ORDER

Ordering from

Zia's - Watchung, NJ, USA ▾

1   Custom Pizza $17.89

Medium pie, Whole wheat crust, tomato sauce, mozzarella, pepperoni, sausage, onions, peppers, spinach

Tax $1.80

Total   **$19.69**

Looks good!

Edit order

ZIA'S PIZZA

← **CHECKOUT**

PAYMENT INFORMATION

Credit Card number   Security number

1   Custom Pizza $17.89

Medium pie, Whole wheat crust, tomato sauce, mozzarella, pepporoni, sausage, onions, peppers, spinach

Tax $1.80

Total   **$19.69**

Complete order

Examples of Good Feedback

As a reminder, here is the reasoning behind the design decisions that have gone into this exemplar so far: **less**

Typography

Generally, larger and heavier fonts are going to grab more attention than smaller and lighter fonts. The largest size font is reserved for the logo. The Permanent Marker typeface is a handwriting style typeface, so it's used the least because it's the toughest to read. The rest of the written content uses various sizes and weights of a single typeface, Oswald. This choice maintains consistency, but allows for a broad range of hierarchical levels.

Color

This example applies green and red colors to create a bright, friendly design. These colors are also different from other pizza apps that have come before — helping Zia's stand out. Color is used in a few ways: text has color added and other elements have the stroke or fill changed too.

Thinking about a 60/30/10 color palette:

The background is kept a solid white. This provides a minimal background that lets the other elements stand out.

Red is used more liberally for headers, subheaders, buttons, and icons. Red is a bold color that attracts attention, making the elements stand out against the other colors. It is especially useful in places where the user is being called to action.

Green is used sparingly to highlight important things on the page; specifically the names of specialty pizzas. The use of the color green contrasts with the white and red elements, helping it stand out even more.

Icons

Icons for navigation make it easier to find what the user needs. There is a mix of industry standard, commonly recognized icons (like the home icon) as well as icons that are more specific to this app (like the pizza icon). For something that doesn't have an industry standard or a specific icon, you should make sure to validate with testing. In this exemplar, the + (plus sign) for "Build Your Own" is a choice that works for now, but could be worth investigating during usability testing. Regardless, in context all of these icons clearly identify what they do and make it easier for a user to navigate in the product.

Borders and Dividers

There are dividers and borders between pieces of content and around specific elements. Adding in dividers under the top navigation bar and then again between the section header and the content of the page makes it easier to differentiate between parts of the screen. These are a full width and an inset divider respectively; the full width is meant to show a more permanent separation than the inset divider which is separating different content on the same page.

Additionally, adding in a border and fill makes each individual pizza on the "Browse Zia's Pizza" screen function more like a content card. It also provides a cue that a user can click on a pizza to find out more about it and add it to their order.

Negative Space

Around elements to make them easier to read or to click, particularly on the "Browse Zia's Pizza" page. On that screen, it's easier to tell which elements are grouped together and which aren't with the additional negative space. In earlier versions, the cards were far too cramped to be used easily. Adding additional space makes the toppings buttons easier to use, the text more readable, and the hierarchy of the card simpler to comprehend.

Overall

Design decisions are consistent across the included screens and those choices also work well together.