

The background is a dark navy blue. In the top-left corner, there are two overlapping parallelogram shapes, one blue and one light green. In the top-right corner, there is a grey, 3D-rendered circuit board pattern. In the bottom-left, there is a circular, grayscale image of a circuit board. The main title is centered in a large, bold, grey font, with a small circuit icon inside the parentheses of '(AI)'.

# “Hello(AI)World”

Creative Exploration

Gianna G. Dimperio; 412716

# Initial Inspiration



# Khan Academy

Visually appealing

Style guide is user-centered and utilized throughout interface properly.

Targets all ages and experience



# Logo Iterations (without color)

Primary

01

“Hello(A)World”



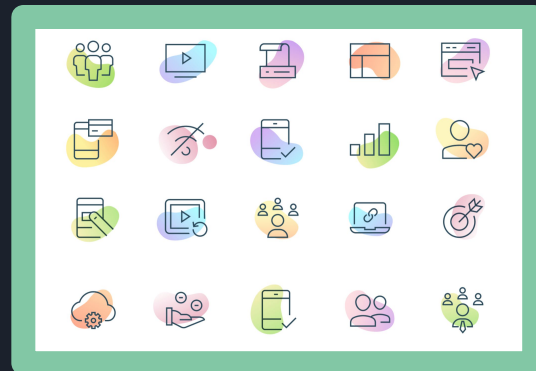
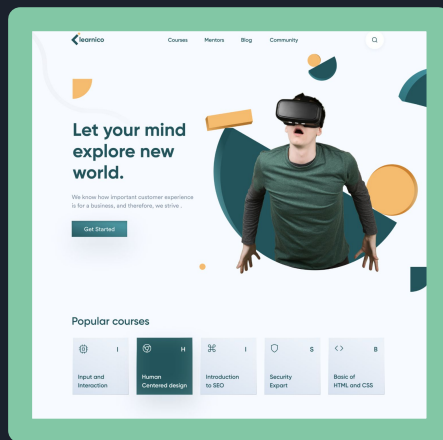
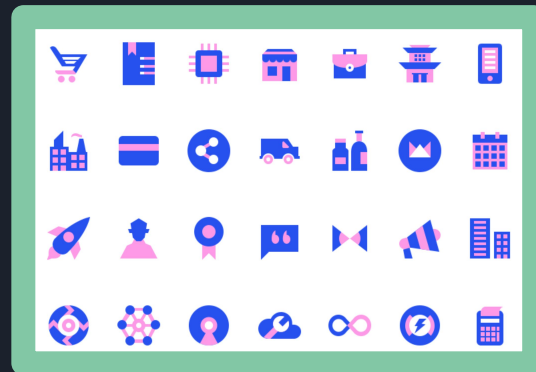
Secondary

02

“H(A)W”

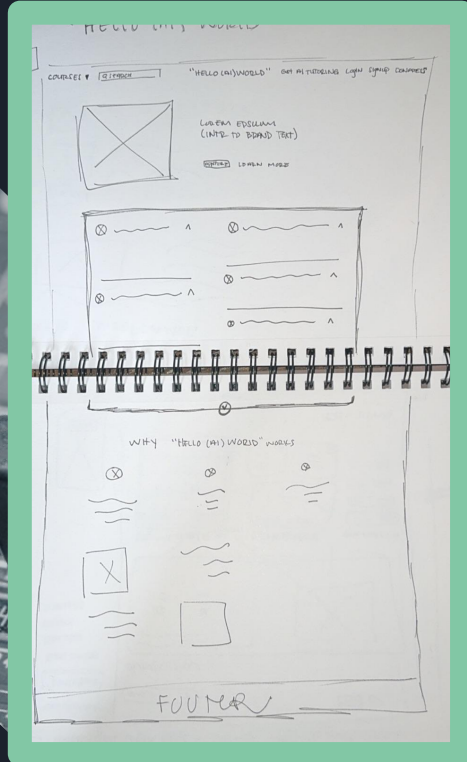


# Moodboard

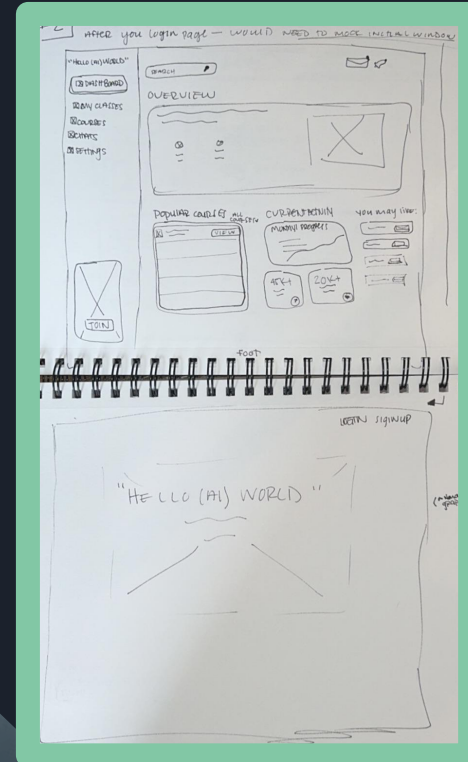


# Rapid Wireframes

01



02



\*Still deciding on which route to take.



# Process

- Why Khan Academy?

When I was younger, I would always resort to *Khan Academy* when in doubt of where to start learning a topic or how to deepen my knowledge on a topic. Its usability and color palette make the interface welcoming and approachable.

- Design thinking behind the logo:

During the iteration process, I wanted something simple. That's where the sans serif font comes in - simplicity. I also wanted to have an icon in there signifying AI, that's what you see within the letters "AI". I removed all the nuances of all the letters putting more emphasis on the "AI", moreover highlighting our mission surrounding AI.

- Moodboard and wireframing aesthetics:

Pinterest is my best friend when in the research process. I was looking for a modern, yet not too crazy aesthetic, for example *Apple*. It is modern but not too overpowering. On the other hand, I want this to be a colorful interface, like for example, *Khan Academy*.



**Next:**

Wireframing & Style Guide

