VISUAL DESIGN: Week 2 Homework

This week, you're continuing progress on your final project by creating low-fidelity compositions and color schemes.

TASK

Create two low-fidelity design compositions in color. Both compositions should represent and organize the provided content as basic shapes (rectangles, circles and lines — no text or images).

GOALS & PROJECT REQUIREMENTS

- Your goal is to create two low-fidelity compositions that organize the provided text content.
- You will need to consider how you will use contrast to create hierarchy on the page, and how you will apply visual principles of perception to create distinctions between different groupings of content.
- Your low-fidelity compositions may only use basic shapes to delineate content zones: rectangles, circles, lines.
- You should start considering how you might make use of icons, images, or other visual content, and represent them within your composition.
- You are also creating six different color scheme options.
- Select at least one color scheme to move forward with, and apply it to both of your design compositions. Alternatively, you may choose to apply a different color scheme for each composition.
- Add the above to your mid-term and final project presentation deck. You may organize the material into your deck-in-progress however you choose in order to tell your design story. You will be presenting your work at the mid-term as two potential options for your client to choose from — you should adjust your deck accordingly.

DELIVERABLES

• Two low-fidelity design compositions, each with a color scheme applied to support your intended hierarchy.

• Six color scheme options that each use 3–5 colors. Fill out the provided template to include options created with color chords on the color wheel: complementary, analogous, triad, split complementary, monochromatic. Use tints and shades of the color wheel options to ensure you have good contrast within your color scheme.

• Your presentation deck should include all the material from Unit 1 as well as the material from this week. (In other words, you're not making a new deck — you're adding this stuff to last week's.)

TIMELINE

Class 1: Contrast and Gestalt Principles of Perception
Class 2: Color

Your deck should be submitted before the beginning of Week 3 for evaluation:
January 5 at 6pm.

TIPS & SUGGESTED WAYS TO GET STARTED

• Start your design compositions in grayscale to get things organized and establish hierarchy. Start applying color only after your compositions are set.

• If the contrast feels good in grayscale, but is lost once you apply color, you may need to reconsider the tones in your color scheme to make sure you have enough contrast between colors to create meaningful hierarchy.

• Your moodboards are a perfect starting point for your color schemes. But you don't have to stay entirely true to your moodboards — you can just choose one or two colors as a starting point and work from there.

• When you make big decisions or reach stopping points, "Save As…" a new version of your file and keep going on the new file. This way, you can easily return to a previous file if you want to take a few steps back.

• If you get stuck, return to your keywords, your moodboards or your Pinterest research for inspiration.

• Another tactic if you get stuck is to set some constraints for yourself: just focus on one portion of the content, or try to get some quick sketches done in a set amount of time.

- Sometimes, walking away and thinking about something else for a little while can help when you're stuck on a creative problem. Give yourself enough time to take breaks!
- Remember, when working in digital, nothing is set in stone. It's better to have something you can bring to class and get feedback on than to get frustrated and wipe out your design. You can (and will) make changes to your compositions as class proceeds.

RESOURCES

Additional Readings & Food for Thought

Read "Why We Sketch" by Jared M. Spool: http://www.uie.com/articles/why_sketching/

Read "Design Tip: Never Use Black" by Ian Storm Taylor: http://ianstormtaylor.com/design-tip-never-use-black/

Read "Color Theory Basics" by Aleksandra Tamarina: http://www.thinkful.com/learn/color-theory-basics/

Read "The Code Side Of Color" By Ben Gremillion http://www.smashingmagazine.com/2012/10/04/the-code-side-of-color/

Reference "Basic Techniques for Combining Colors" http://www.tigercolor.com/color-lab/color-theory/color-harmonies.htm

Tools for creating color schemes

Color Hexa http://www.colorhexa.com/
Paletton paletton.com
Adobe Color CC color.adobe.com

EVALUATION

You will be evaluated on:
- Your six color schemes.
- Your two low-fidelity designs.
- Application of color schemes to low-fidelity designs to reinforce hierarchy.
- Your slide-deck in-progress that includes the above.

Unit 2 Assessment Rubric

Task	Exceed	Pass	Doesn't Pass
Six color schemes	Student has created six different color schemes, that demonstrate the basic color chords on the color wheel.	Student has created six different color schemes, but didn't make use of the color wheel.	Student has less than six color schemes, or color schemes are too similar to be considered alternatives from each other.
Two low-fidelity design compositions	Student has two compositions that represent all of the provided content as basic shapes. Student has created excellent use of contrast and visual principles of perception to organize content.	Student has two compositions that represent all of the provided content as basic shapes. Hierarchy is present, but unclear in places.	Student has less than two compositions, student didn't stick to just basic shapes, and/or hierarchy is unconsidered.
Apply color schemes to low-fidelity designs.	Student has applied color to both compositions in a way that reinforces contrast and creates good hierarchy.	Student has applied color to both compositions. Hierarchy is present, but unclear in places.	Student did not apply color to design work, or hierarchy is unconsidered.

LOW-FIDELITY COMPOSITIONS: EXAMPLES

Sketches should be rough, quick, not pretty. Use them to figure out ideas and quickly play with content, then move on. Low-fidelity compositions should only use basic shapes. You may use fields of background color to block out content areas. Start in grayscale as in the example below, then apply your color scheme.