

Process Document

Ricky Holtz Notes

Process Document

Documentation

Place



Doe Library

Doe provides space for people take, review, and interpret their ideas and notes. Much like Evernote, it is a space in which people organize, retrieve, and interpret information. The library allows for contemplation while asserting its presence as a vivid, personified space. It creates an atmosphere in which it has presence while not being overbearing.

Users

Doe Library

OBJ

Some users work in small groups, chatting at length, or sharing a quick exchange every so often. Others get absorbed in an internal conversation, preferring to separate themselves from the distraction of friends and classmates. Yet, all library users establish a space for themselves - a sort of 'mise en place' for their assorted textbooks, notebooks, pens, highlighters and laptops.

Sight

Classic Classic Classic
Linear Linear Linear
Open Open Open
Well-Lit Well-Lit Well-Lit

Smell

Papery

Still

Rich

Aged

Papery

Still

Rich

Aged

Papery

Still

Rich

Aged



Sound

Silence

Silence

Silence

Murmurs

Murmurs

Murmurs

Rustles

Rustles

Rustles

Clicking

Clicking

Clicking

Taste

Coffee

Stress

Guilt

Clean

Coffee

Stress

Guilt

Clean

Coffee

Stress

Guilt

Clean

Touch

Cool

Cool

Cool

Grainy

Grainy

Grainy

Smooth

Smooth

Smooth

Heavy

Heavy

Heavy

Classic
Heavy
Clean

Color Palette

01 - Burnish

R - 172

G - 184

B - 197

03 - Brick Red

R - 172

G - 68

B - 37

02 - Witching Hour

R - 22

G - 33

B - 54

03 - Sand

R - 232

G - 226

B - 212

Doe Library

01 - Burnish



02 - Witch Hour



03 - Brick



04 - Sand



Label

Microfilm drawer; library shelf

Documentary



Documentation or Metaphoric

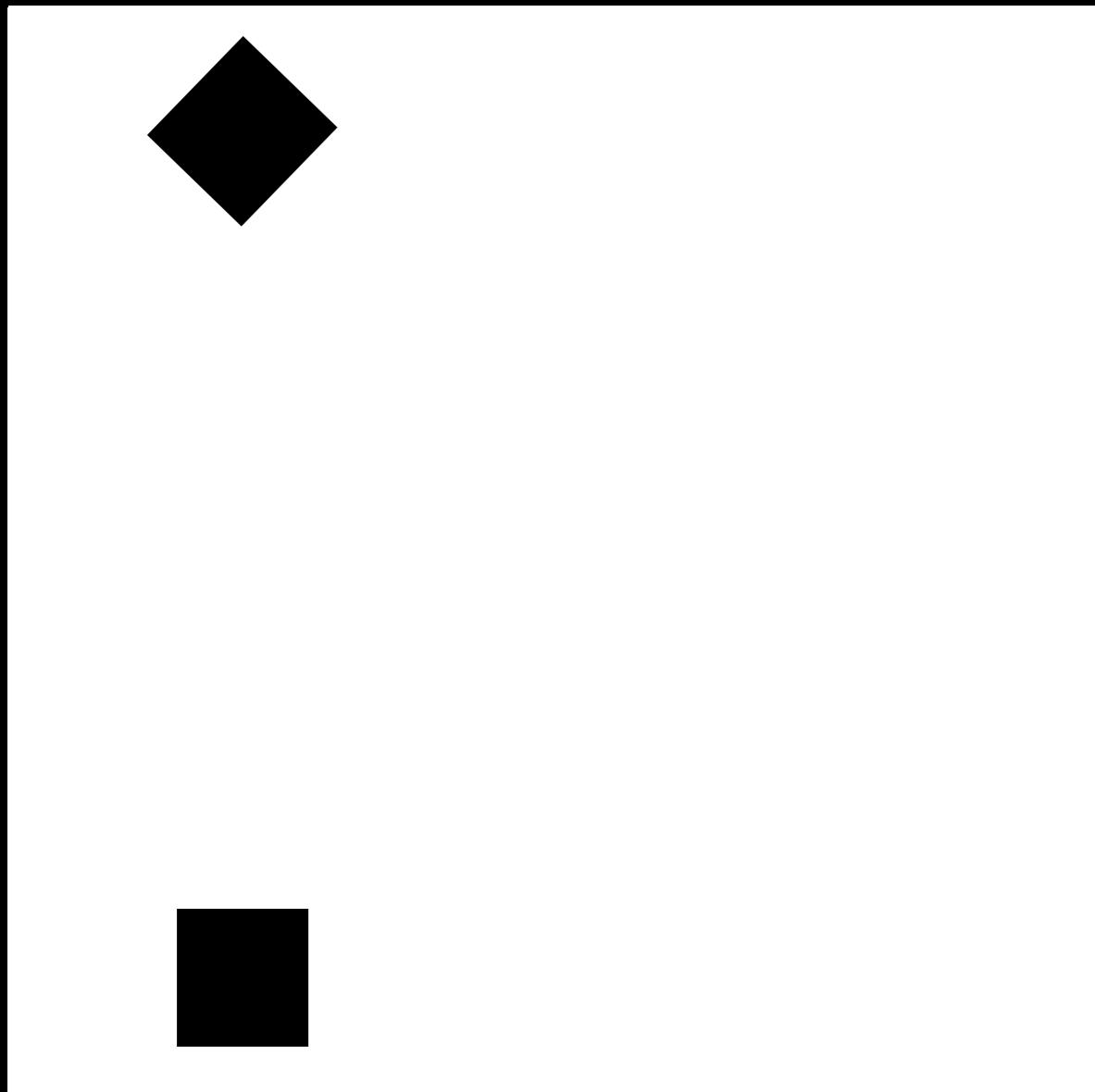
13



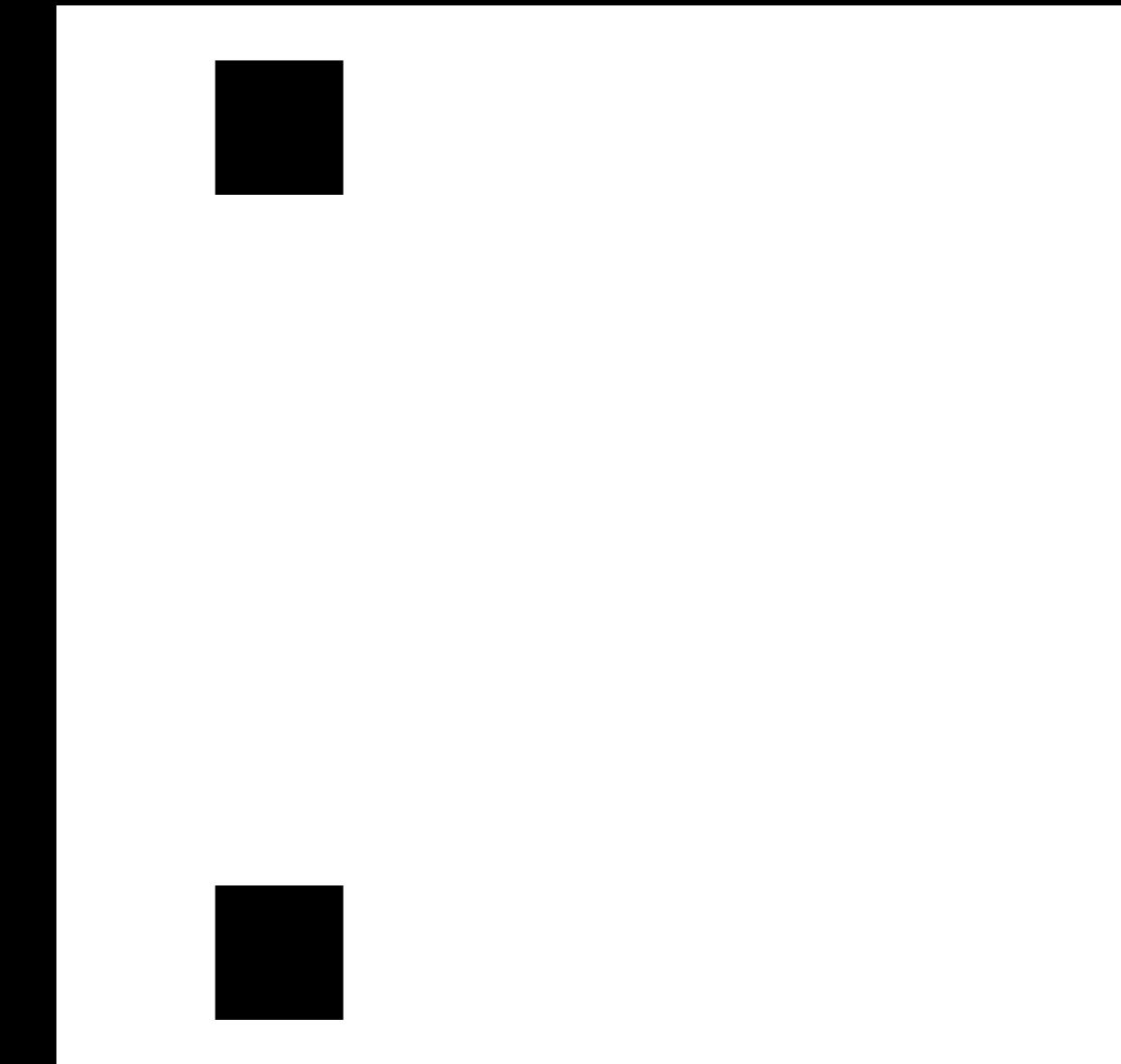
Composition

Version 1 Subjective

Version 1 - Subjective

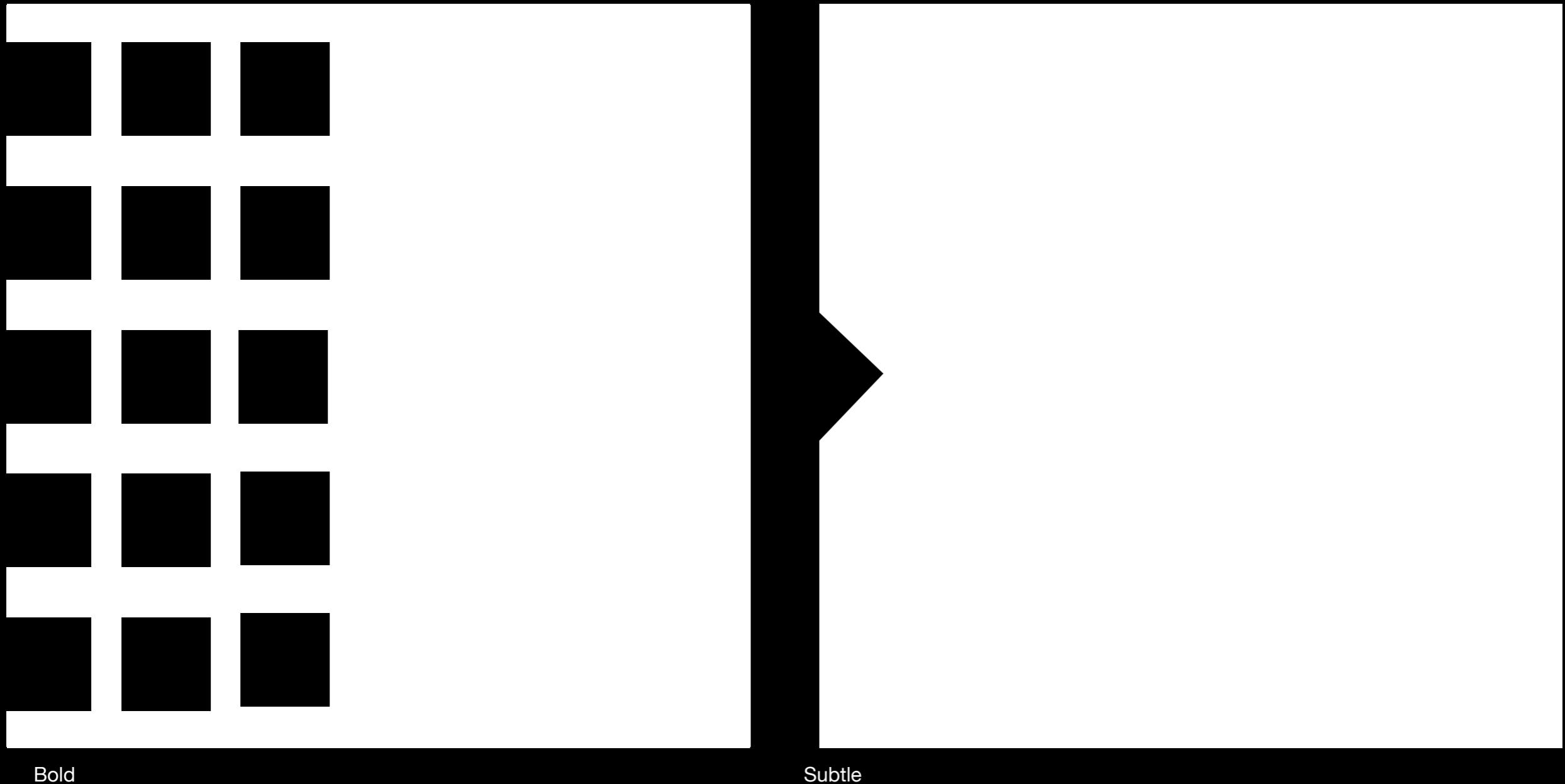


Contrast

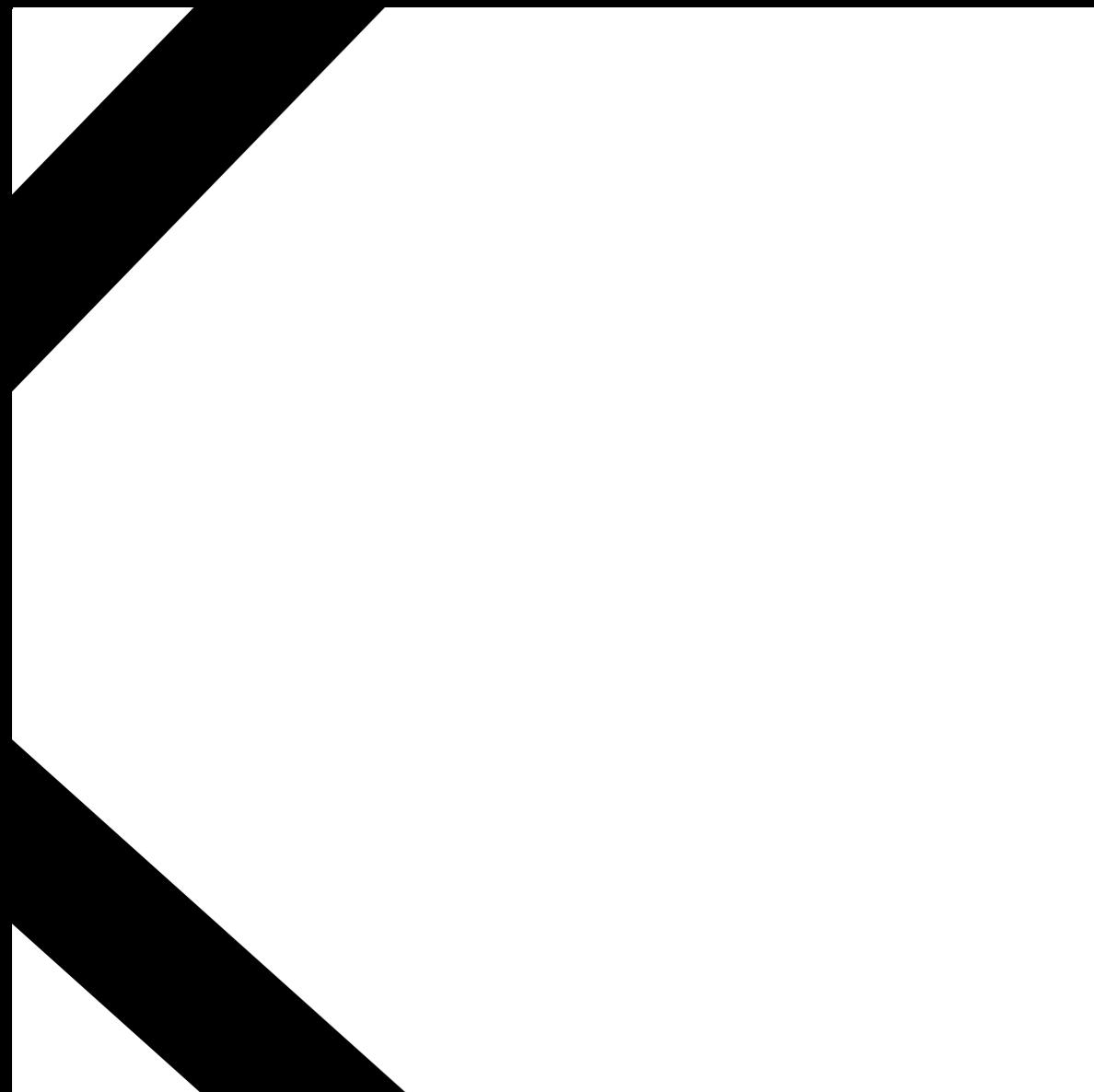


Harmony

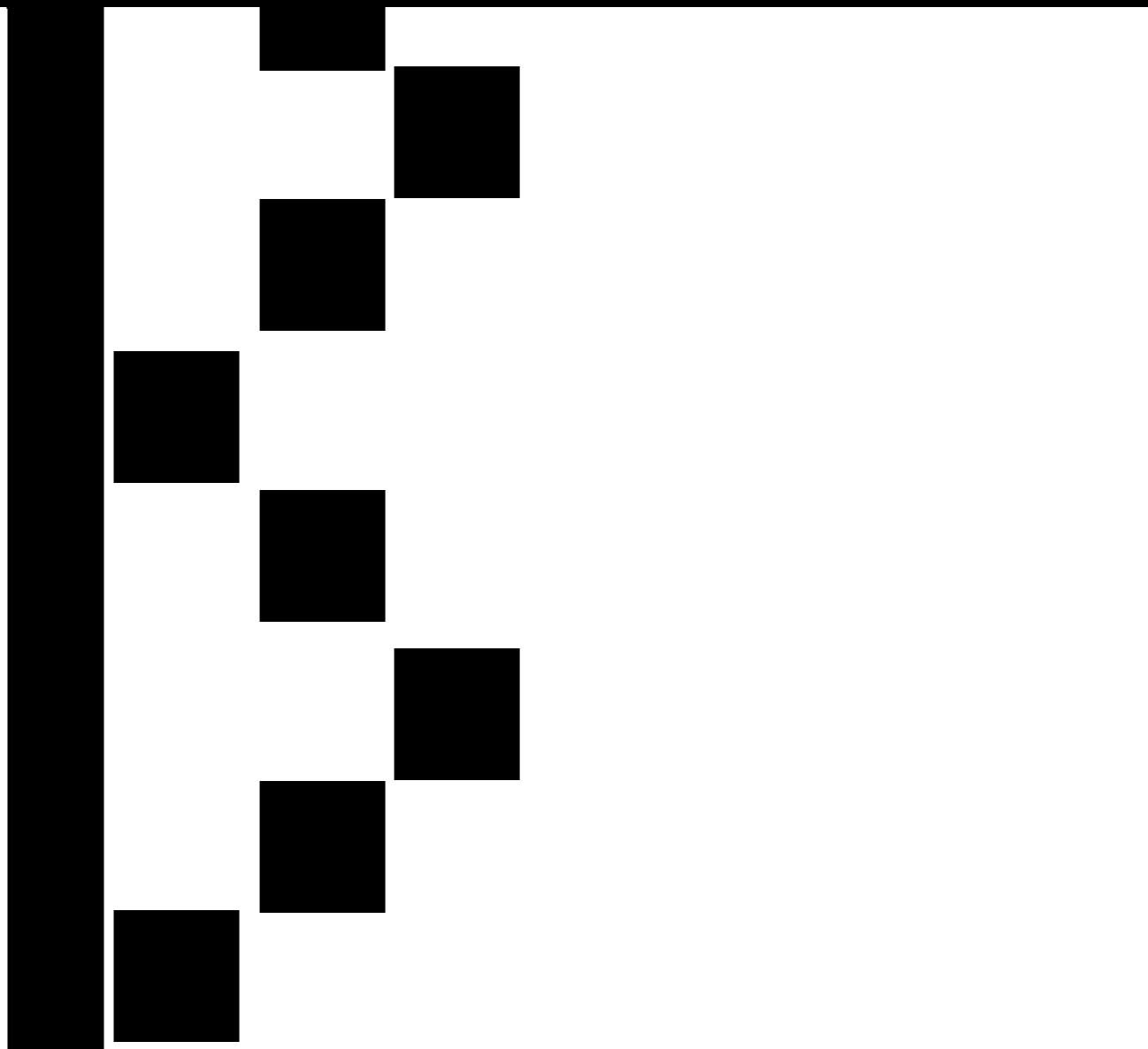
Version 1 - Subjective



Version 1 - Subjective

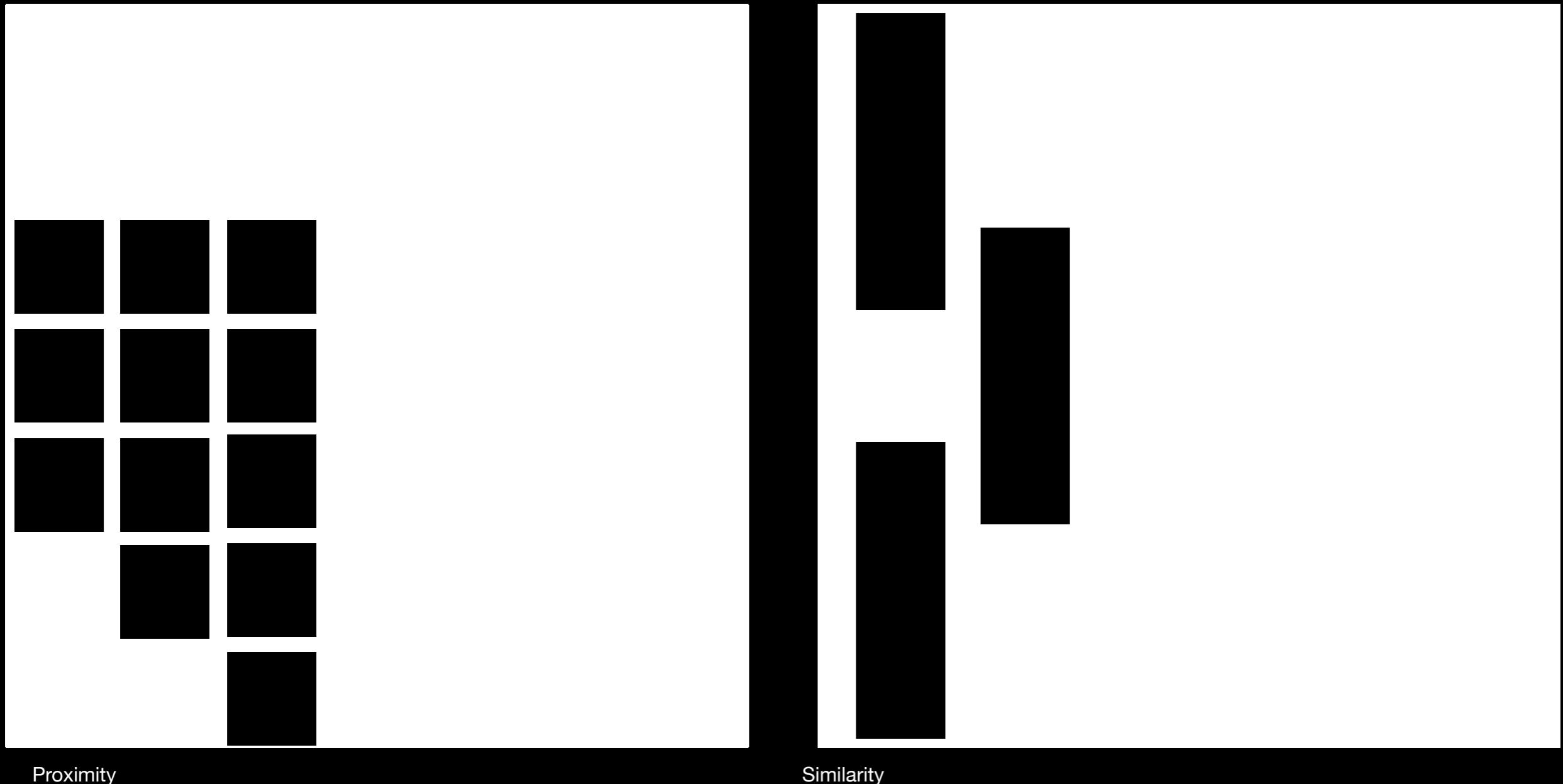


Symmetry

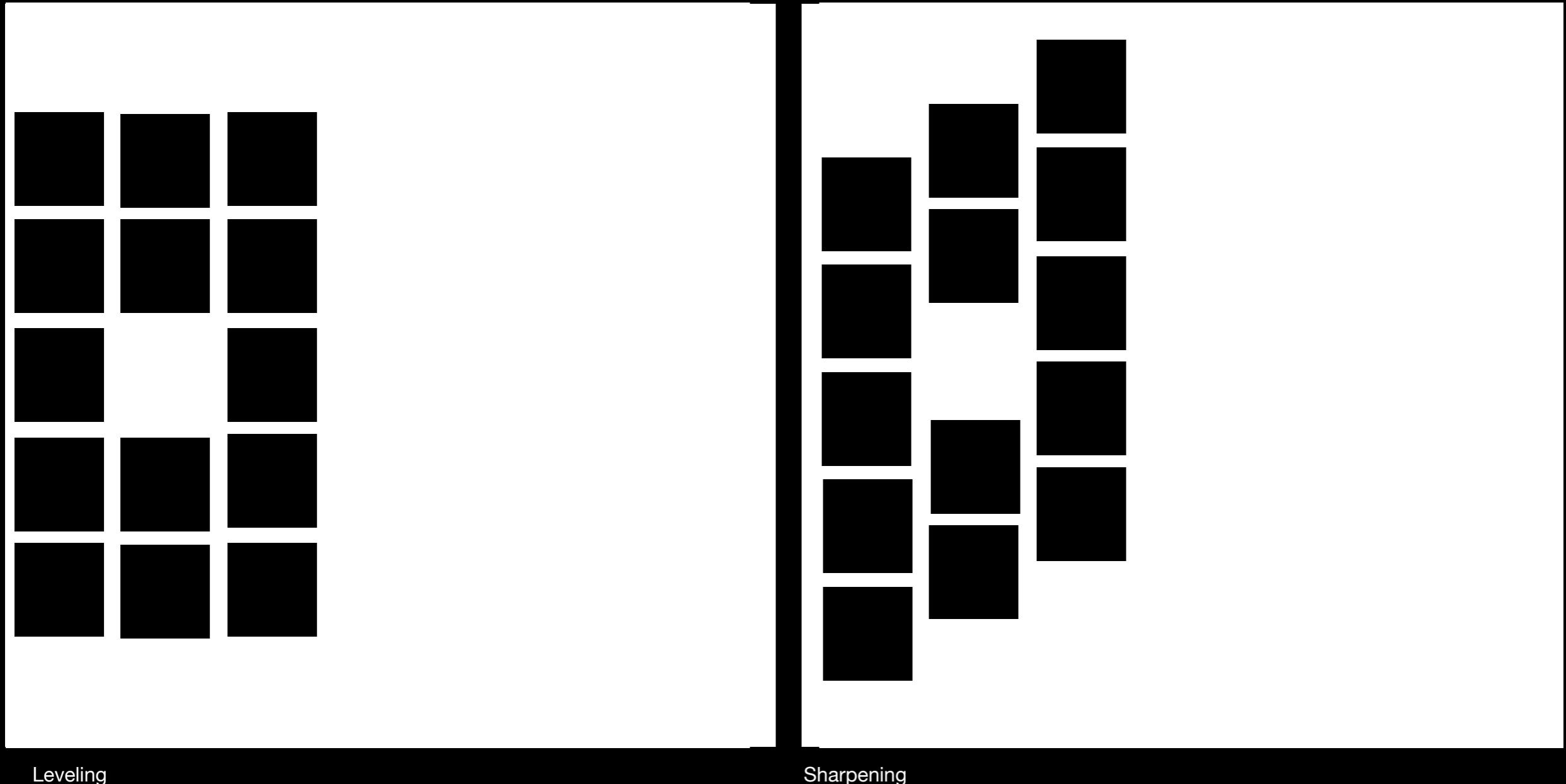


Asymmetry

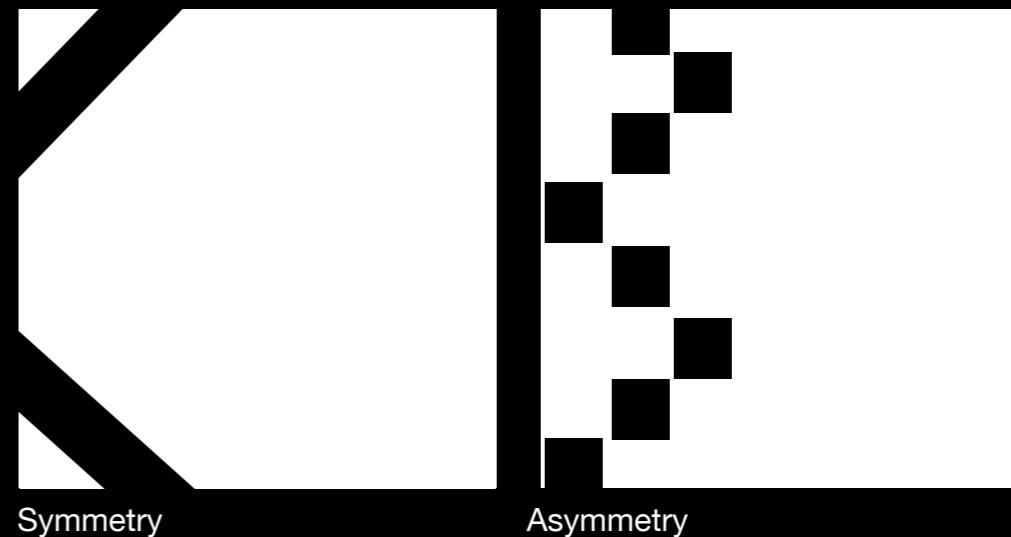
Version 1 - Subjective



Version 1 - Subjective

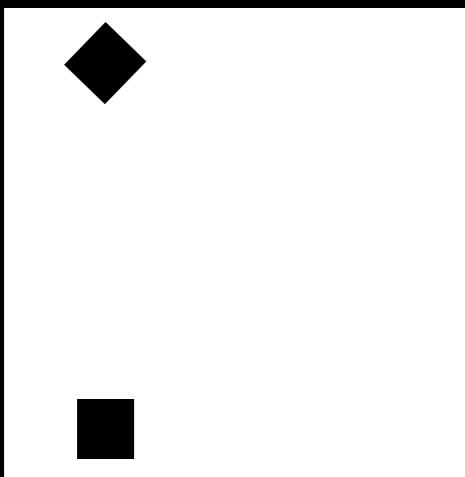


Version 1 - Subjective

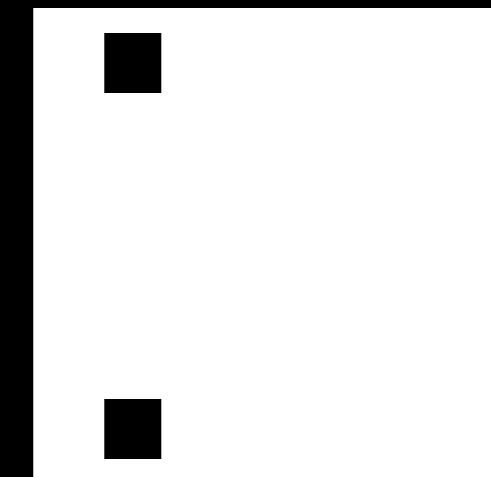


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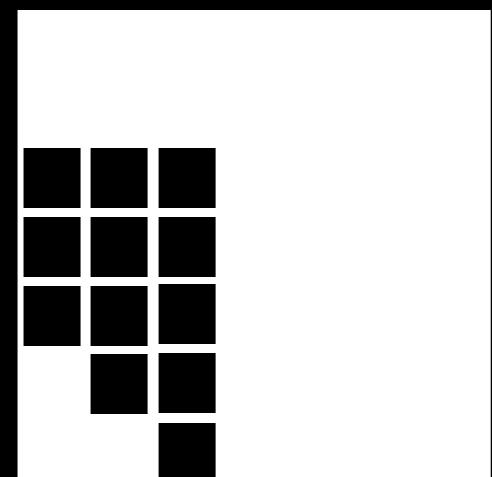
Asymmetry



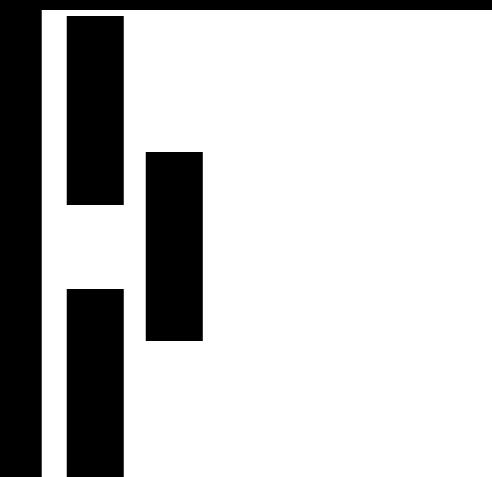
Contrast



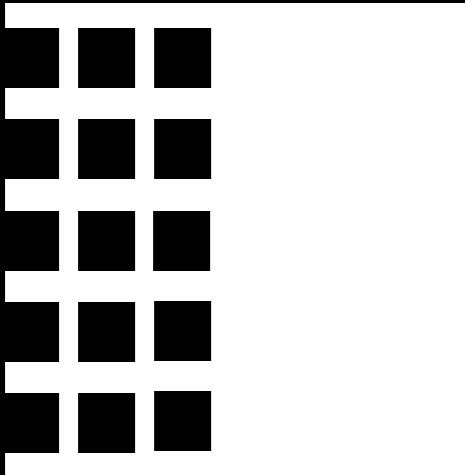
Harmony



Proximity



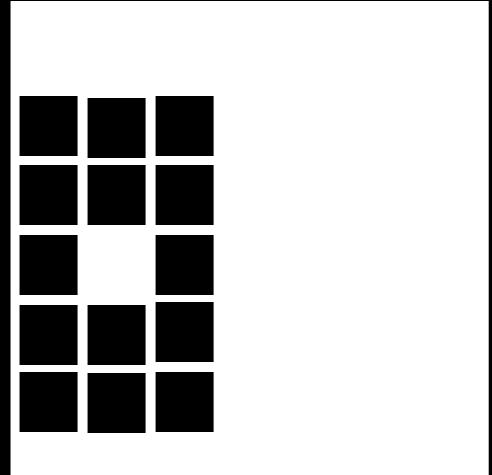
Similarity



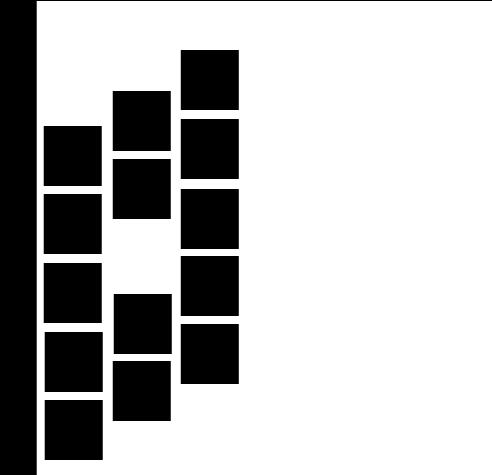
Bold



Subtle



Leveling



Sharpening

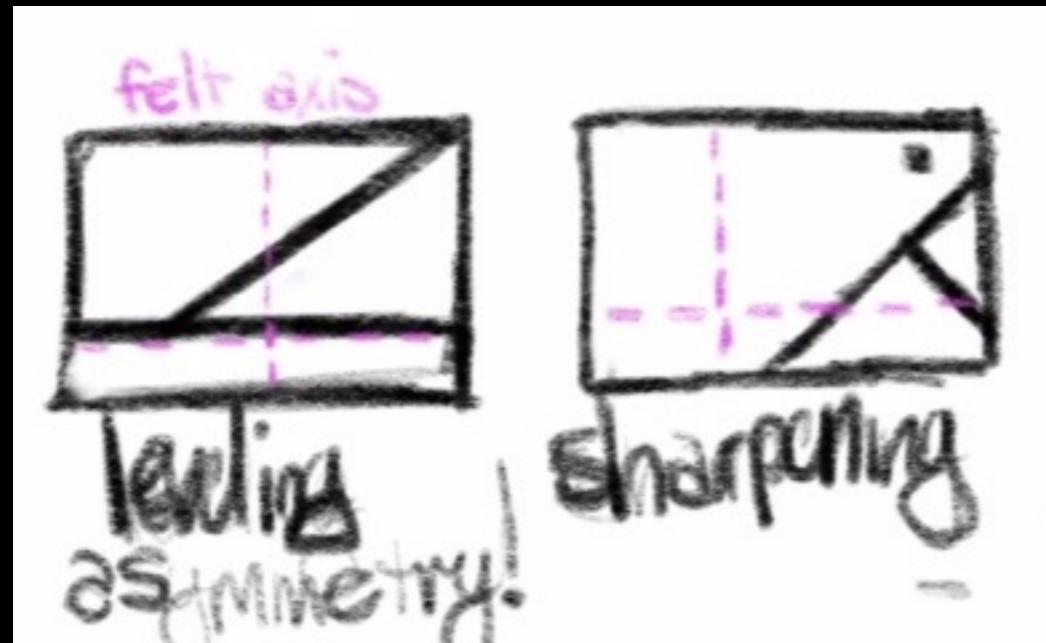
Composition

Version 2

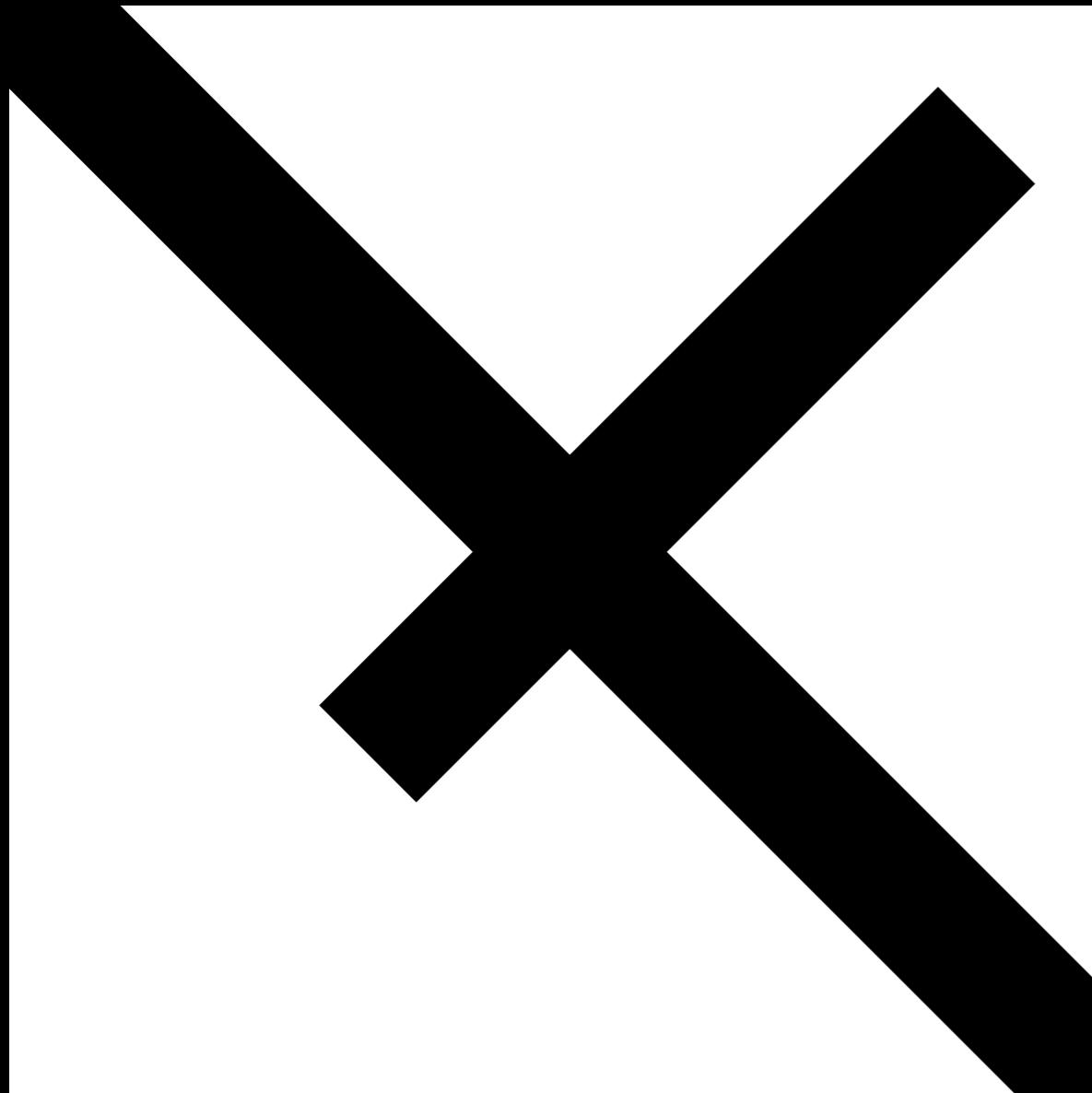
Reflection

The Dondis reading challenged me to take a few more risks with my compositions. I think in the first process document, I was more interested in trying to generate correct ‘answers’ to the problem, but after the Dondis reading, I moved in the opposite direction. I began exploring forms, which I was then able to compare to some of the guidelines established by Dondis. These guidelines influenced my exploration, of course (I knew where to even begin with my critical thinking, now) but I felt like they opened me up to experiencing the difficulty of composition on my own terms. I guess I’m trying to say that I’m less interested in trying to demonstrate expertise, and more interested in enjoying my newness, taking smart risks, and ultimately, developing visual literacy - not just a handsome set of compositions.

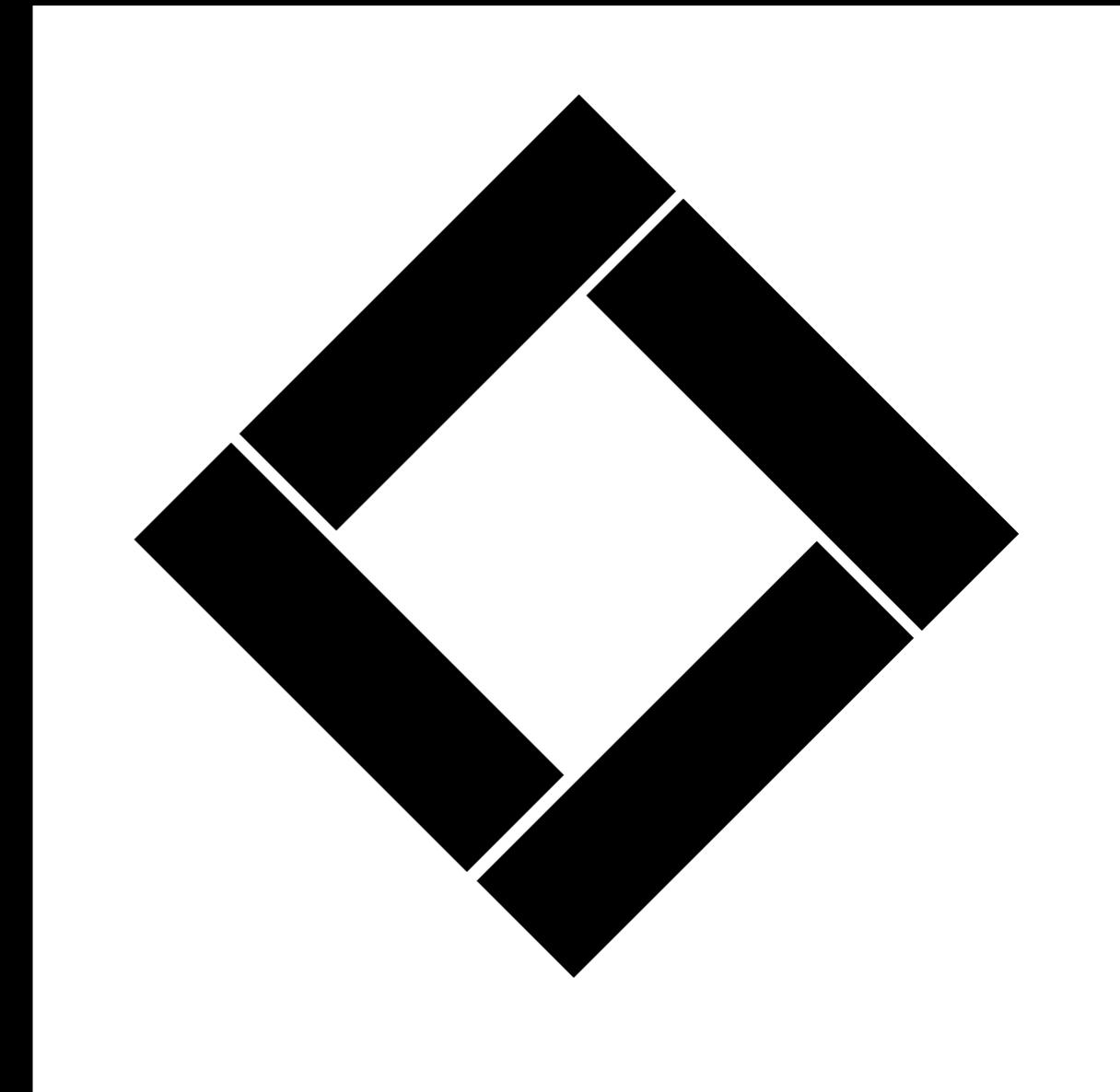
Sketches



Version 2

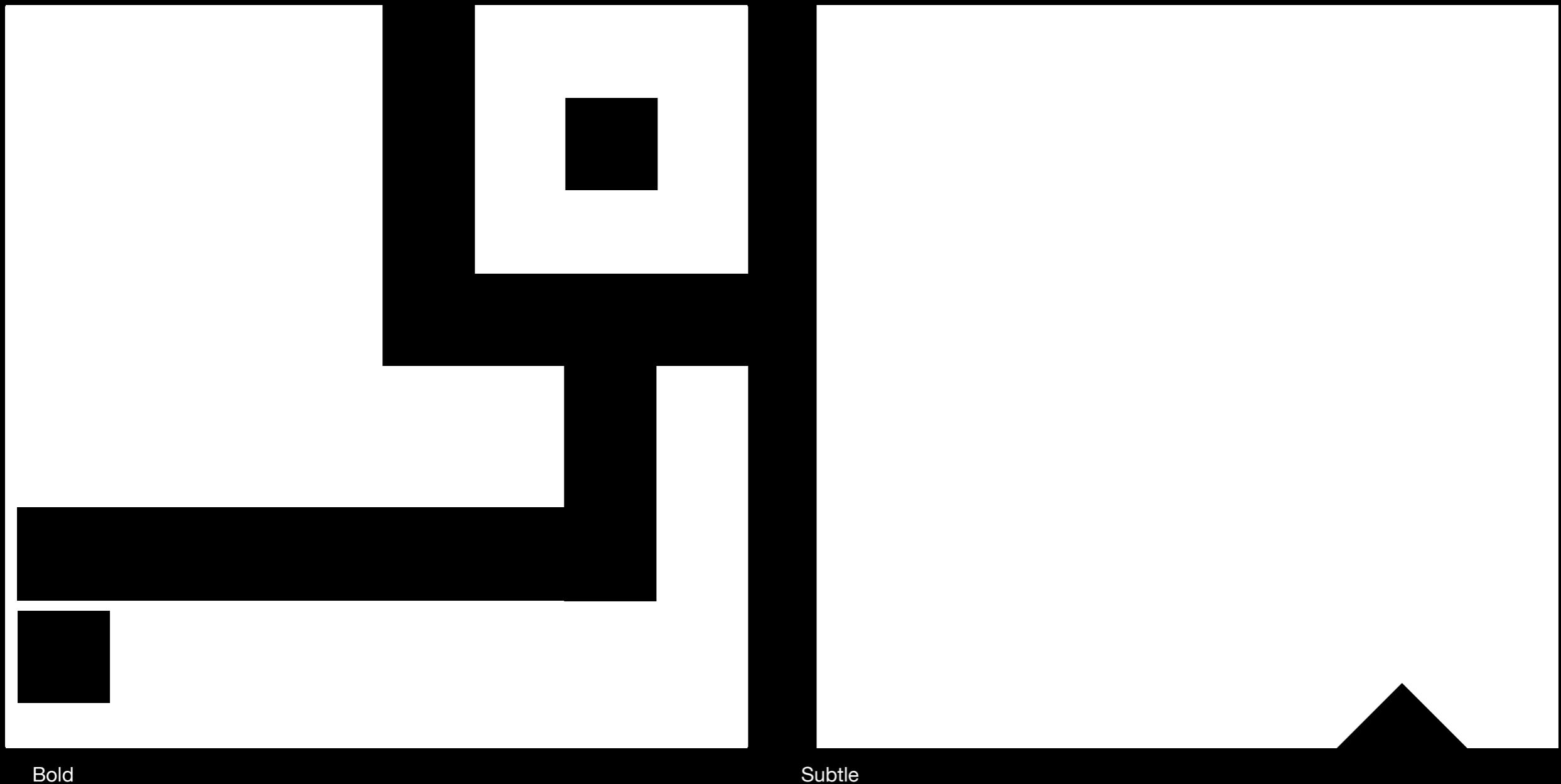


Contrast

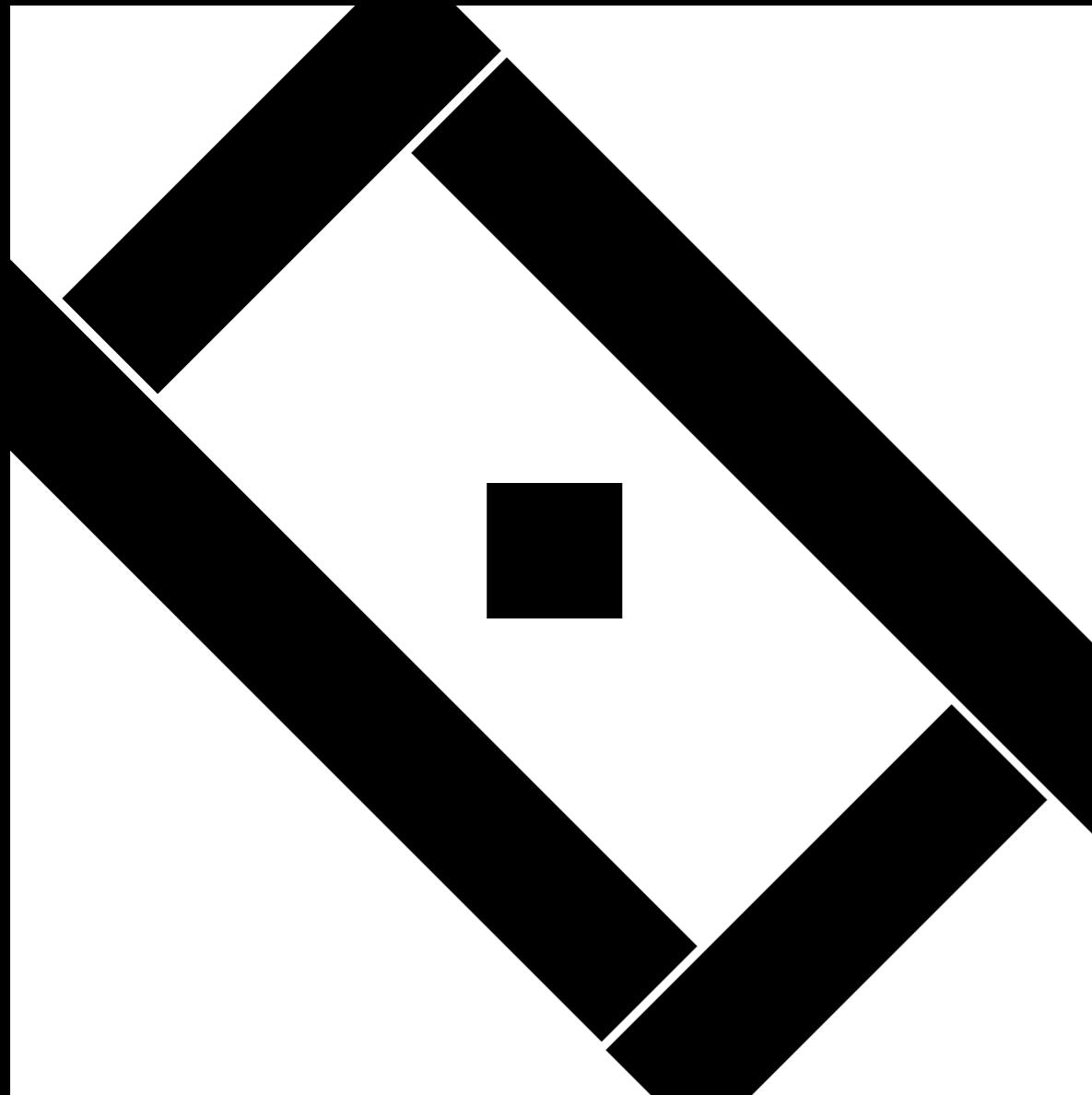


Harmony

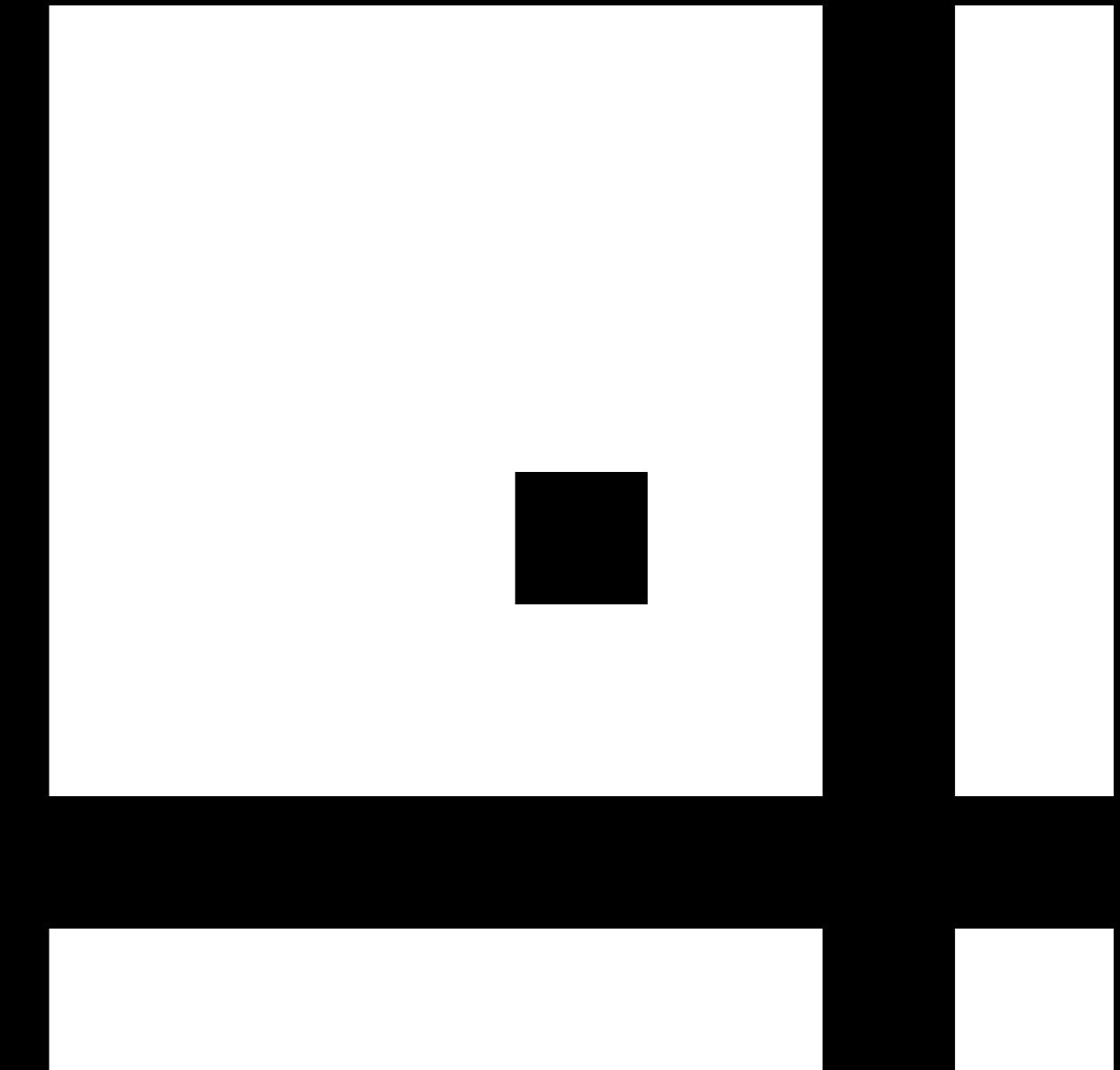
Version 2



Version 2

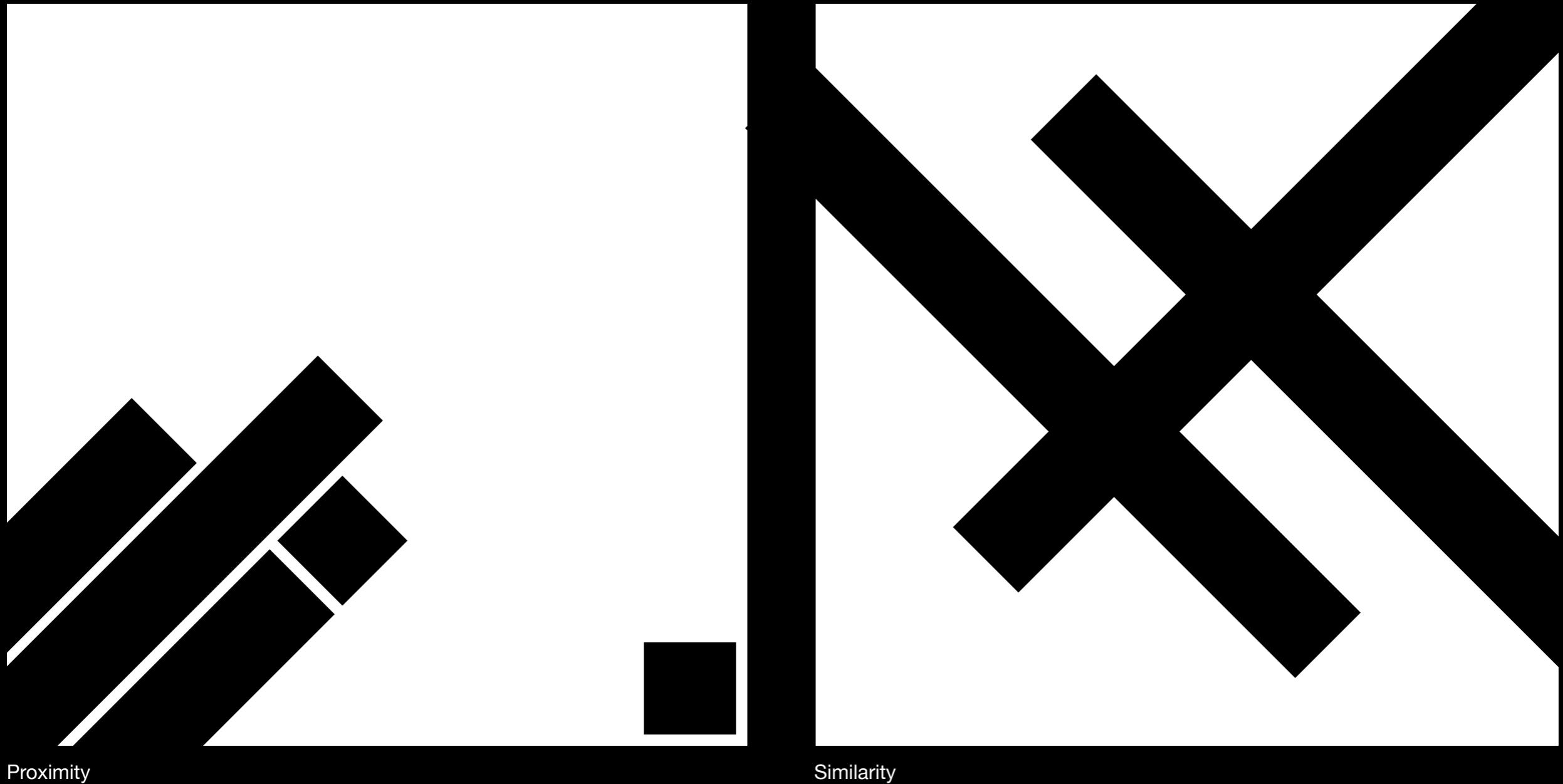


Symmetry



Asymmetry

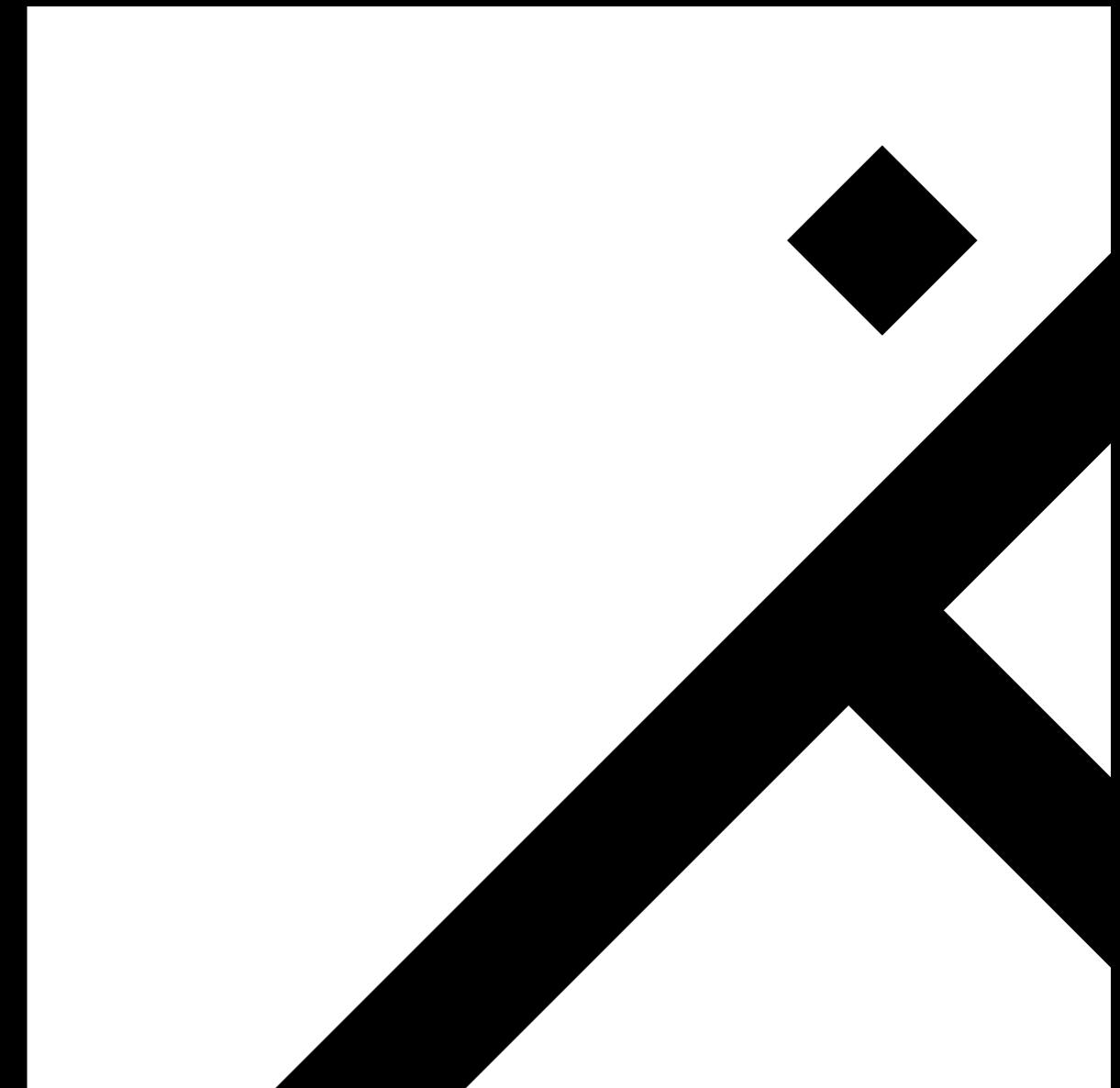
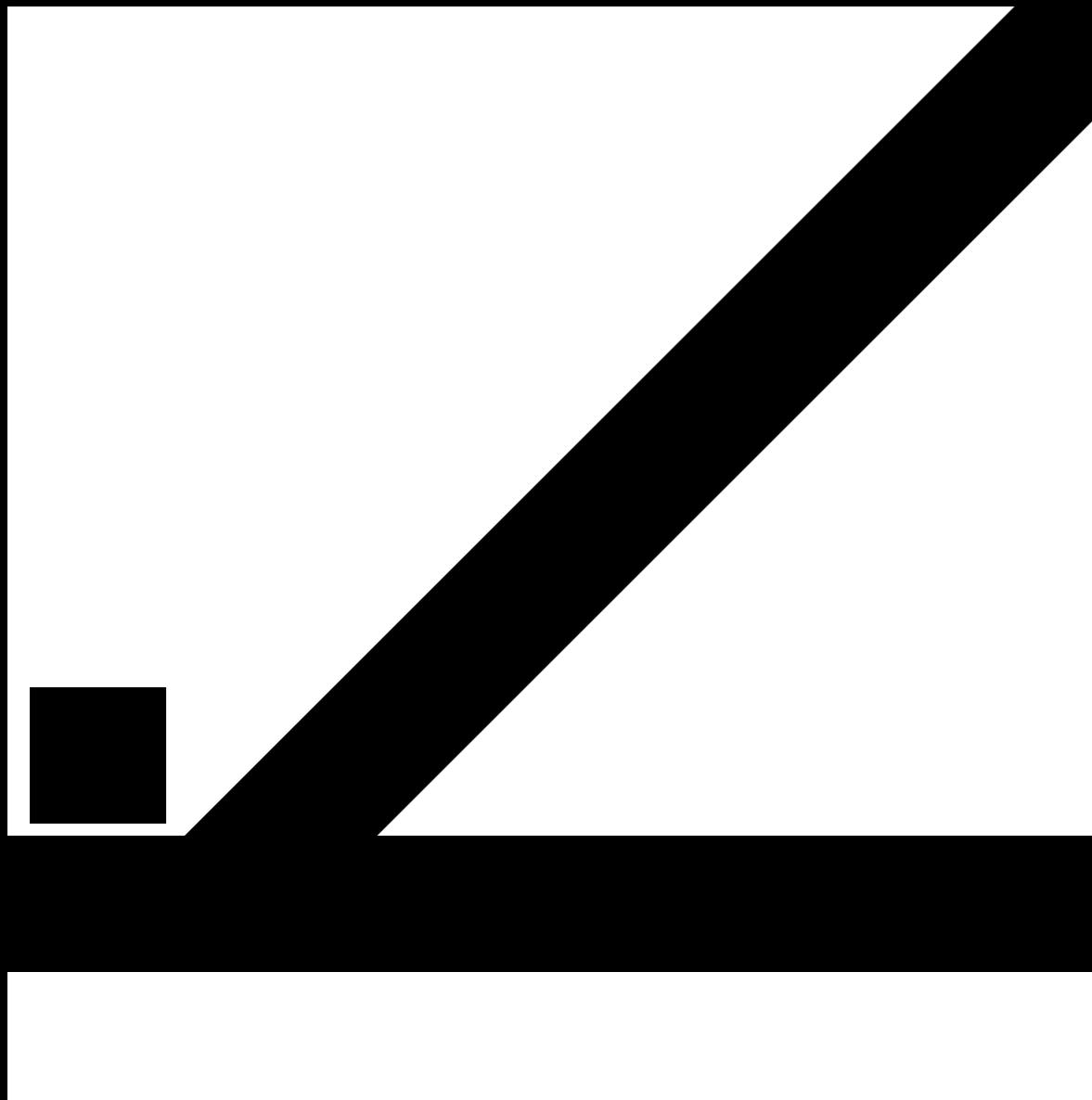
Version 2



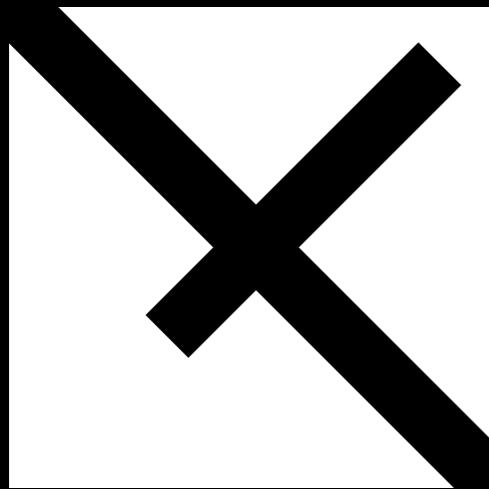
Proximity

Similarity

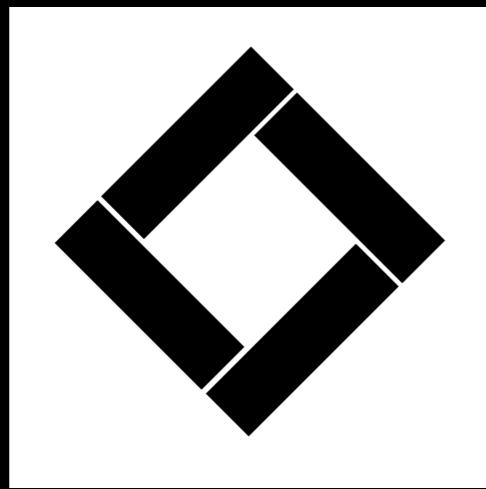
Version 2



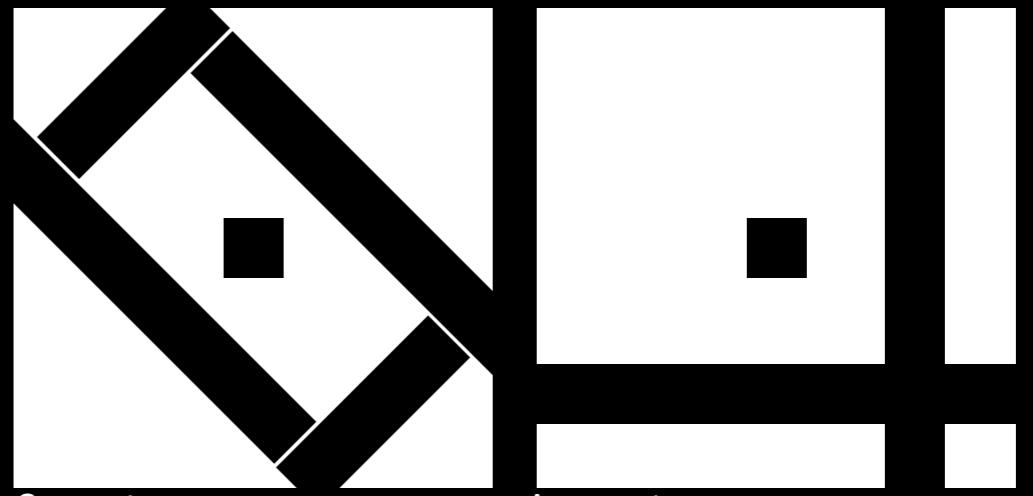
Version 2



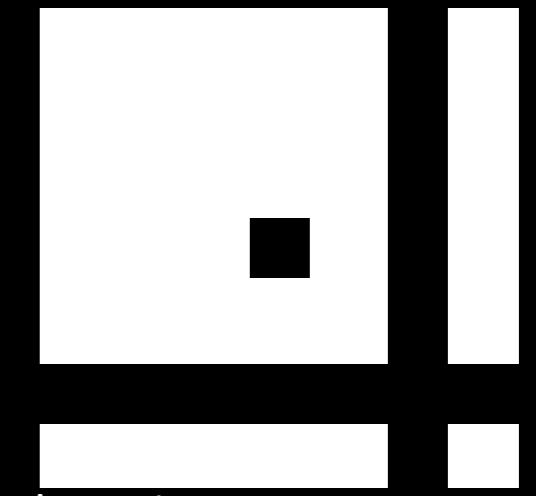
Contrast



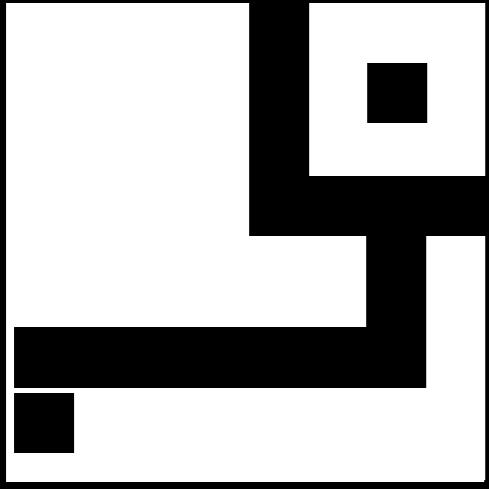
Harmony



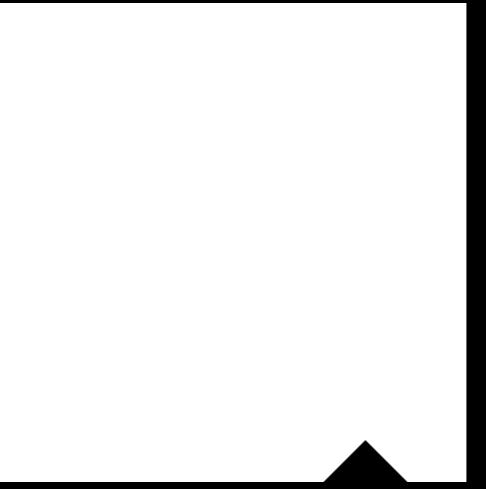
Symmetry



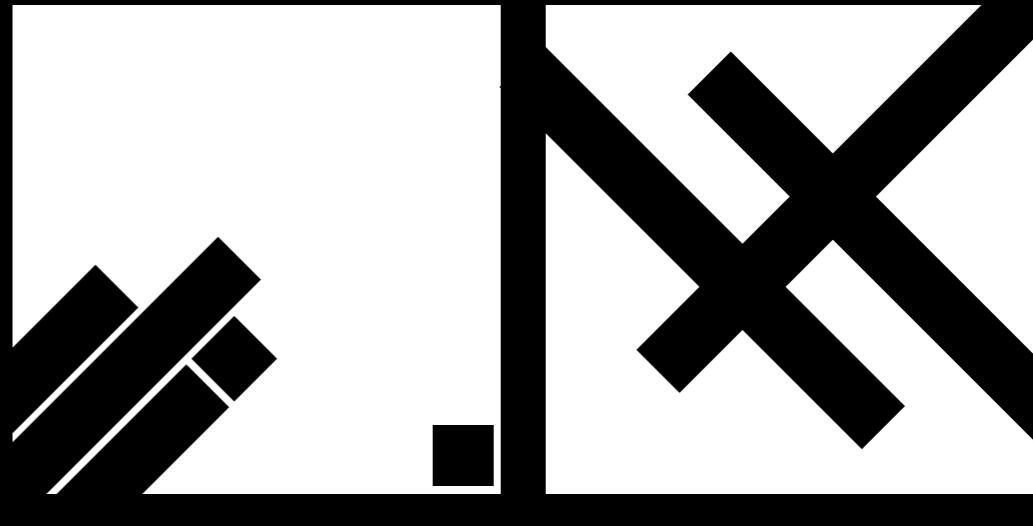
Asymmetry



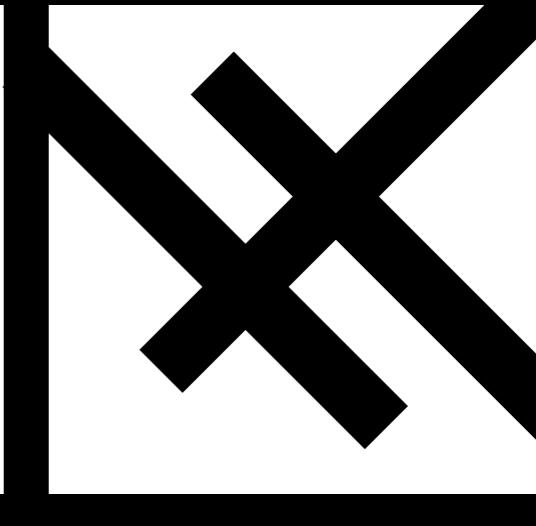
Bold



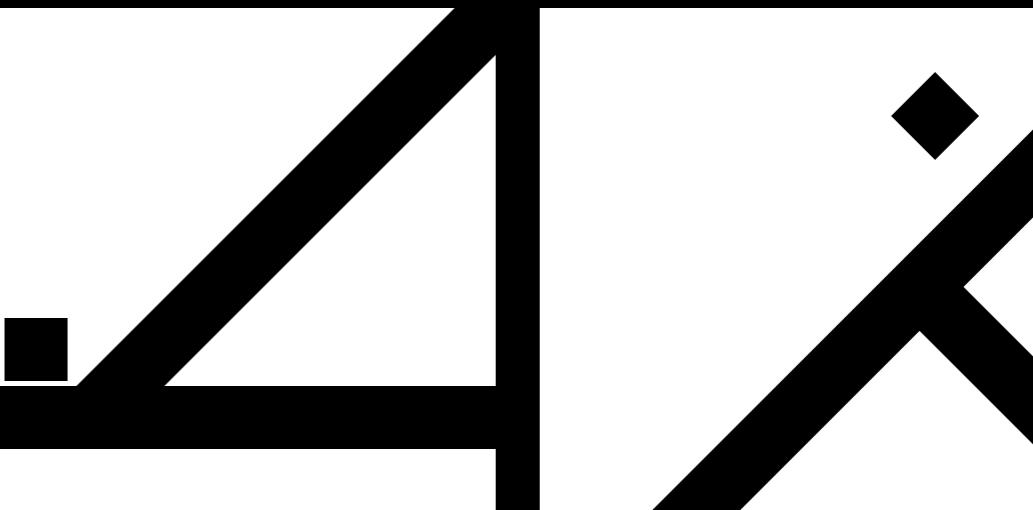
Subtle



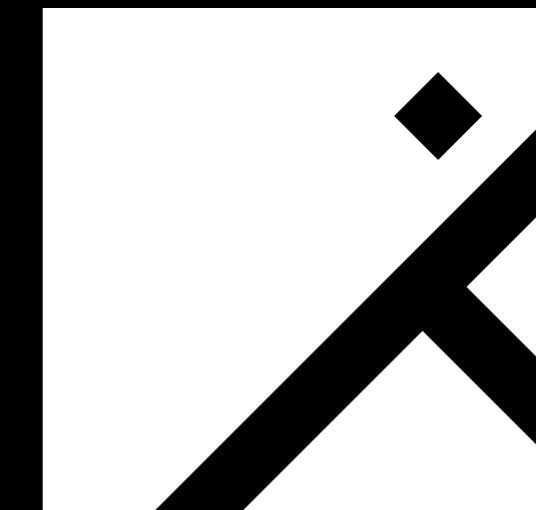
Proximity



Similarity



Leveling



Sharpening

Research

Behavior Analysis

Evernote users are organizing, tagging, revising, reading, annotating, and reflecting at different places in the application.

Challenges

Evernote mobile allows for note taking, but it can be difficult to retrieve those notes.

The note metaphor gets lost in the mobile application

Everything in Evernote feels very similar, despite behaving very differently.

My project will help people navigate their file collection

My project will allow for tagging and organization of their files

My project will help people better understand the connections between their notes.

Objectives

My project will balance labeled retrieval with stronger use of iconography and interaction.

My project will bring the “note” into Evernote, focusing on the metaphor of the notebooks

My project will create stronger distinctions between the various types of Evernote storage (e.g., notebook, stack, or note.)

In an increasingly visual culture, it seems important to allow people to understand high-level information (e.g., am I looking at a note, or a collection of notes?) at a glance. Text helps people identify the contents, not the type of content.

In terms of design, I think this project relies heavily on current design paradigms, bringing Evernote from a very text-heavy app to a sleeker look. This presupposes users are interested in this kind of aesthetic overhaul; obviously, I have no access to the information that informed Evernote’s design decisions, so this design is heavily biased towards my own whims!

User

Evernote is a highly personalized note taking system that allows for a great deal of user flexibility. Of course, note taking is the primary function, but I'm interested in the precursor to this - I think Evernote can help make connections and encourage exploration of notes, creating a mindset of synthesis over pure consumption of information; currently, Evernote focuses on retrieval that is straightforward, but not necessarily thoughtful; yet, these goals are not incompatible.

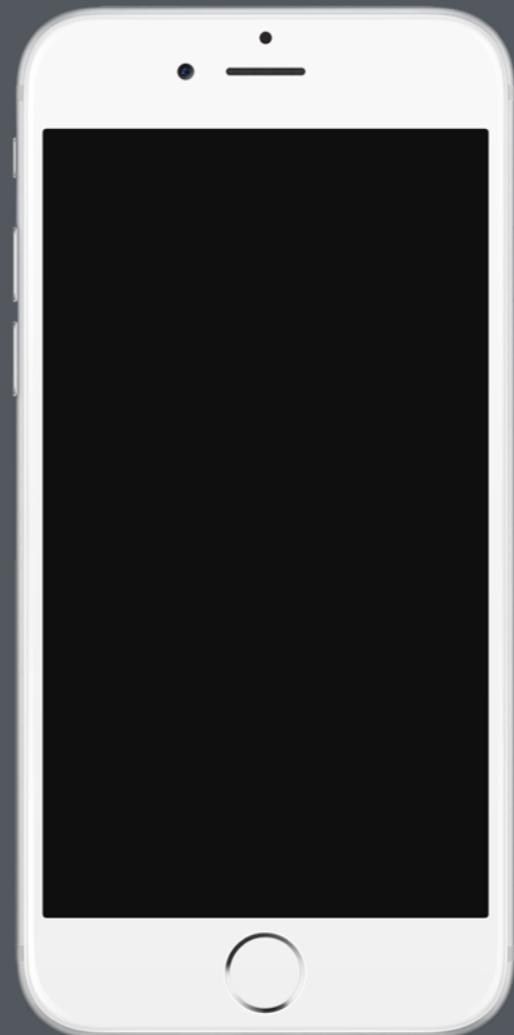
Context

Where will you find this UI?

- ... *mobile phones*
- ... *web browsers*
- ... *desktop apps*
- ... *tablets*

Screen Size

What are the screen size(s) for this?
750 x 1334 at a 326 pixels-per-inch (ppi)



Persona 1

Create a set of three personas* for different users.



Kate Anders

AGE	Hobby	Familiarity with Technology
21	Field Hockey	Medium
Occupation	Major	Favorite Brand
Student	Neuroscience	Nike

Kate likes to tell people that she has three core values: strategy, efficiency, and attention. Now, based on that alone, you might get a bit of a sour taste in your mouth, but Kate actually pulls it off quite well. She's the captain of the women's field hockey team at her small state school, and it all comes together to make her a charismatic and inspiring leader. Despite all of this, her last semester (a combination of lectures, vicious chem labs, and a particularly grueling sports season) left a lot to be desired on the report card. As an aspiring psychiatrist, she needs to pull her academics back on track. She's trying to move more of her work online so that she can quickly access it between classes and on her commute, and some of her friends recommended that she give Evernote a try, so she went ahead and indulged on a Premium membership with holiday cash. The semester is young, but so far she's optimistic!

Persona 2

Create a set of three personas for different users.



Lysander Allington

AGE

24

Occupation

Data Scientist

Hobby

Cooking

Sports Team

Cowboys

Familiarity with Technology

High

Favorite Brand

Apple

Lysander, whose parents could never remember whether the Spartan general or the Shakespearean character had inspired his name, had a simple new years resolution: learn how to cook. Although he had gotten pretty good at throwing a quick meal together, he was starting to realize that he didn't really understand the flavor and finesse that went into preparing a more inspired, lively diet. So far, things are going well: he can julienne pretty much any vegetable, slice garlic paper thin, and the rosemary chicken in a bed of roasted brussel sprouts was a huge hit at a recent pot luck. He's starting to hit his stride, but along the way he found that his bookmarking system had become a little unwieldy; between recipes, techniques, shopping carts, and general guides, he barely knows where to start when he wants to try a new recipe. Combined with a pretty busy lifestyle with his job, participation with a local meetup, and a rather unhealthy fascination with OkCupid, he just doesn't have the bandwidth to sift through it all. He decided to pick up Evernote, which would let him clip his recipes, tag them, and pull them up on his phone once he entered the kitchen... Or during the commercial breaks of Cowboys games.

Persona 3

Create a set of three personas for different users.



Tasha Reardon

AGE	Hobby	Familiarity with Technology
35	Skiing	Low
Occupation	Favorite Place	Favorite Brand
Professor	Venezuela	Chanel

Tasha can tell you the history of the modern world through the lens of sugar, bananas, coffee or chocolate - and she can do it in at least three languages. Furthermore, she could probably publish a paper on economic and cultural paradox of luxury goods and consumerist culture. She could also tell you that she looks pretty damn fierce wearing a designer handbag, and if you showed her the right one, she would probably tell you "I'll take two." Being a cultural anthropologist, after all, doesn't preclude one from enjoying the finer things in life. Plus, she kind of enjoys seeing the women in her undergraduate lectures raise an eyebrow when they realize she's rockin' the latest Jimmy Choos. Lately, however, her focus has been on tenure. Her review is rapidly approaching, and although she's feeling confident about it, she's looking to produce some of her most innovative scholarship yet. After gaining IRB approval for storing transcribed interviews in the cloud, she's looking to move her file system onto Evernote, where she can better organize her thoughts, the various articles that will guide her work... And, well, maybe a FEW shoes that she'll keep her eye on in the case of a sale.*

*the author knows very little about women's fashion. in the event of a faux-pas, trust and believe that Tasha is shaking her head and the correct handbag/shoes. I dunno.

Use Case Scenario

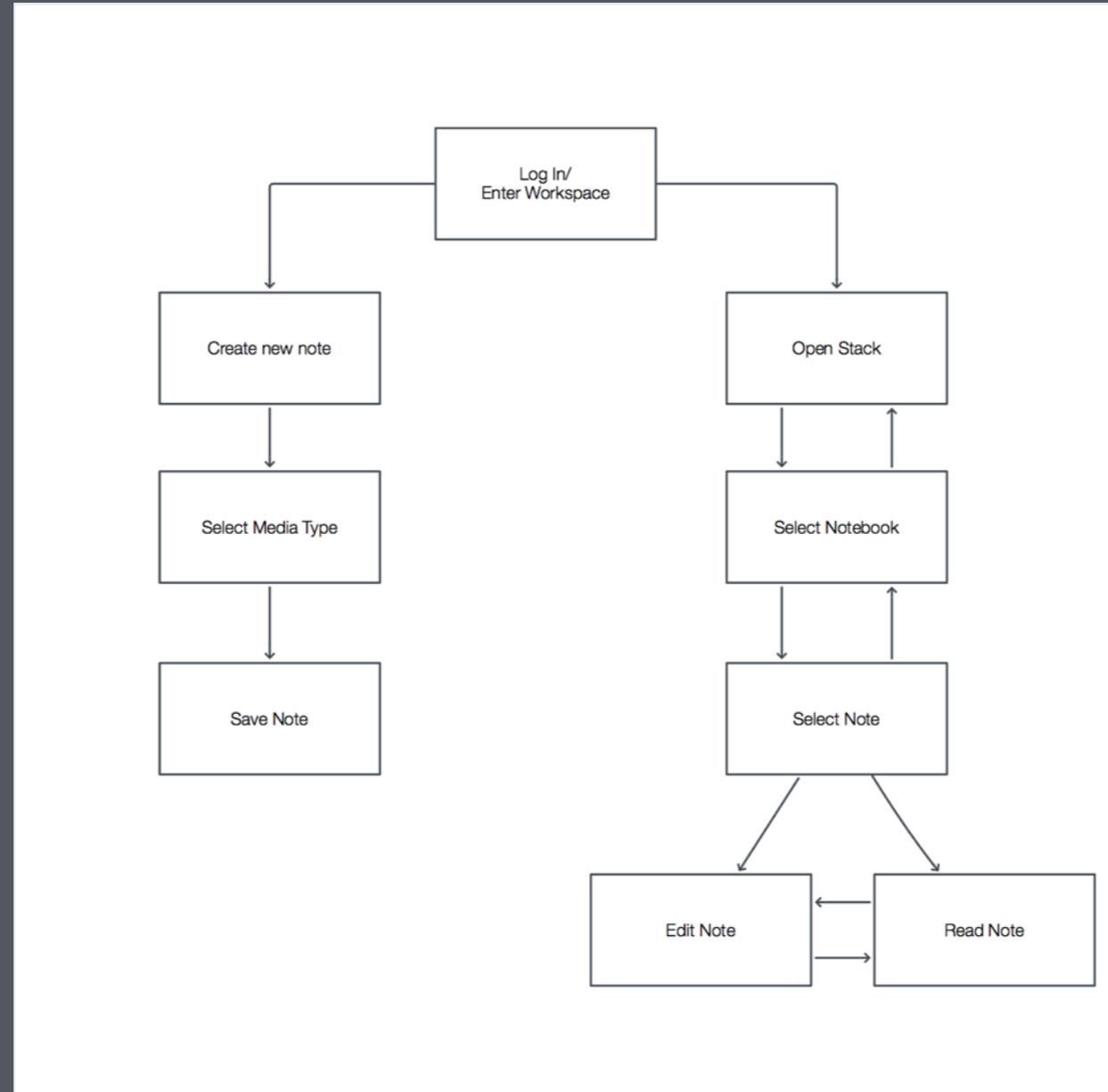
Write a scenario that describes what a user would do with the app. This scenario will then be used to create user flow and app screens. Use simple directions.

Lysander wants to retrieve a specific recipe.

1. *He launches Evernote on his phone.*
2. *He finds and opens the recipe stack.*
3. *He finds his dinner notebook and opens it.*
4. *He types a query into a search field and finds about a dozen recipes.*
5. *He scrolls through and finds a recipe, but notices another recipe whose ingredients he has on hand.*
6. *He copies ingredients from the ‘other’ recipe, and pastes them into the main recipe.*
7. *His Japanese-Polish fusion meal ends up going pretty badly (seaweed pierogi seemed like a good idea, okay?) He deletes the new ingredients from his recipe.*

Content

Create a user flow for one of your personas.

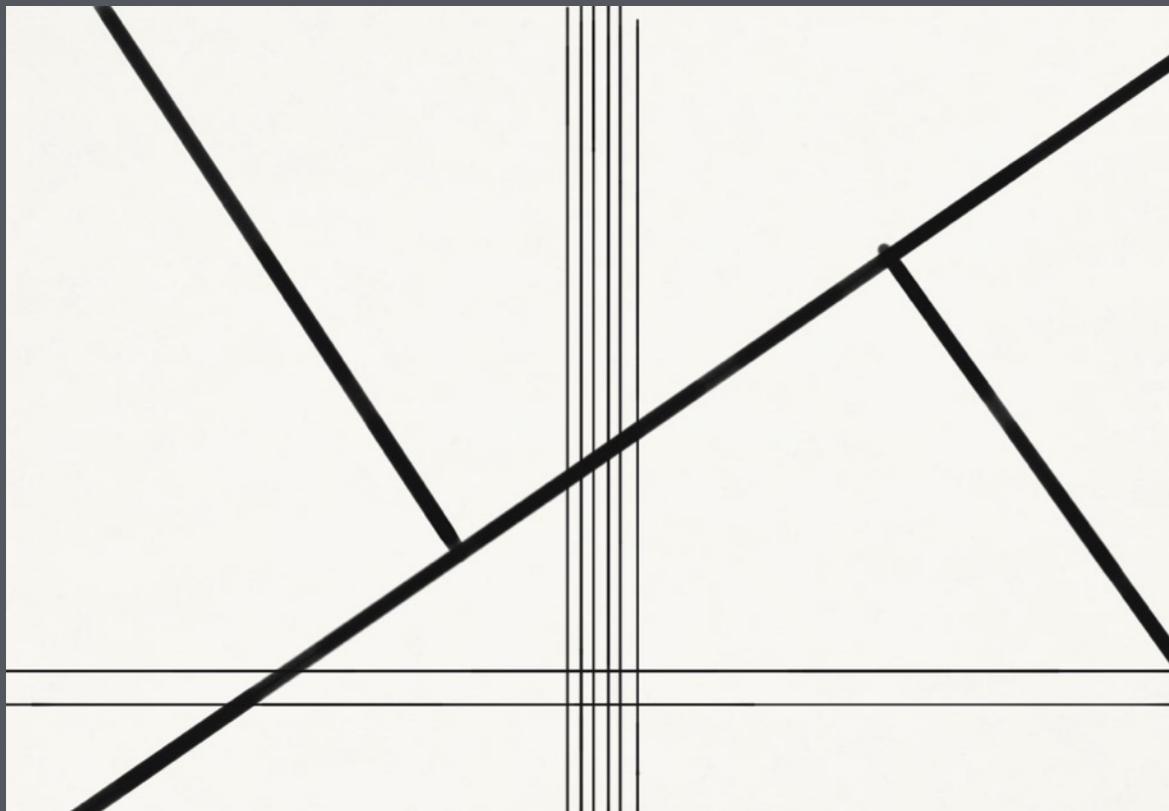


Experience

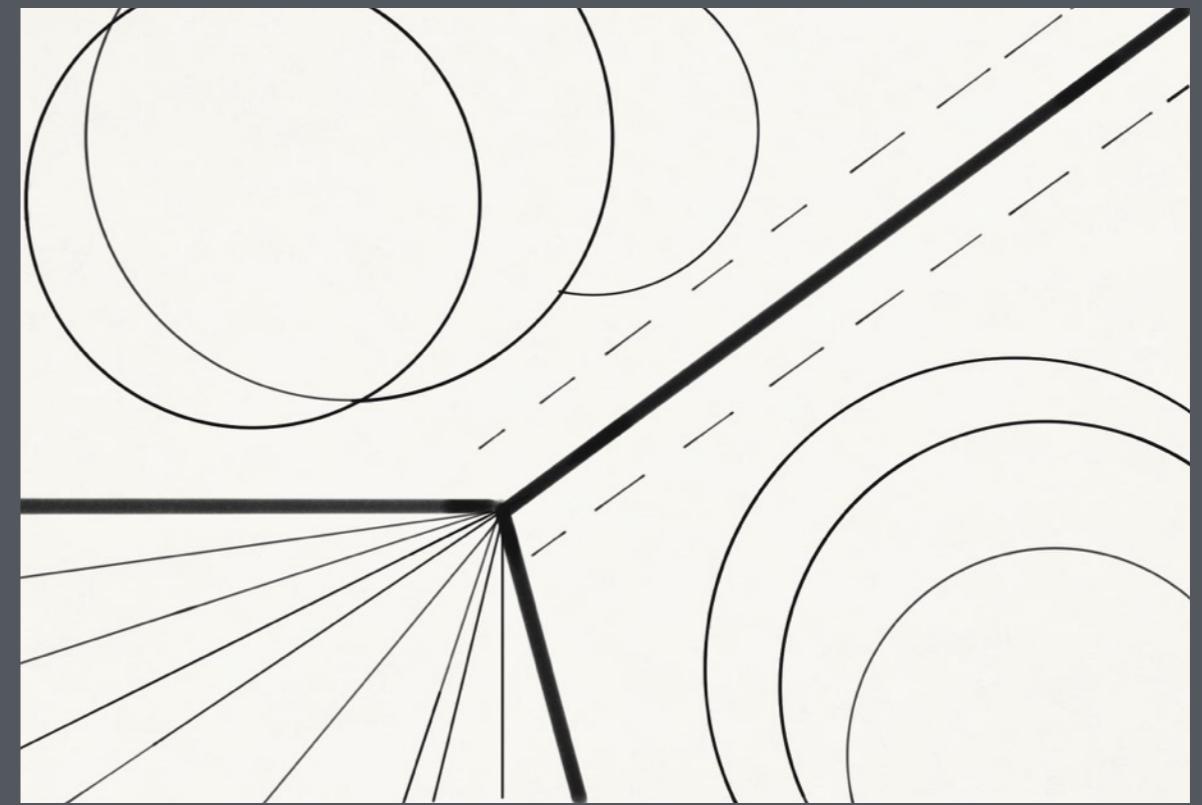
What type of experience do you want to provide for your user?

I want people to make connections among their notes. This co-opts the retrieval mechanism of Evernote and encourages users to reflect, moving through their information at a high level before delving in to the ecosystem of a single note. I also want to strike a balance between efficiency and aesthetics; users don't necessarily need to meander for the purpose of experiencing something beautiful, but I would still love to explore the artsier side of UX design in this project and give users more color and activity for their journey to a single note.

Formal Collage



Direct



Exploratory

Tumblr Mobile

Tumblr approaches some issues with its aesthetics at the cost of usability. Some of its screens privilege content over aesthetics, packing a lot of information into a single screen because it just might not fit anywhere else.

Yet, in other screens, like the login, I feel like a designer had a lot of fun building something elegant. The introduction to tumblr doesn't really match the rest of the experience, but it's definitely a nice one. Overall, though, I think tumblr does its job well; it handles a variety of content in a way that feels coherent. Even though tumblr feels a little breathless at time, I wonder if the designers embraced that, encouraging users to move through their feed and their interface with the authority of a critic: there's time for wonder, but users need to interact to get the full experience. Passive consumption just won't do.

Examples

01 - Login

A muted, but entirely pleasant login page. The purpose shines through with a leveled login menu, and the background hints at a metropolitan, classy-without-trying-too-hard aesthetic.

02 - Dashboard

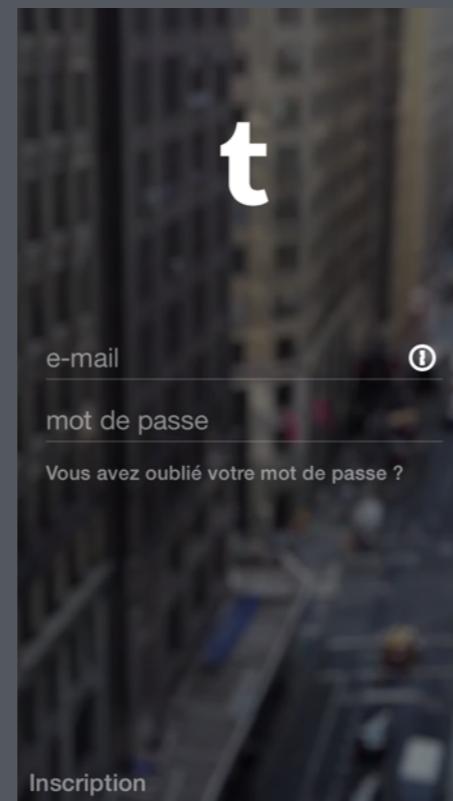
Content dominates the page, with built-in hierarchy for user commentary. The interface is highly linear and sequential, and it provides a toolbar of options (which will persist, and encourage posting above all else) but also links to other user's pages.

03 - Explore

The exploration page does a lot of image-heavy work, providing trending tags, as well as recommendations. It maintains a linear format, but with a new, horizontal line at the top of the interface for displaying the tags. A search bar sits at the top for bottom-up searching

04 - Account

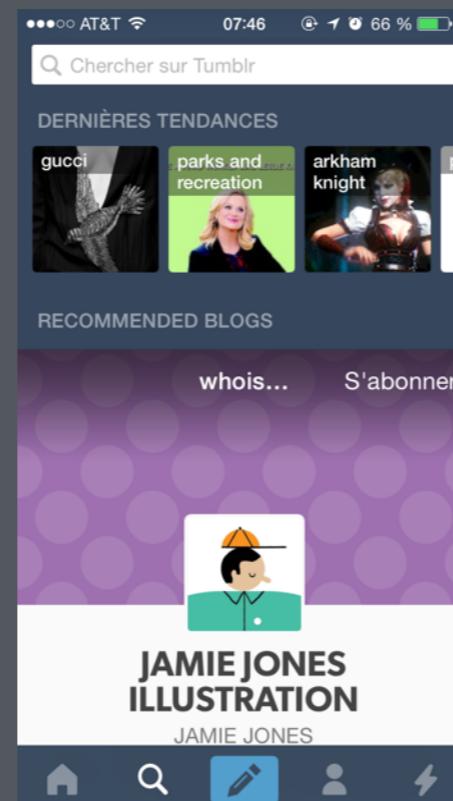
Images make way for text, denoting favorites, people you're following, and settings (pardon the French.) The user's blogs take on individual color palettes based on the user profile assets, creating personalized spaces for account settings and account observation.



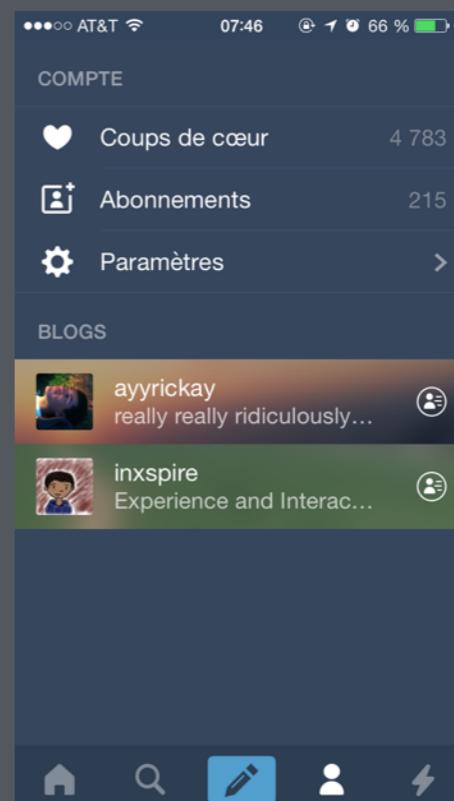
01 - Login - Tumblr Mobile



02 - Dashboard - Tumblr Mobile



03 - Explore - Tumblr Mobile



04 - Account - Tumblr Mobile

Objectives

Mobile Tumblr

To engage with content.

To find new content.

To find similar content.

Tumblr already existed, but packing all of the information and functionality onto a smaller screen is a big challenge. The UI needs to let many types of content shine through while providing users with a set of tools and guidance on how to use them.

Mobile Tumblr

Tumblr users access it anywhere; it's meant for moments of spare time and procrastination, for gaining inspiration and losing periods of productivity. It's a personalized experience, generating a stream of content based on the people you follow, and privileges the person whose interest can be defined in a few tags. If you can articulate the particular class of interest, whether it's a show or an activity like drawing, you're likely to find a community - so buckle up, and get ready to reblog and make your own contributions.

Color Palette

01 - Text Grey

R - 0%

G - 0%

B - 0%

03 - Tumblr

R - 0%

G - 0%

B - 0%

02 - Faded Aqua

R - 0%

G - 0%

B - 0%

03 - Icon Grey

R - 0%

G - 0%

B - 0%

Label

Tumblr

01 - Label



02 - Label



03 - Label



04 - Label



Tumblr

These colors definitely scream “Tumblr”, but they also serve an important purpose: They lend themselves well to the content they might display. Rather than using pure blues, these seem to be desaturated, fading into the background like we see on the login screen photo background. The colors are distinct but not overwhelming.

Typography

Tumblr Mobile

Type Inventory:

Helvetica Neue (2), Bookman Old Style [modified] (1)

Caption, list item, subheading, body copy, logo.

Captions and body copy are in Helvetica Neue Light, whereas list items and subheadings use a heavier weight. The logo is Bookman Old Style, and doesn't show up elsewhere. There is very little hierarchy added to the site using typeface.

Typography

Tumblr Mobile

I think this falls into the philosophy of Helvetica being relatively neutral. Tumblr's design is less about their own content shining through; instead, the interface needs to accommodate an incredible amount of content that includes images, text blocks, and even other typefaces. Helvetica offers a balanced way to deliver the message they need while not being so distinctive as to distract from everything else going on in the interface.

Imagery

Tumblr Mobile

Especially on the mobile app, there really isn't much imagery outside of that login screen. Again, they are in the business of sharing the images of others, not producing their own.

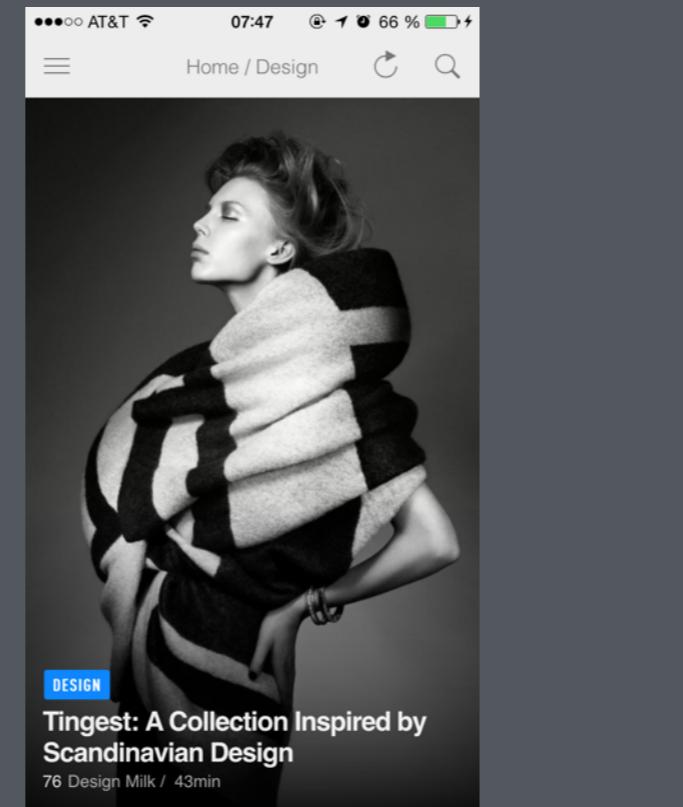
Feedly Mobile

Feedly balances usability and aesthetics well, lending its interface to a minimalist scheme that ports in content well. The design highlights recent articles, creating striking visuals, while also facilitating efficient understanding of further objects; there's a cohesive idea of articles consisting of an image and a title text blurb. Overall, I think the aesthetics actually make Feedly work better; the interface packages articles in such a way that they enhance it, making it beautiful by virtue of its function.

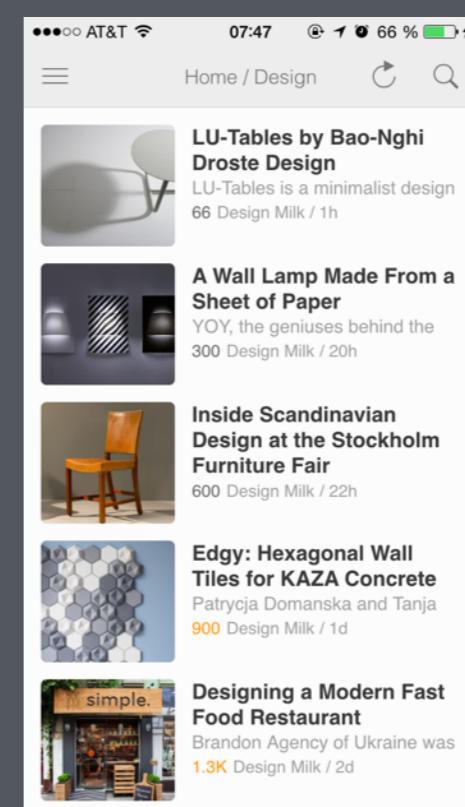
Examples

01 - Feed Title

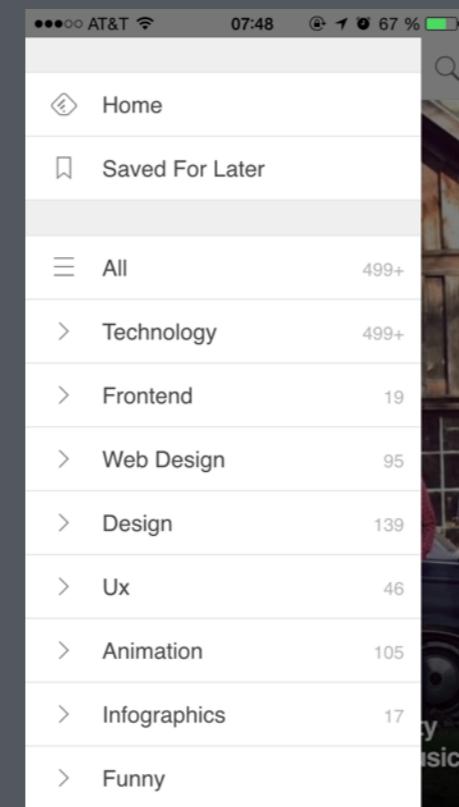
Title cards pull imagery from the RSS feed article and fill the screen with the content, providing eye candy before drawing people down to the title and source of the article.



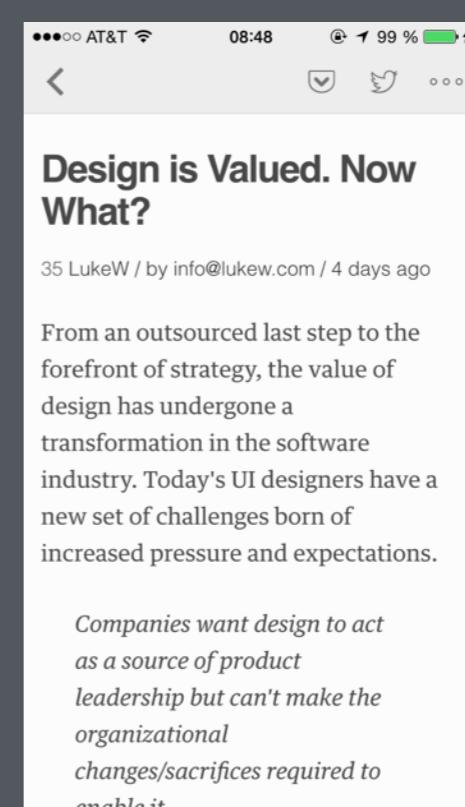
01 - Feed Title - Feedly Mobile



02 - Additional Content - Feedly Mobile



03 - Navigation - Feedly Mobile



04 - Article - Feedly Mobile

03 - Navigation

Relies on a text grid, revealed from the left of the screen, in order to provide users with an easily navigable overview of their feed.

04 - Article

Pulls the content into a simple UI, favoring pure text and inline images with little embellishment on behalf of Feedly.

Objectives

Feedly Mobile

To generate content from user RSS feeds

To navigate RSS feed content

To consume RSS feed content

The designers probably wanted to figure out how to use the few assets websites have in common - i.e., images and text - to make any article appear to be worth reading. Then, they had the challenge of deciding how to make that array of content cohesive and readable on their interface.

Feedly Mobile

I think the typical Feedly user is a digital hoarder, as evidenced by its integration with services like Pocket. Feedly is for browsing news that doesn't show up in the NYT. Thus, I don't think Feedly necessarily influences people in the same way Tumblr does; people seek out Feedly as a tool for accessing sources of info, not as a source in and of itself. It is most likely used in the morning and night as a result, when people are trying to get a handle on what's happening in the day.

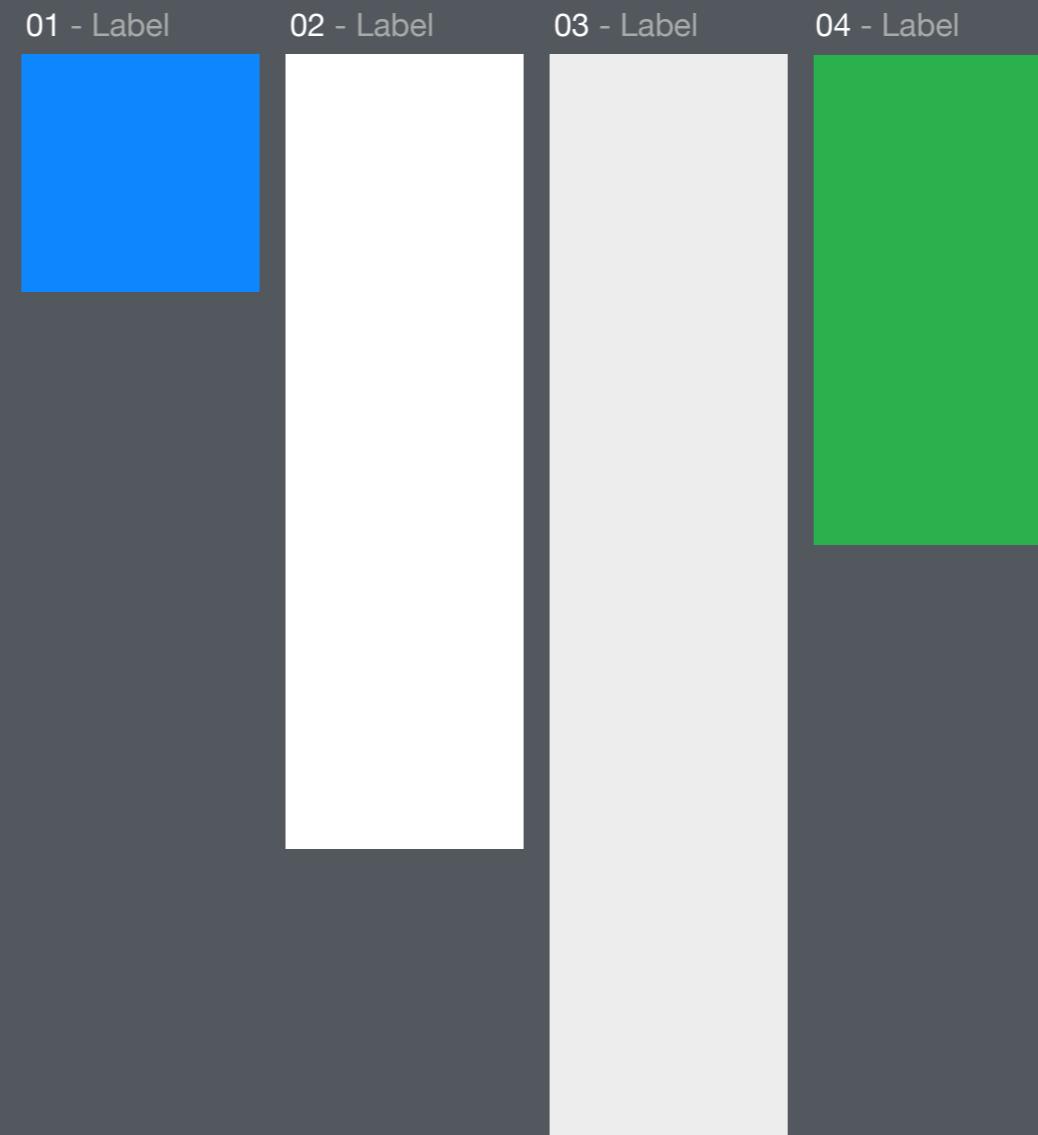
Color Palette

01 - Royal Blue 03 - Paper Ash
R - 0% R - 0%
G - 0% G - 0%
B - 0% B - 0%

02 - White 03 - Feedly
R - 0% R - 0%
G - 0% G - 0%
B - 0% B - 0%

Label

Feedly Mobile



Feedly Mobile

Here, I think there's another issue of varying content alongside the fact that it's very specific types of content. Where Tumblr deals in the world of images, Feedly is much more focused on articles, and actually handles images pretty poorly (my infographics subheading, for example, is a mess.) This color palette privileges readability while still giving some sense of brand with jarring flashes of blue and green; rather than being unpleasant, they have a springtime feel that places a quirky, organic life into an interface that could otherwise be a little too stern.

Typography

Name of UI Example 2

Type Inventory:

Helvetica, FF Milo Serif

3

Body copy, headlines, titles, subtitles

The fonts are used consistently; I don't really see any breaks in how the font is used, outside of a heavier weight of Helvetica being used for titles/buttons.

Typography

Feedly Mobile

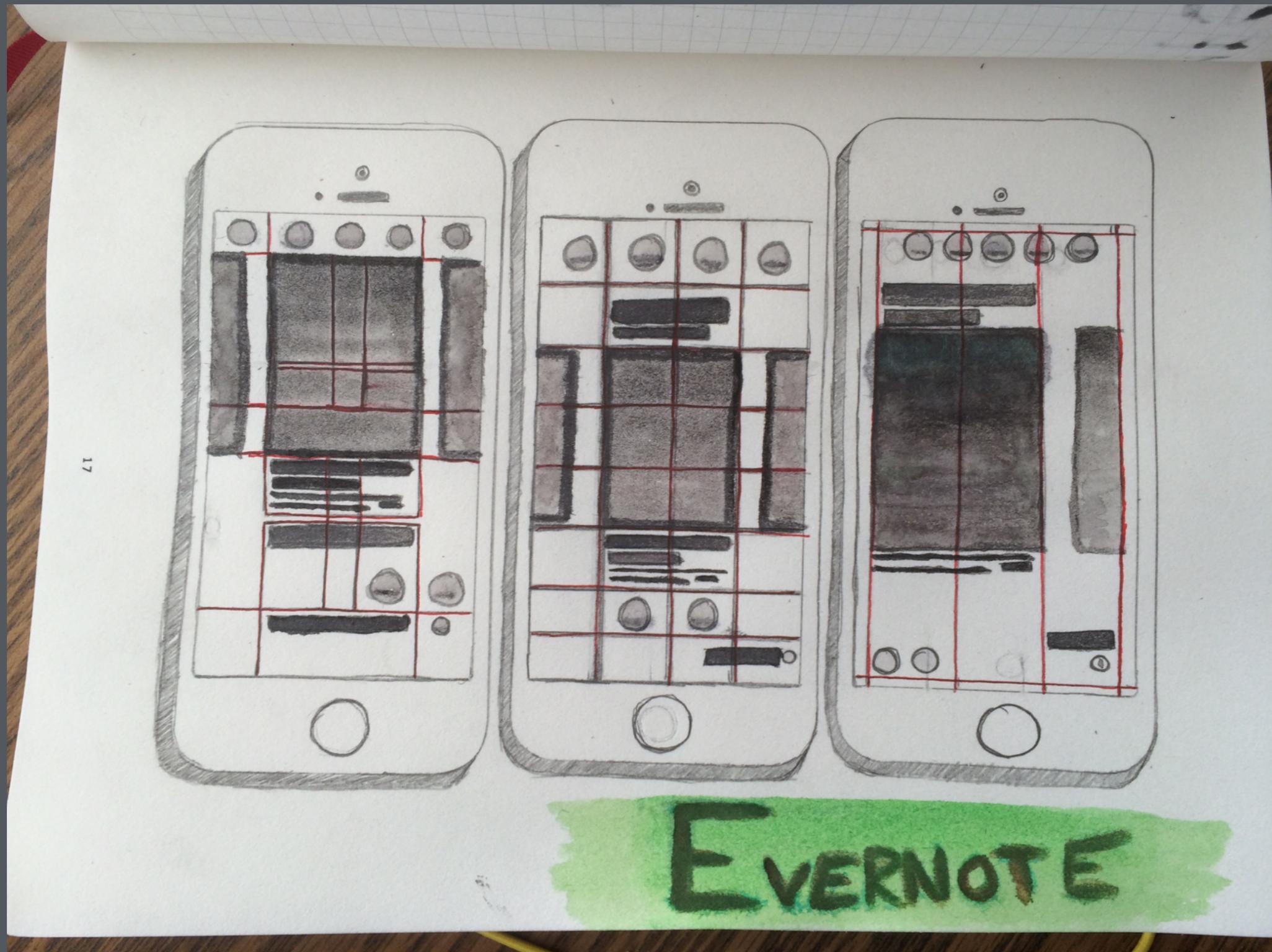
The sans-serif Helvetica provides a sleek, yet neutral overlay for a variety of titles on a variety of photos. Yet, the Milo Serif provides a highly readable newsprint typeface for delving into the article. It's a pleasant juxtaposition of ultramodern interface to a cozy serif that I would describe as "sophisticated but approachable."

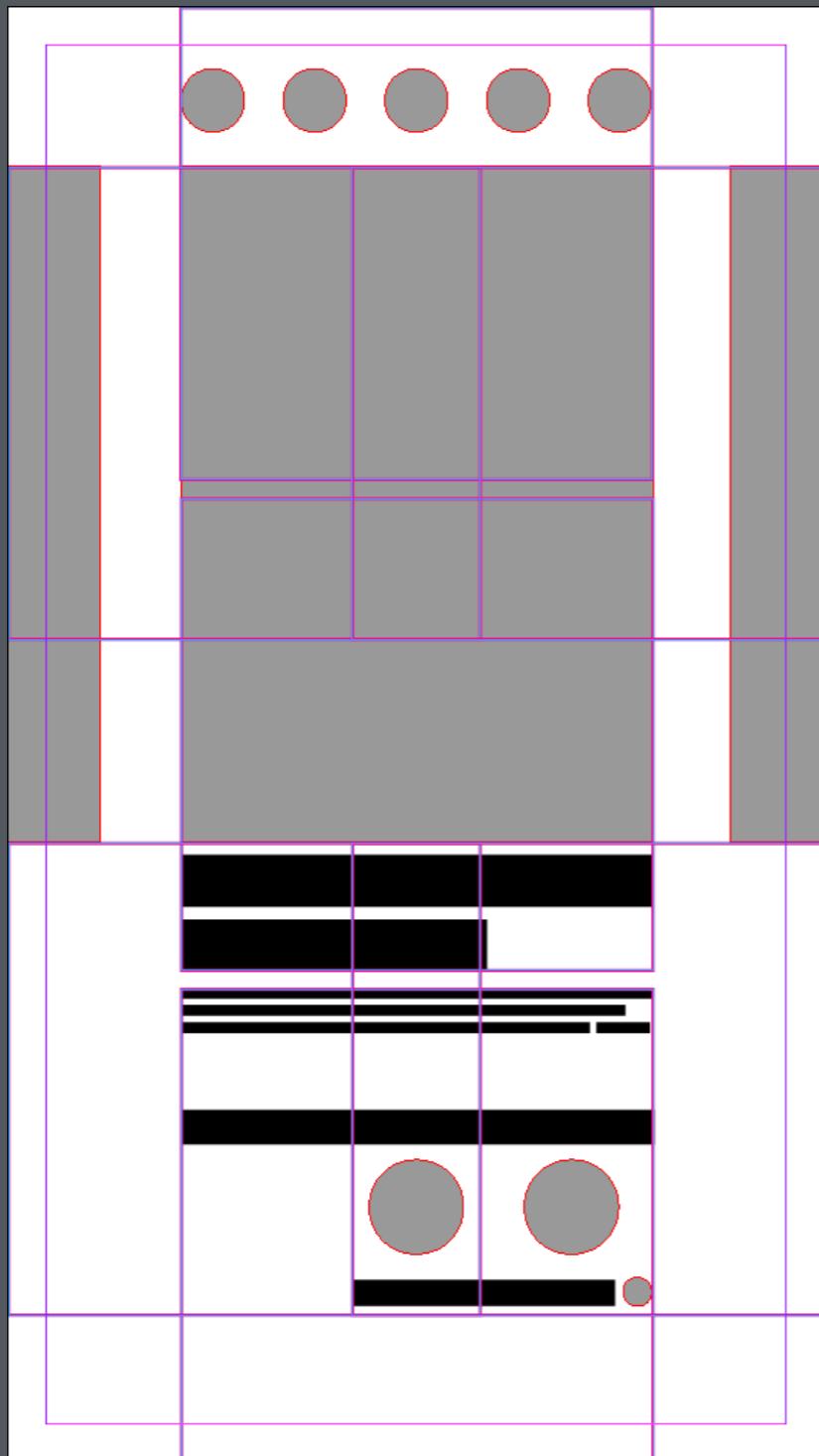
Imagery

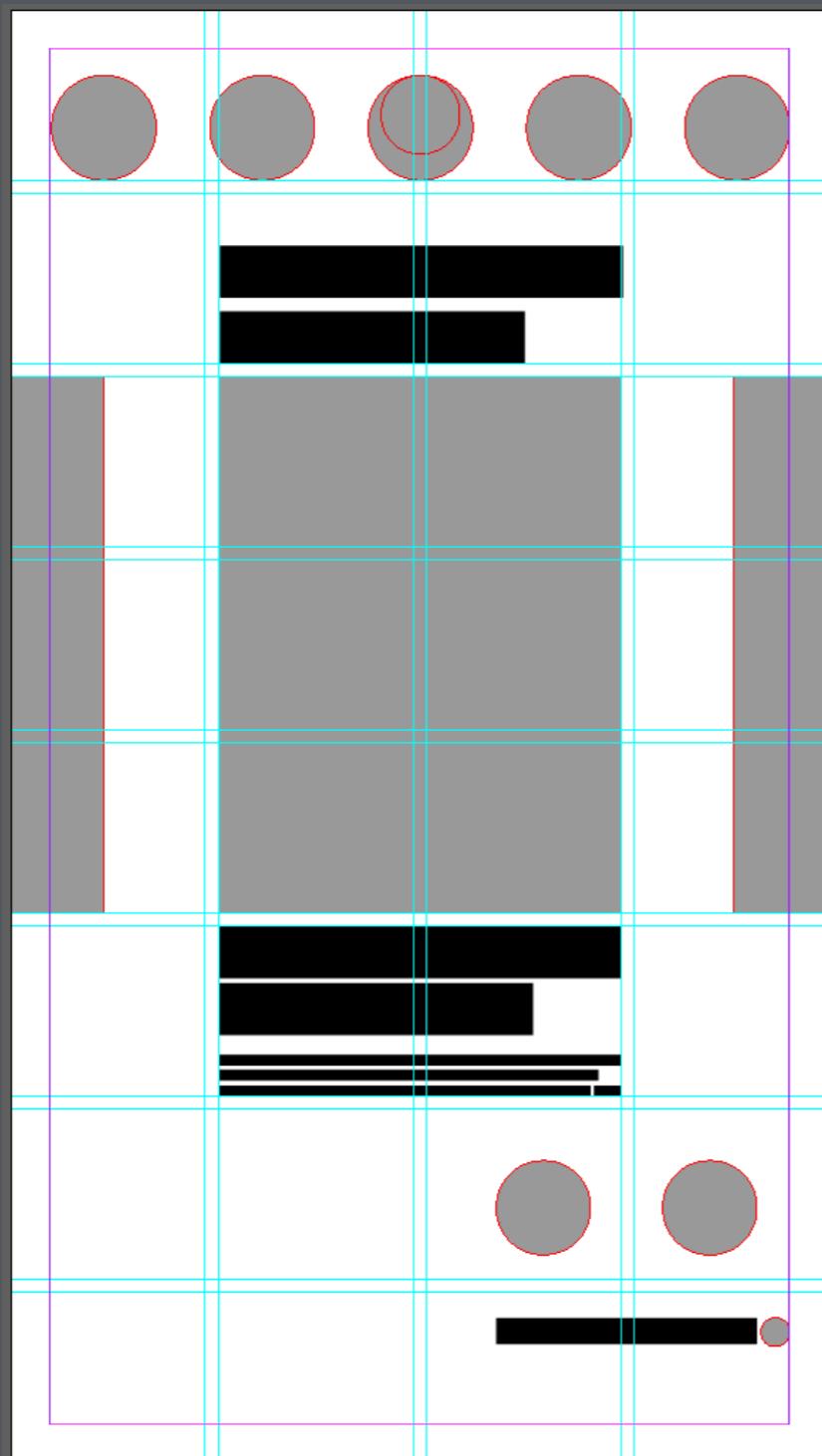
Feedly Mobile

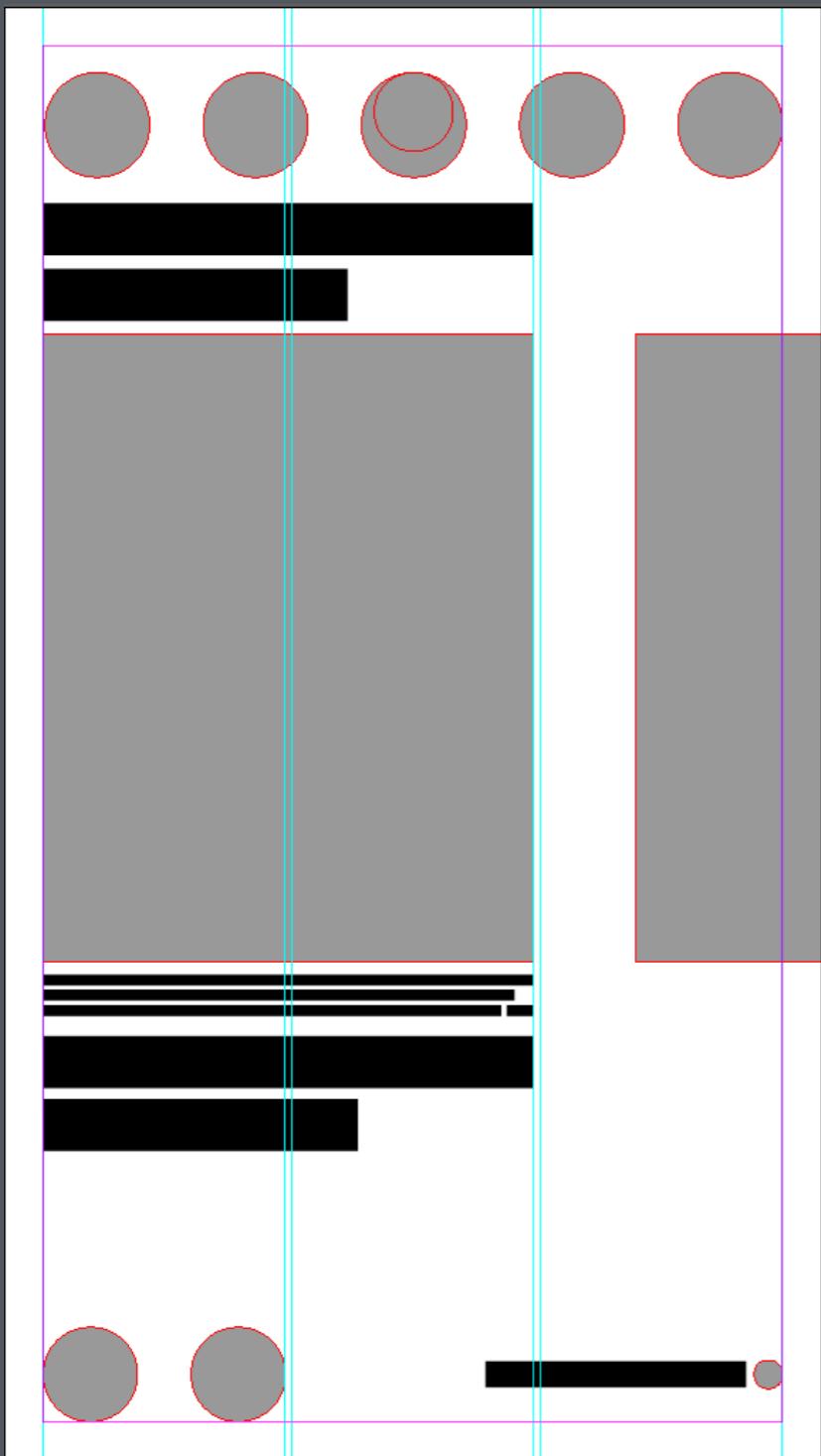
I actually can't find any native Feedly images. The interface is literally a vessel; when there's no outside content to display, the designers used buttons and color in the place of any images.

Wireframe Experiments









Running Application for iPhone



Interface Aesthetics
Spring 2015

Elisabeth Prescott &
Kimiko Ryokai

Overlapping Squares

I just wanted to play with grids here; I remembered seeing the super complicated set of overlapping squares during lecture, so I wanted to play with that concept and see how squares could form a grid. I began in the center, and then spiraled out trying to establish gutters by spacing the squares out.

Square Grid

Here, I was working off of a simple checkerboard grid that I found online. I went ahead and used that, but it seems a little too “tidy” for any kind of meaningful layout. Then again, I don’t know that I know how to work masterfully with grids anyways, so go figure.

Column Grid

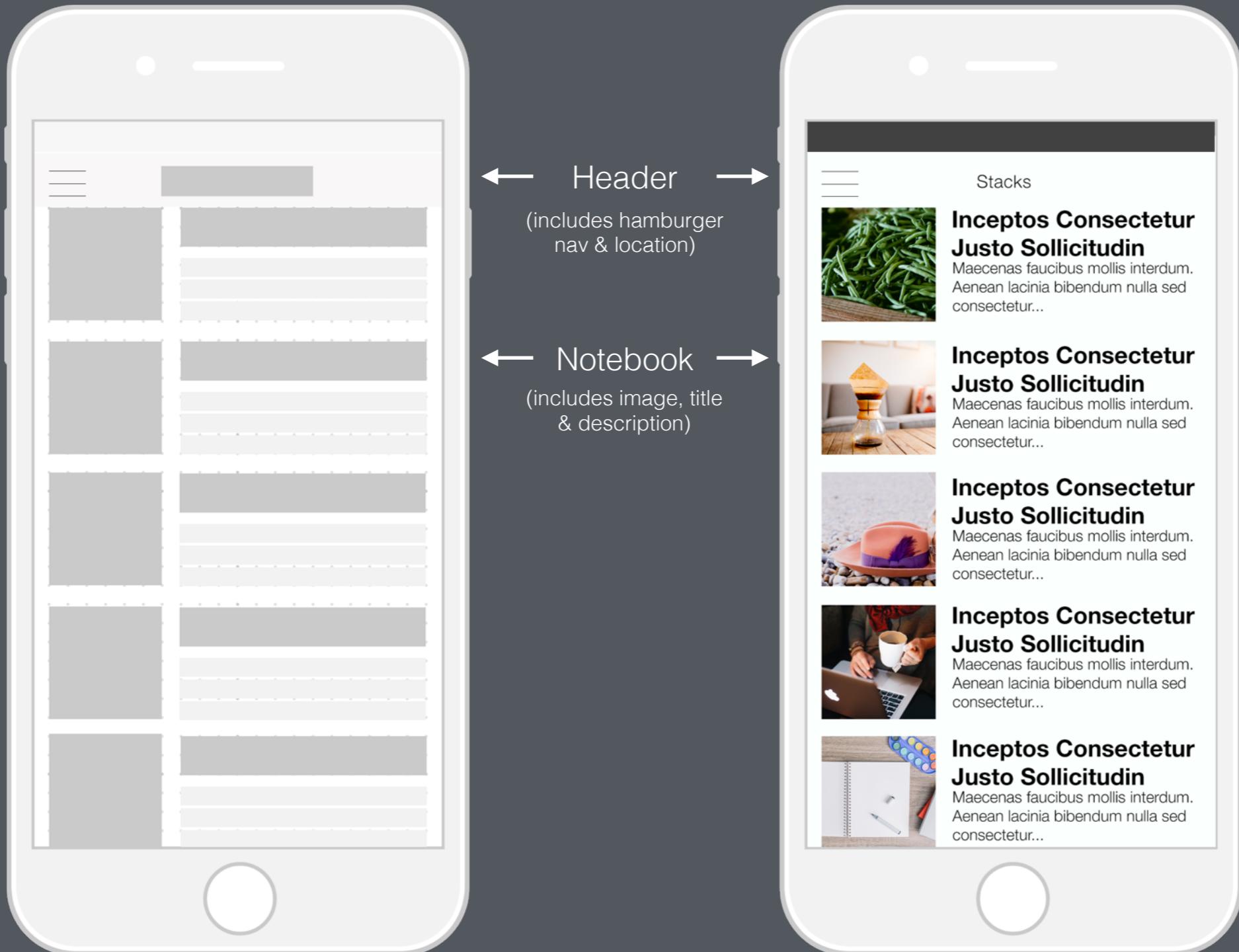
Here, I think I could have used more columns, but I guess I was looking at print grids and decided that the columnar macro-level grid might work for mobile. I’m probably the most happy with this layout in terms of what it’s trying to do, but again, I’m not happy with the results.

Note:

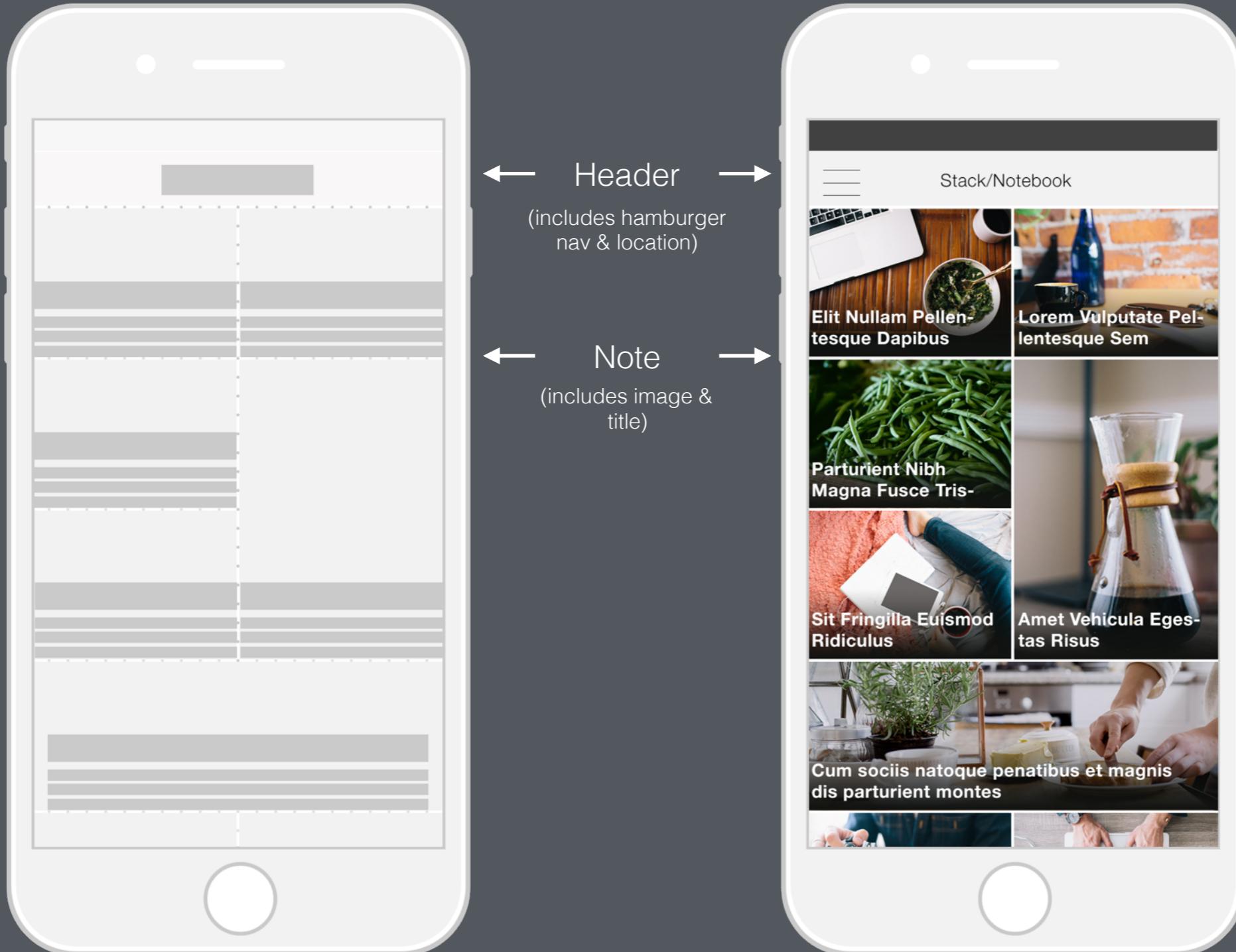
To be honest, I’m super stressed out about grids right now, and I feel like it’s pretty hard to work with them. I feel like I have a sense of how to use them, but it ends up being sort of sloppy when I actually try to do it. That being said, when I started to realize that I didn’t know what I was doing, I went ahead and tried to take some risks in my grids, since I probably won’t be able to do this elsewhere. So like, I really wanted to draw them out, but once they were on paper, I decided to just tinker around a bit, and remind myself that I didn’t have to commit myself to these - because, quite frankly, they feel pretty ugly. That being said, watercolors are super fun. (:

Wireframe Anatomy

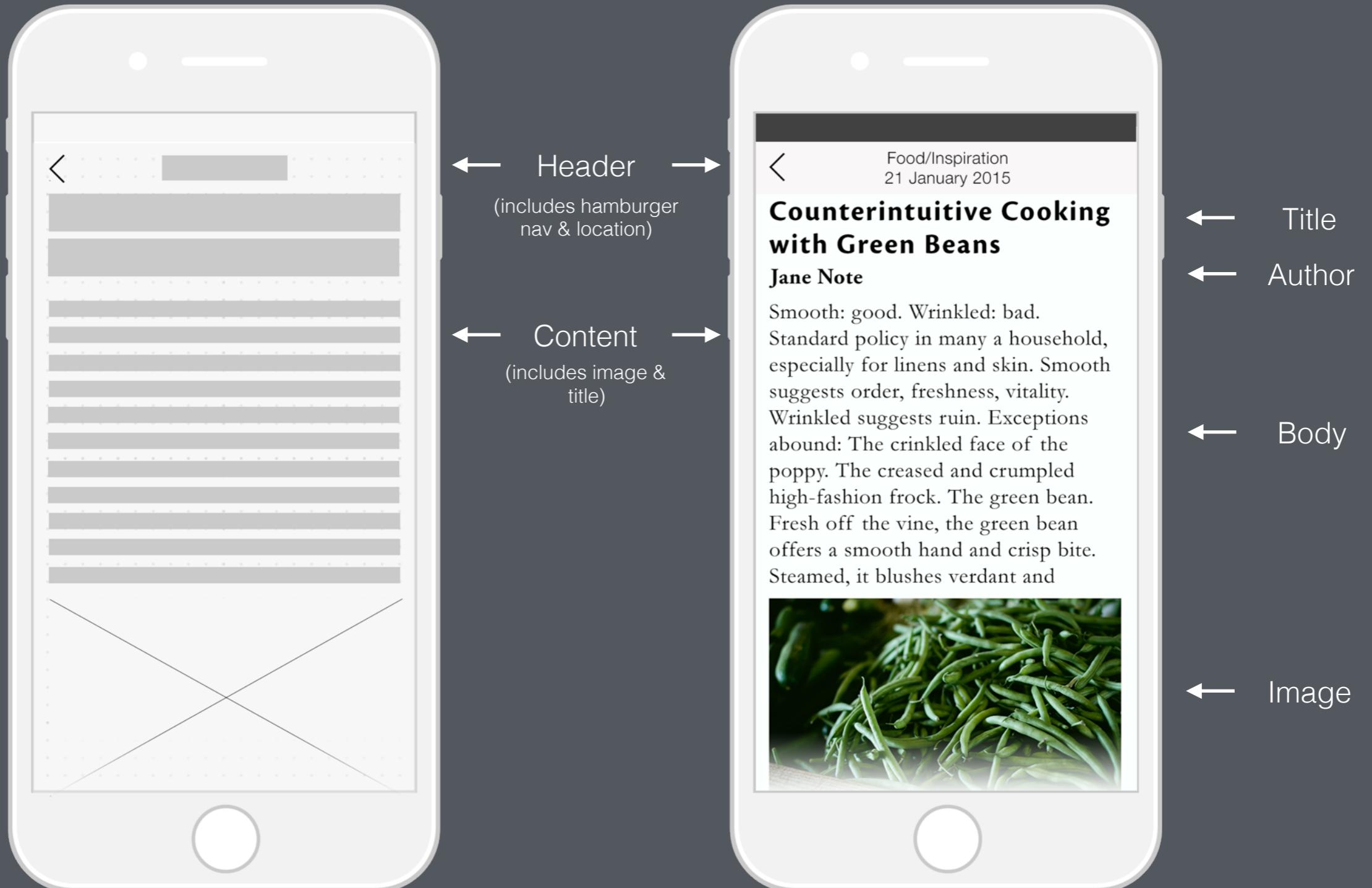
Wireframe Anatomy



Wireframe Anatomy



Wireframe Anatomy



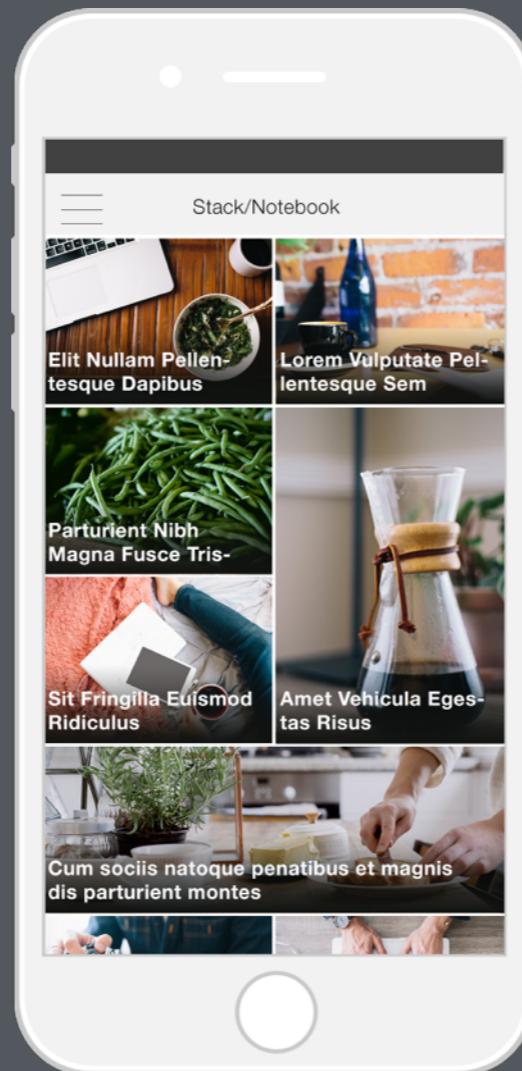
User Flow

1. Select a notebook from a stack
2. Select a note from the notebook
3. Read the note

User Flow



Flow 1
Lysander is looking for some cooking inspiration. He opens up his notes application and sees a stack of notebooks and his descriptions of those notebooks.



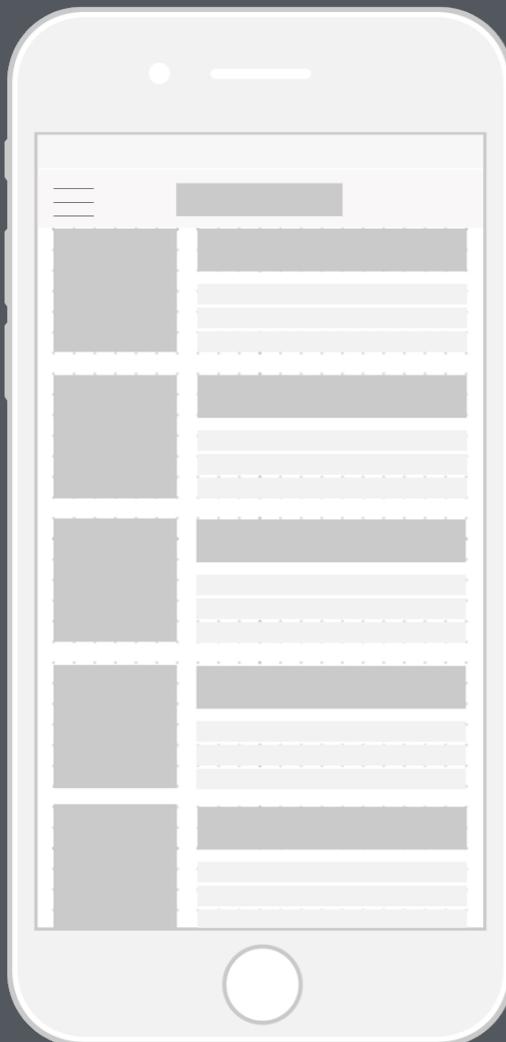
Flow 2
He opens up a stack and sees various articles within it, highlighted by pictures from within the articles.



Flow 3
He clicks on an article and sees the information from an earlier web article presented in a familiar, cohesive format.

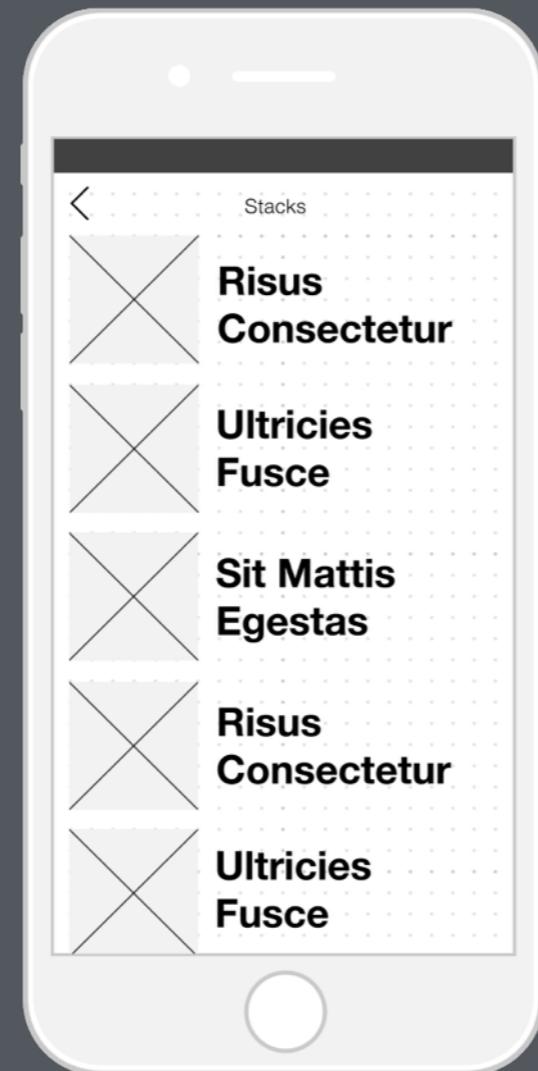
Wireframe to Design

Design



Wireframe

Stack of notebooks



Design Study 01

Tried larger text without a description; changed the hamburger to an arrow.



Design Study 02

Went with smaller text and added description; looks more regular and adds useful information.



Final Design

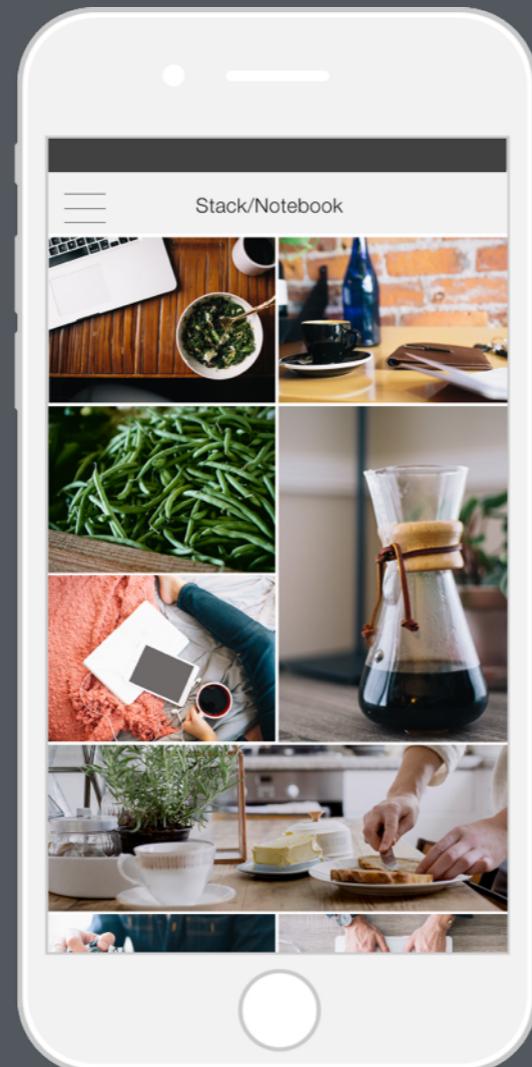
Added photos, returned to the hamburger menu.

Design



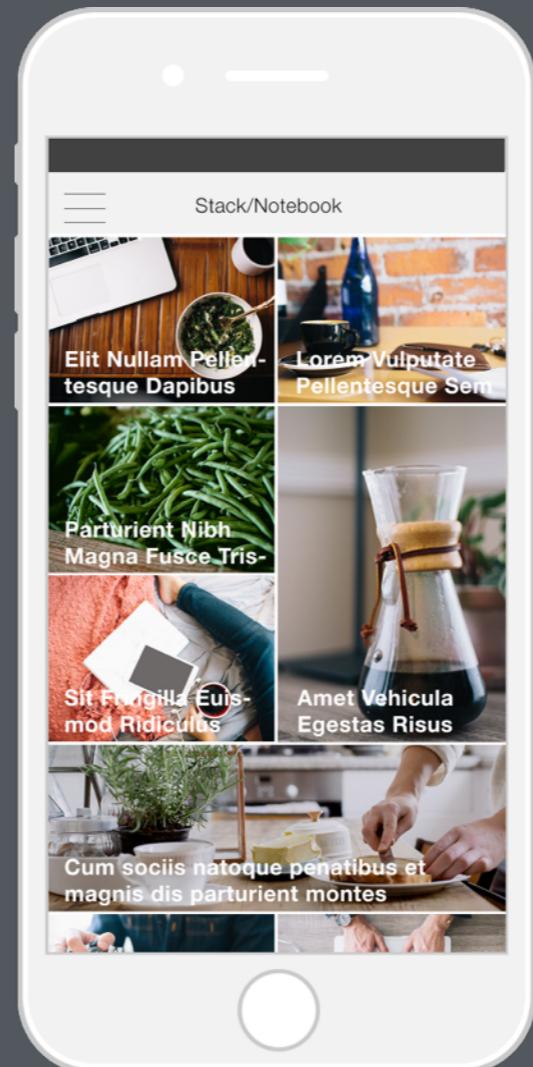
Wireframe

List of notes



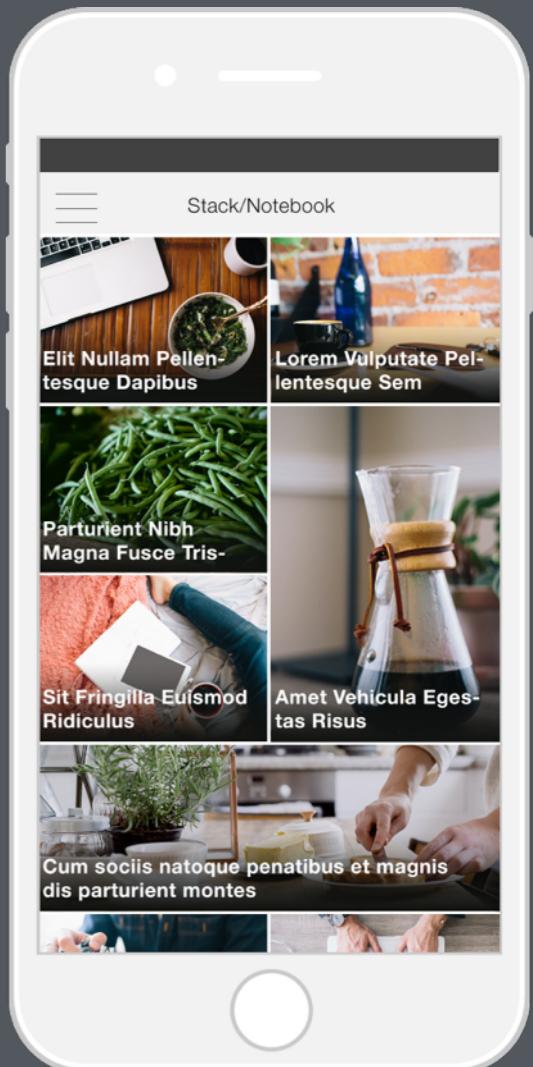
Design Study 01

Left out text; just wanted to see how horrifying images looked on the grid. Whatever, I like them.



Design Study 02

Added text without description; added margin based on grid from other screens.



Final Design

Added gradient to images so text would stand out; used same grid as the images so left margin wasn't so glaring.

Design



Wireframe

Single note



Design Study 01

Using Adobe Cronos Pro and Adobe Garamond Pro for readability and differentiation of an actual note. Added author because duh.



Design Study 02

Widened the letter spacing on the title display text and decreased line height. Ignore the orphans. :(

Added background to the top nav bar; persists on other screens.

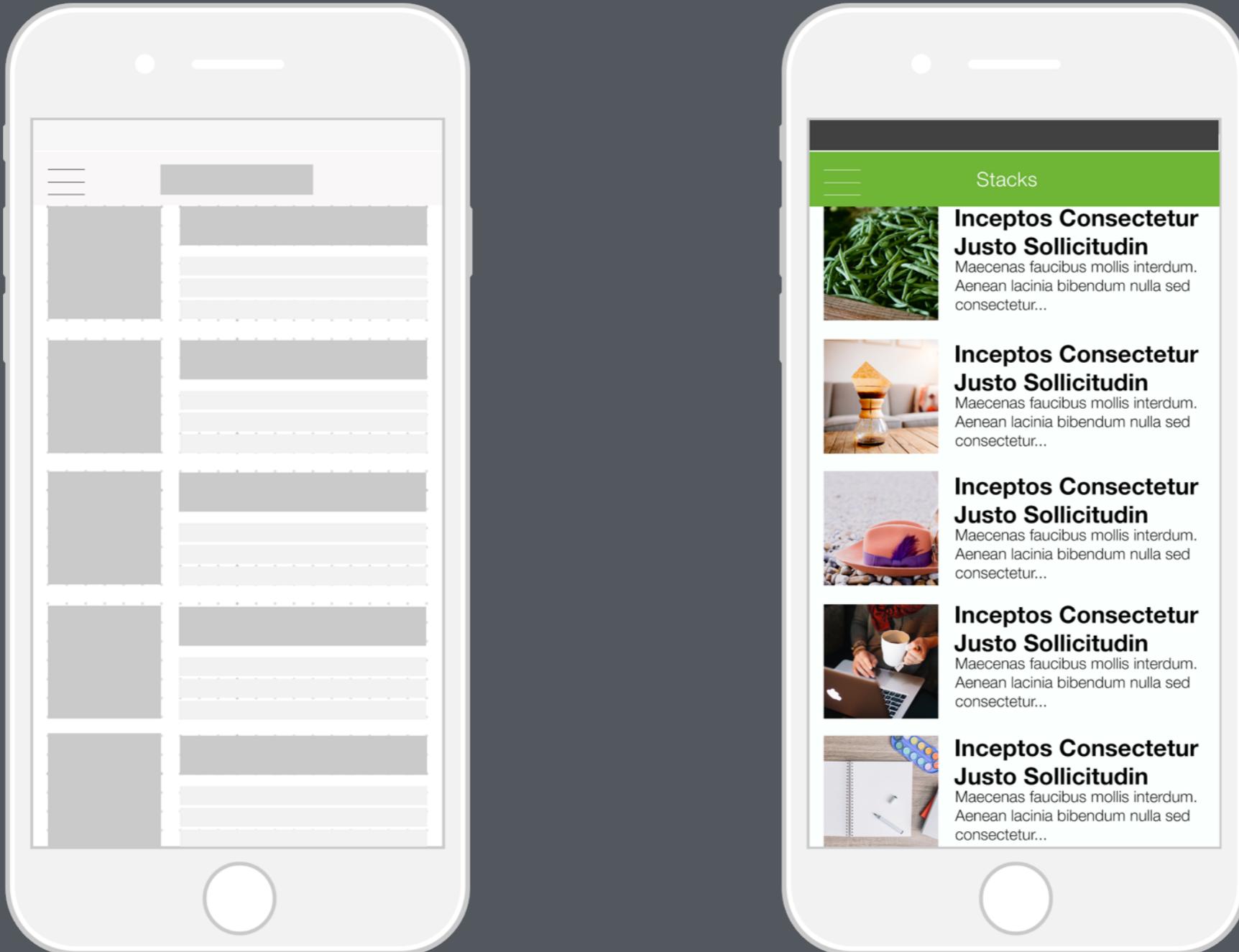


Final Design

Added actual content to see how the interface breaks; made title font a bit smaller and adjusted leading between title, author, and body text.

Color & Design

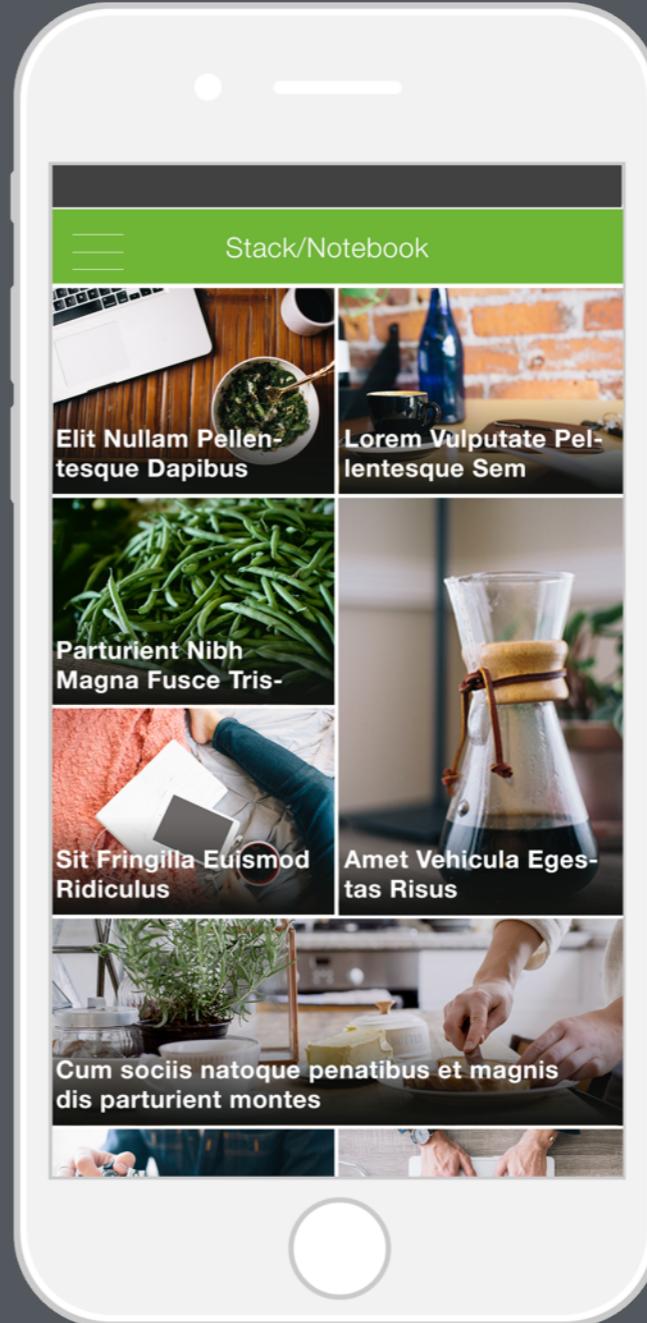
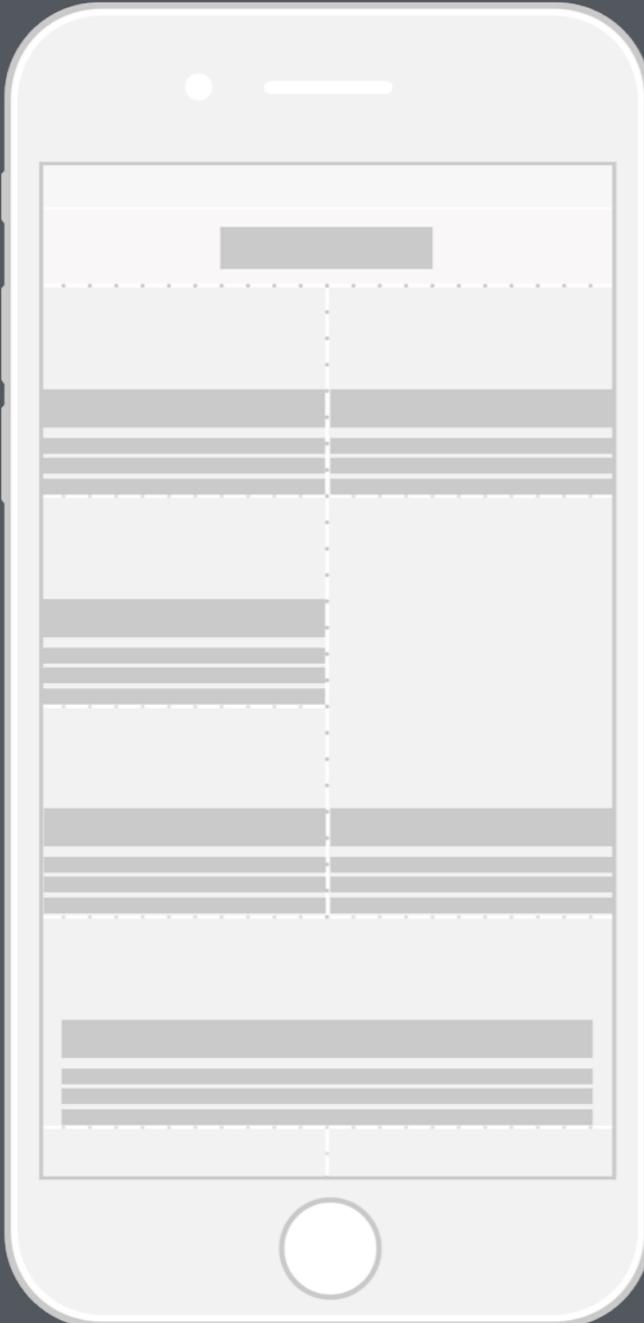
Color Screen Set 1



Final Design

white text on green field

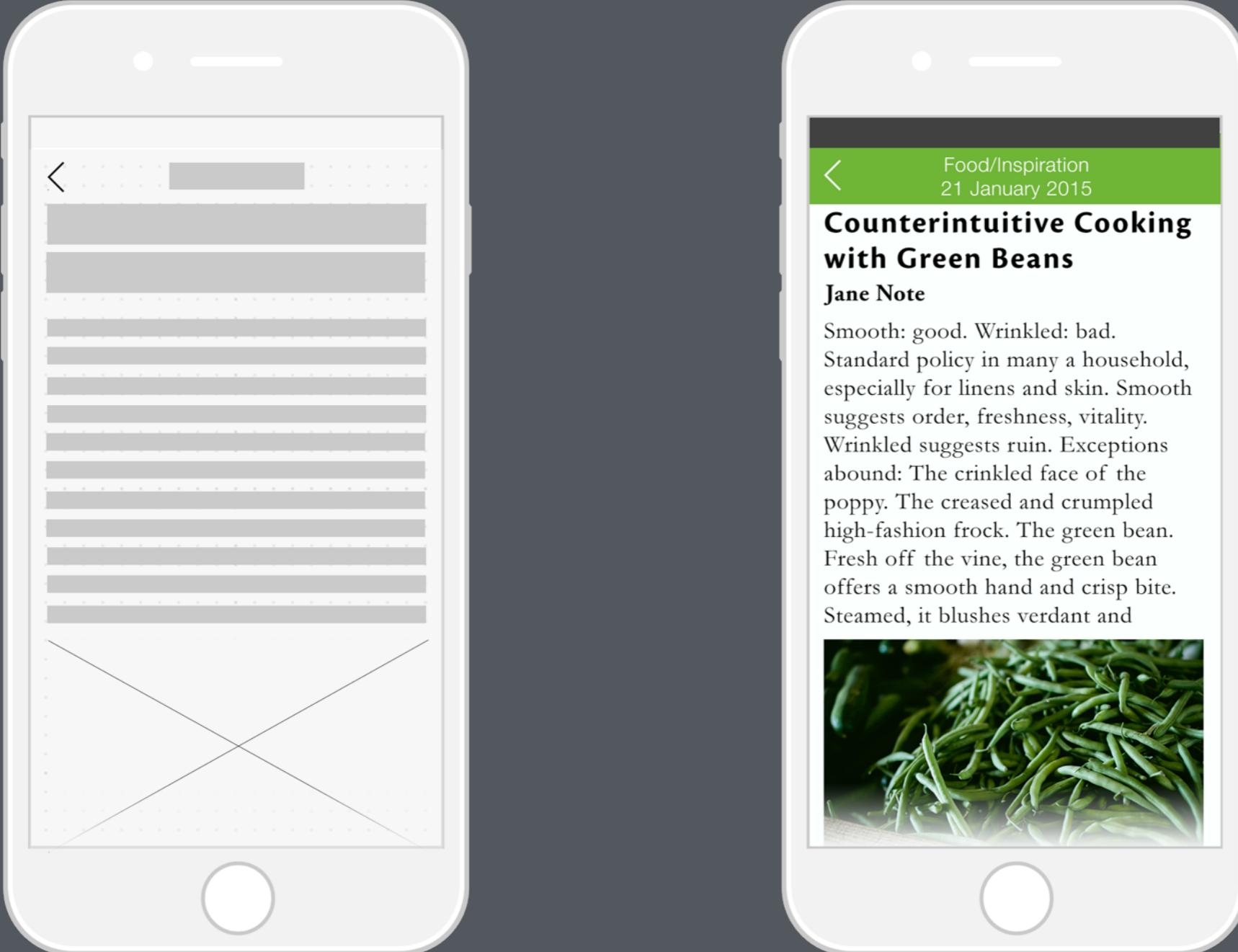
Color Screen Set 2



Final Design

white text on green field

Color Screen Set 3



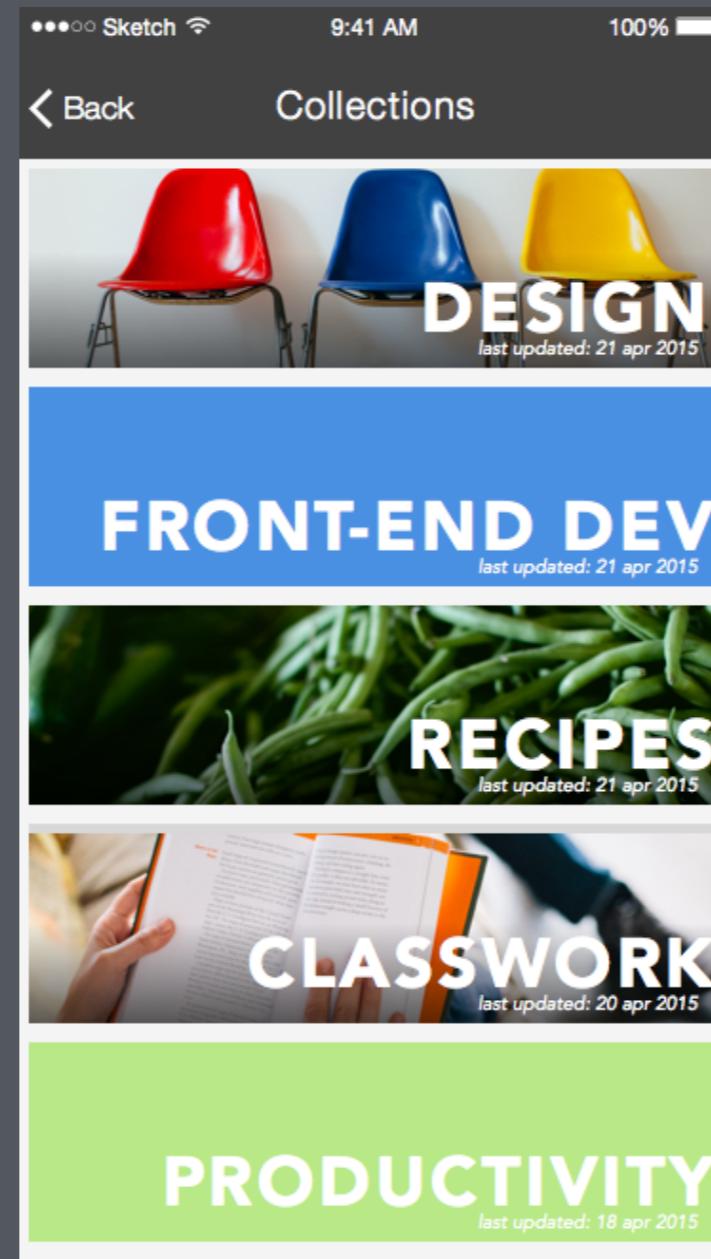
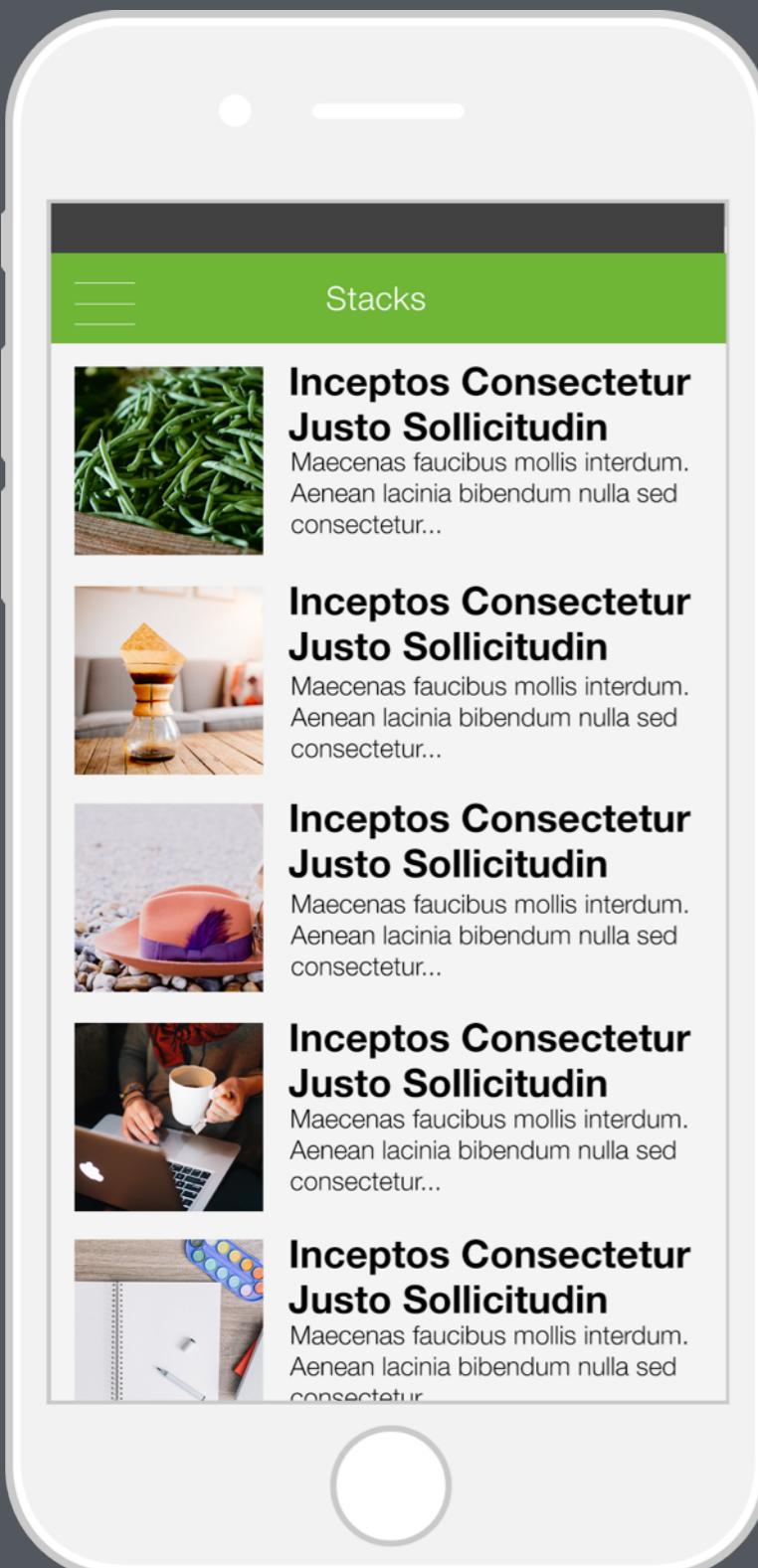
Final Design

white text on green field

Towards Final Design: Part 1

Synthesis

Screen Set 1



Study 1: Hierarchy

Committed to the idea of the images; focused on image and established a more level composition that allows the images to pop. Placed the text in a location that feels relatively sharp; provides less information, but feels cleaner and more stylish.

Study 2: Grid

The grid is incredibly simple here, with three columns and a gutter of 10px. The baseline grid operates similarly, although one full column shines through in the composition.

Study 3: Typography

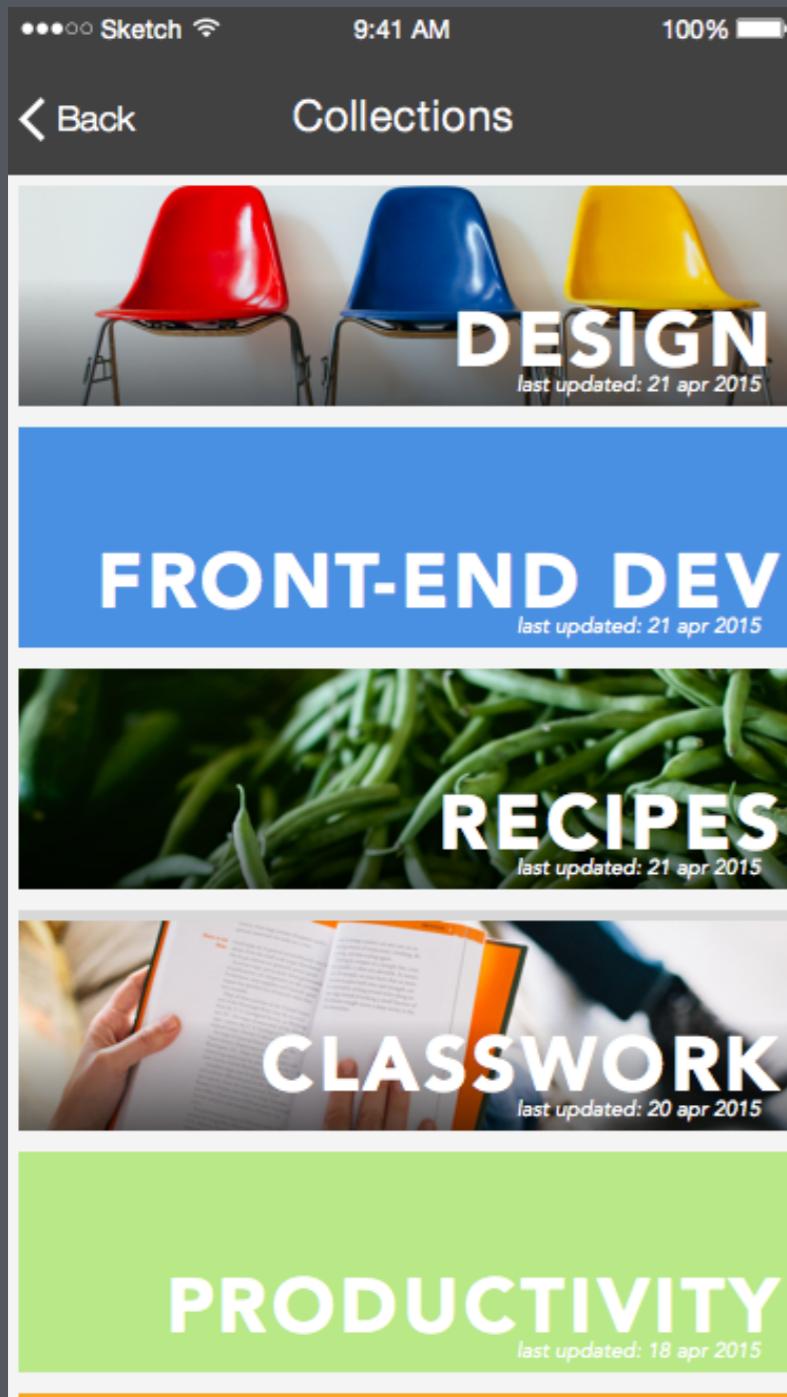
Utilized Avenir more boldly, turning the typography into a clean statement. Switched to Avenir Black for display, and increased the letter spacing for more breathing room in the typography; using Avenir Oblique for updated text to give the typography more motion and character relative to the aggressive display letterforms.

Study 4: Colors

Made the main navigation dark gray to help it fade to the background. For tiles with no photos, used bright color to add a flattish/materialish design character.

Synthesis

Screen 1: Final Design

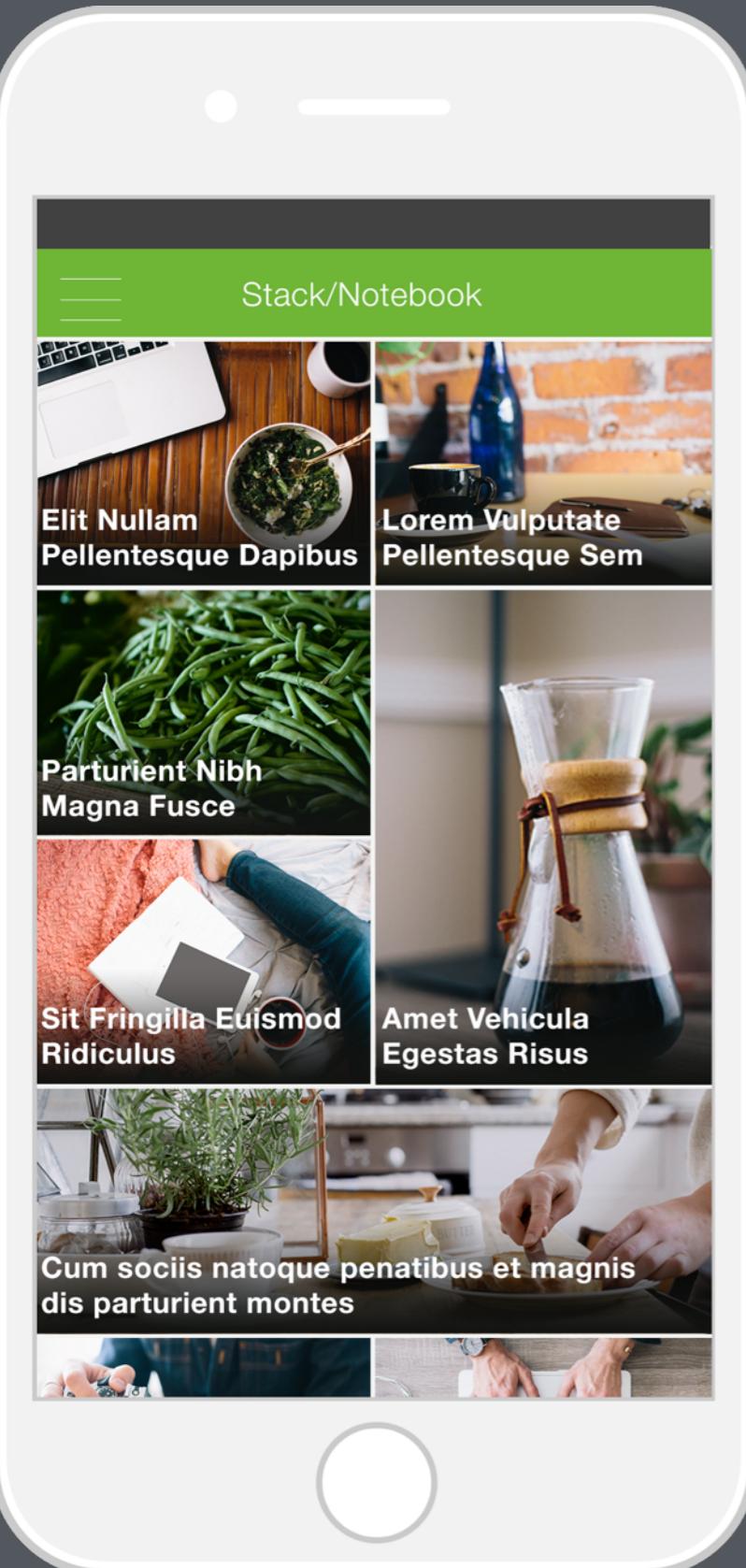


Final Design

Bright, bold columns and a simple navigation that balances imagery with bold typography and bright colors.

Synthesis

Screen Set 1



Study 1: Hierarchy

No change

Study 2: Grid

No change

Study 3: Typography

Moved to Avenir Light and Oblique for display text for a more characteristic, branded look. Began to play with typography as an image in the non-image grid. Use of large type creates bold splashes of white, and might even fade away to make way for the recipe title, which is tucked away.

Study 4: Colors

Began to play with color in the grid; here, using Buzzfeed's branded red as a background color.

Synthesis

Screen 2: Final Design



Final Design

A two column grid with bright flashes of color and imagery. Features bold typographic forms and

Synthesis

Screen Set 3



Study 1: Hierarchy

I modified the author text a bit to give it a bit less weight; additionally, I associated it with the title by changing the typography to match the display text. This feels appropriate, since the title and author both feel like they're very separate from the body text.



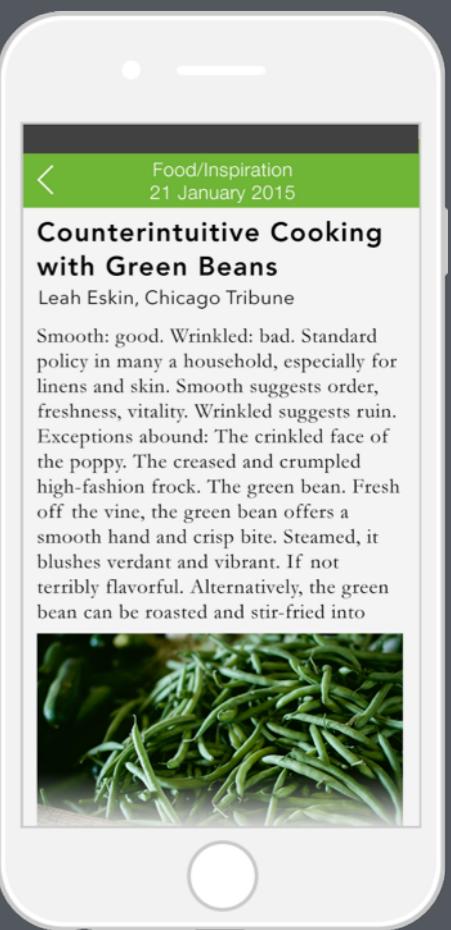
Study 2: Grid

I modified by baseline grid to work on 11px instead of 12px. My title is still off from this baseline. I also established a better margin at the top of the screen in order to give a sense of a true margin around the entirety of the screen contents.



Study 3: Typography

I changed the display from Cronos Pro to Avenir Heavy & Regular; this geometric sans looks a bit more sophisticated, but still pairs well with Garamond's low x-height. The letter spacing has been increased to give the forms more presence on the screen. Garamond's royal history gets modernized and tempered by Avenir, establishing something that feels sleek but accessible - and, above all, it's easy to read!

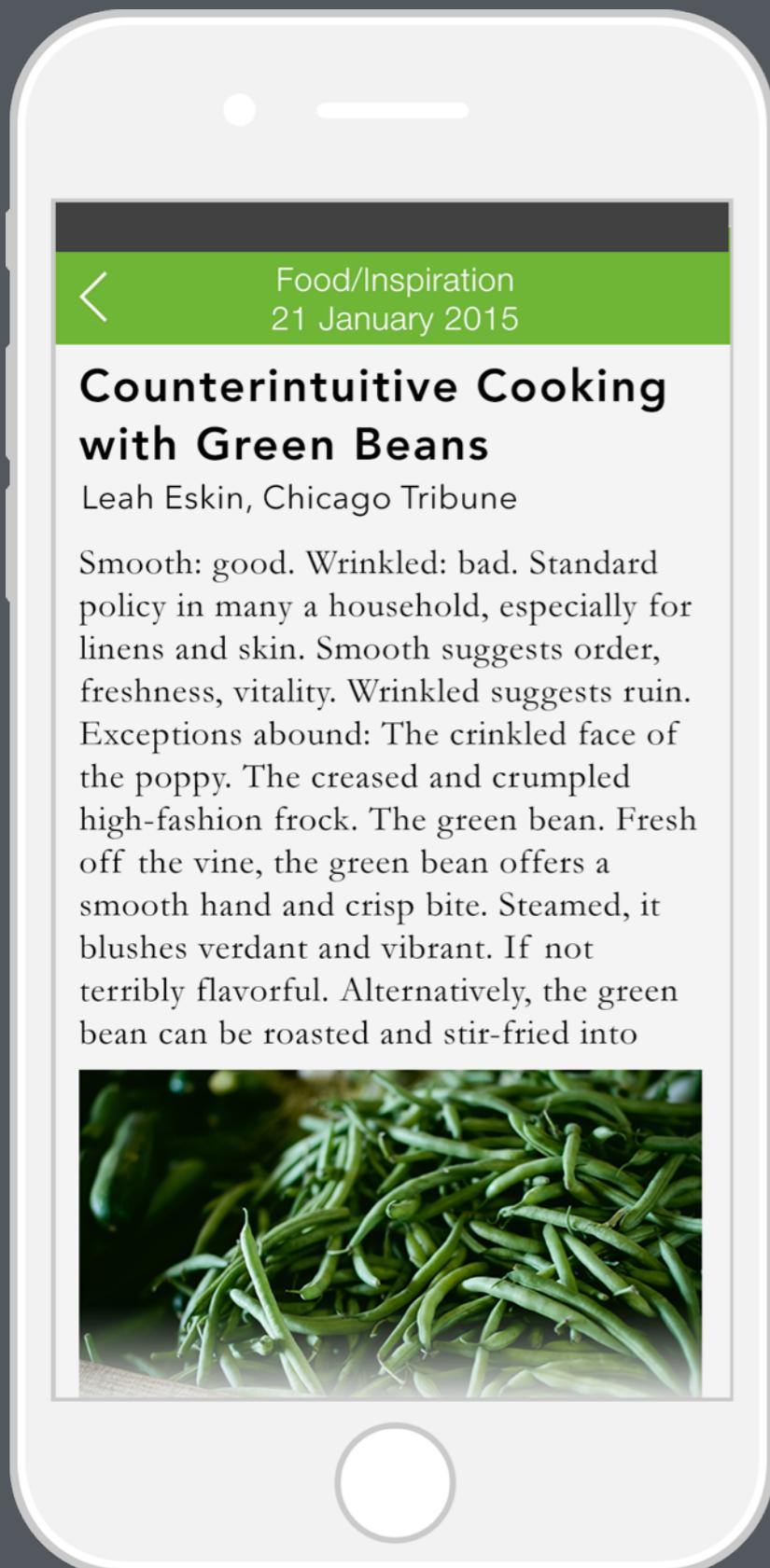


Study 4: Colors

I added in the grey-green field from the previous screen. This was particularly useful for such a text-heavy page, since I think it softens the page on the reader's eye. Interestingly enough, I also think it helps to level the navigation bar at the top, darkening it and making the entire interface feel a bit more holistic.

Synthesis

Screen 3: Final Design



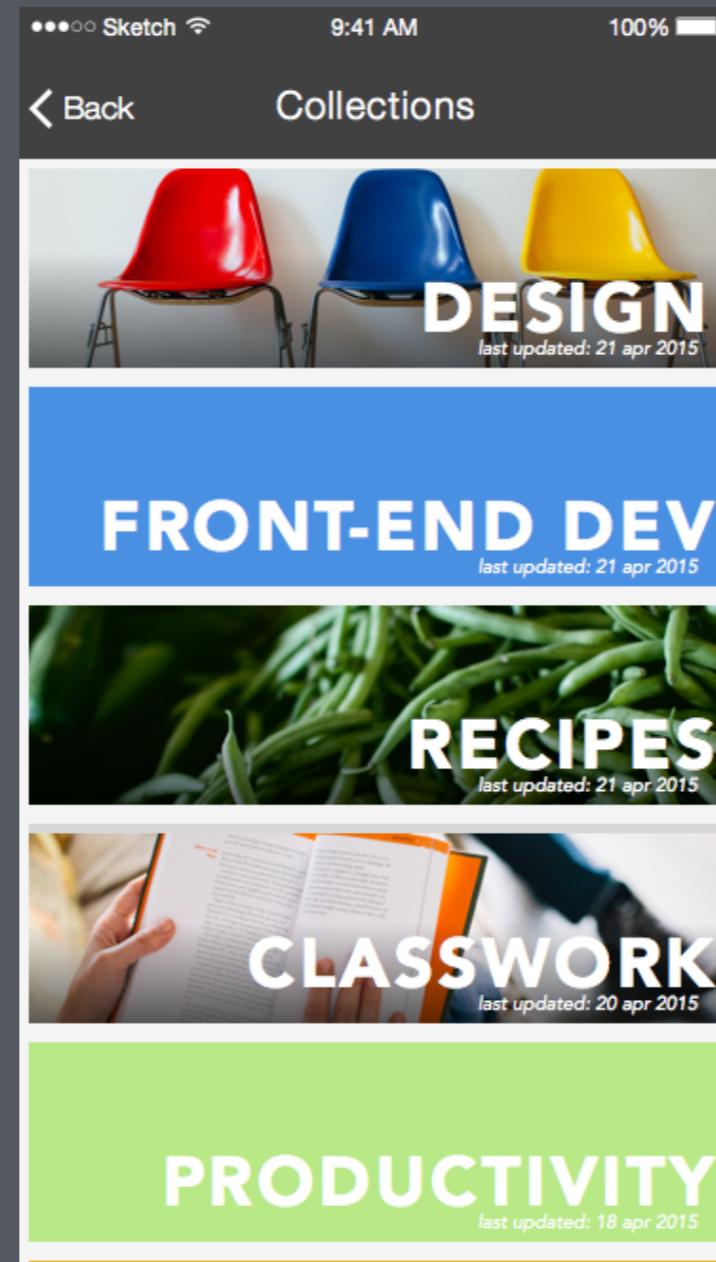
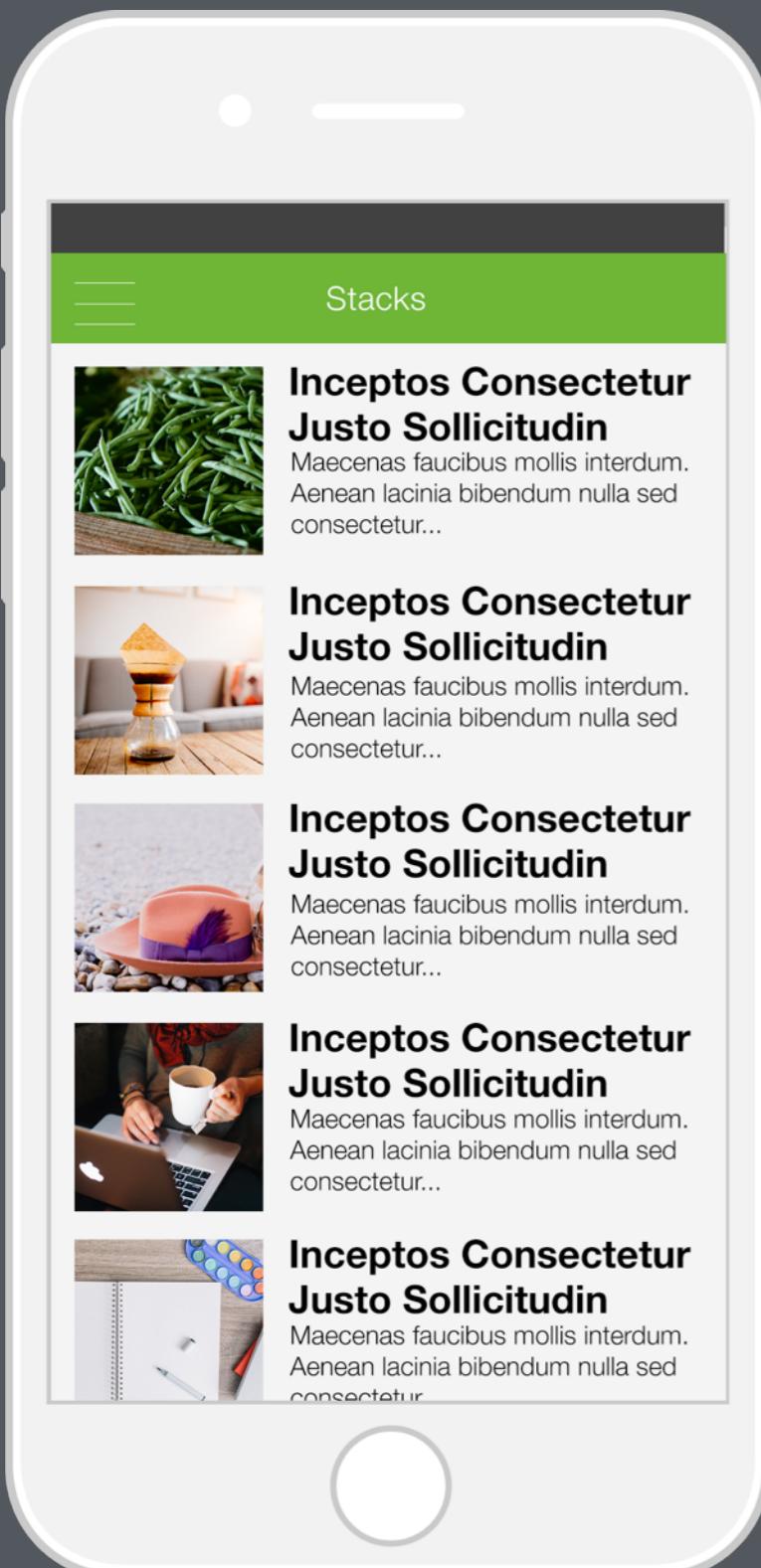
Final Design

Text dominates the screen, with geometric sans-serifs making way for the regal Garamond as the central reading experience. Minimal color gives a sense of holism to the interface while allowing the content to shine through, and a strict grid helps establish clear margins on the page.

Towards Final Design: Part 2

Synthesis

Screen Set 1



Study 1: Hierarchy

Committed to the idea of the images; focused on image and established a more level composition that allows the images to pop. Placed the text in a location that feels relatively sharp; provides less information, but feels cleaner and more stylish.

Study 2: Grid

The grid is incredibly simple here, with three columns and a gutter of 10px. The baseline grid operates similarly, although one full column shines through in the composition.

Study 3: Typography

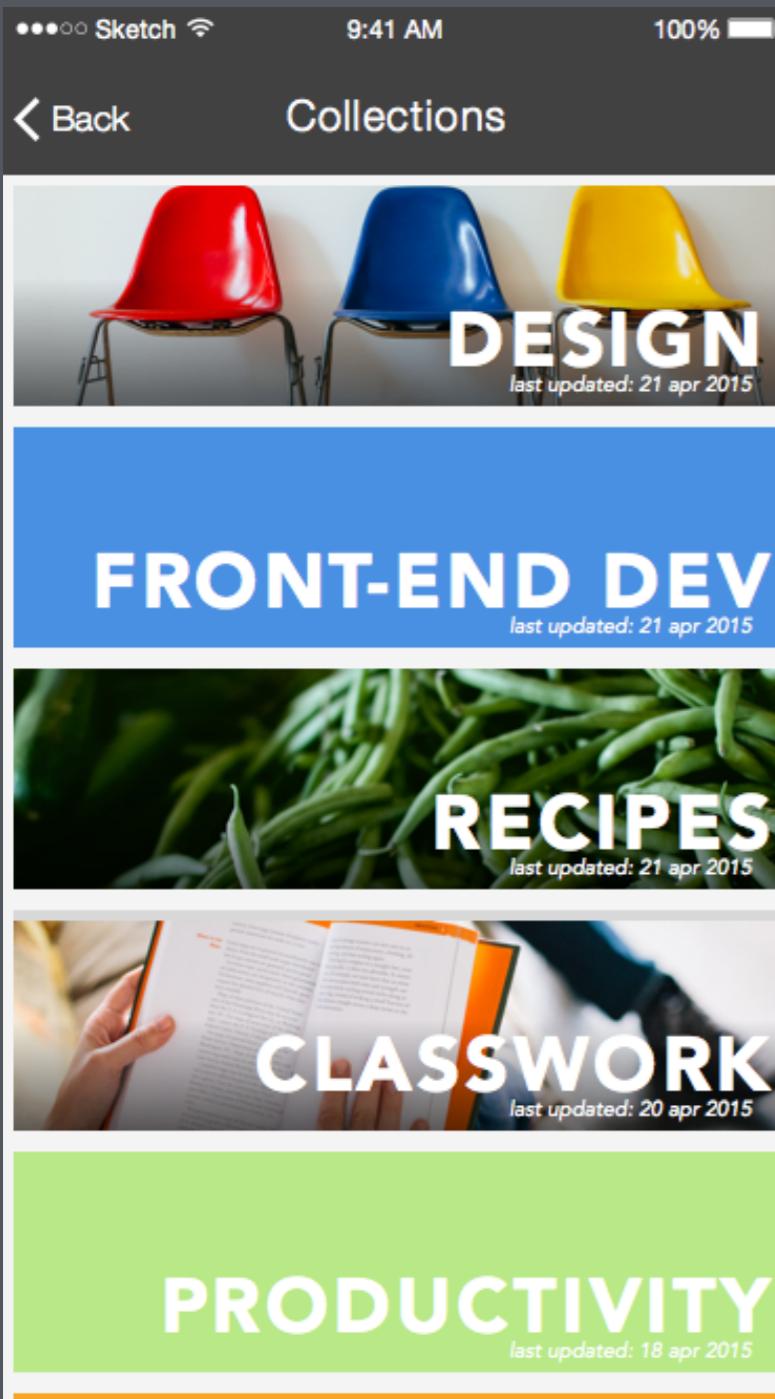
Utilized Avenir more boldly, turning the typography into a clean statement. Switched to Avenir Black for display, and increased the letter spacing for more breathing room in the typography; using Avenir Oblique for updated text to give the typography more motion and character relative to the aggressive display letterforms.

Study 4: Colors

Made the main navigation dark gray to help it fade to the background. For tiles with no photos, used bright color to add a flattish/materialish design character.

Synthesis

Screen 1: Final Design

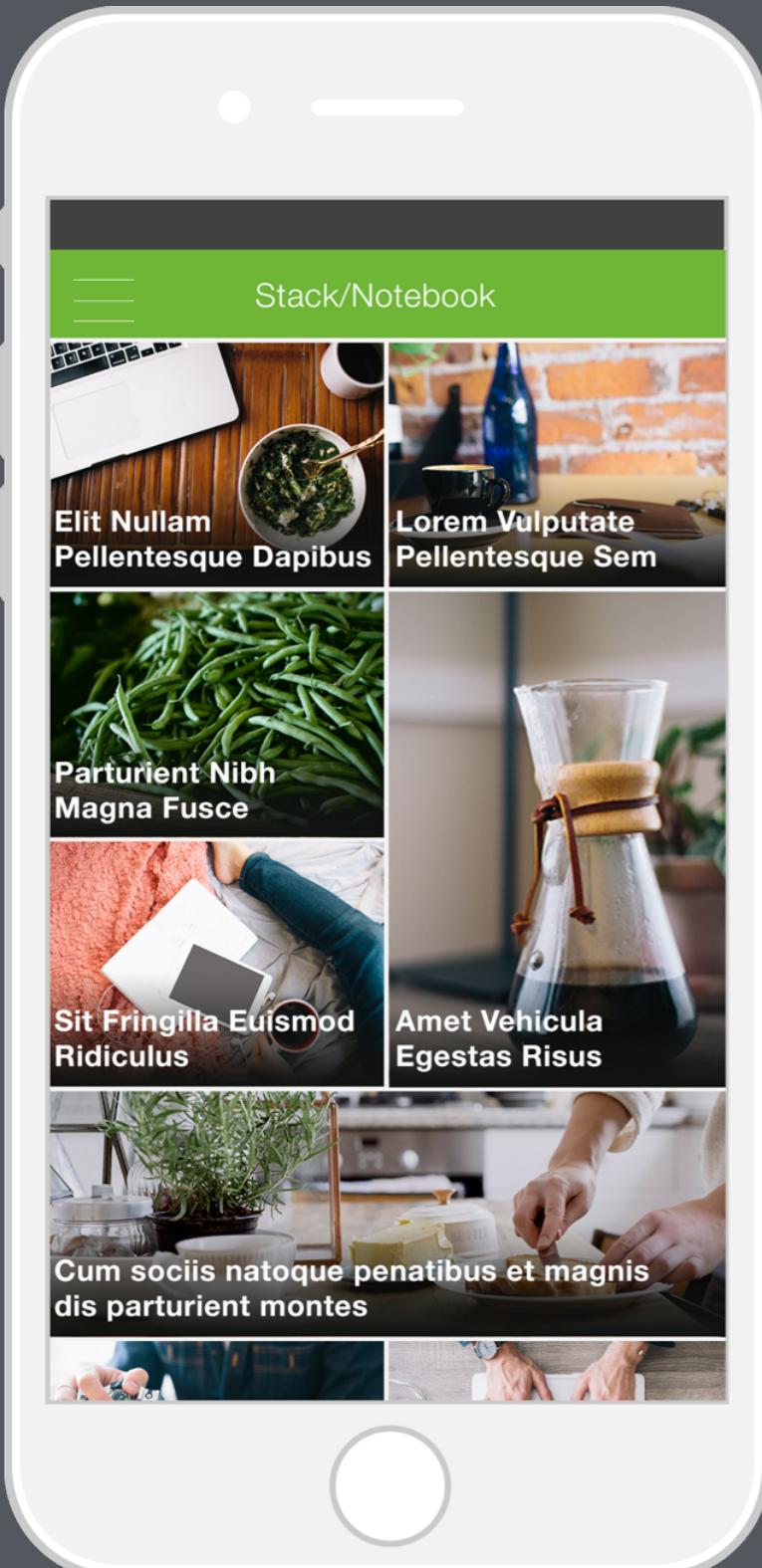


Final Design

Bright, bold columns and a simple navigation that balances imagery with bold typography and bright colors.

Synthesis

Screen Set 1



Study 1: Hierarchy

No change

Study 2: Grid

No change

Study 3: Typography

Moved to Avenir Light and Oblique for display text for a more characteristic, branded look. Began to play with typography as an image in the non-image grid. Use of large type creates bold splashes of white, and might even fade away to make way for the recipe title, which is tucked away.

Study 4: Colors

Began to play with color in the grid; here, using Buzzfeed's branded red as a background color.

Synthesis

Screen 2: Final Design

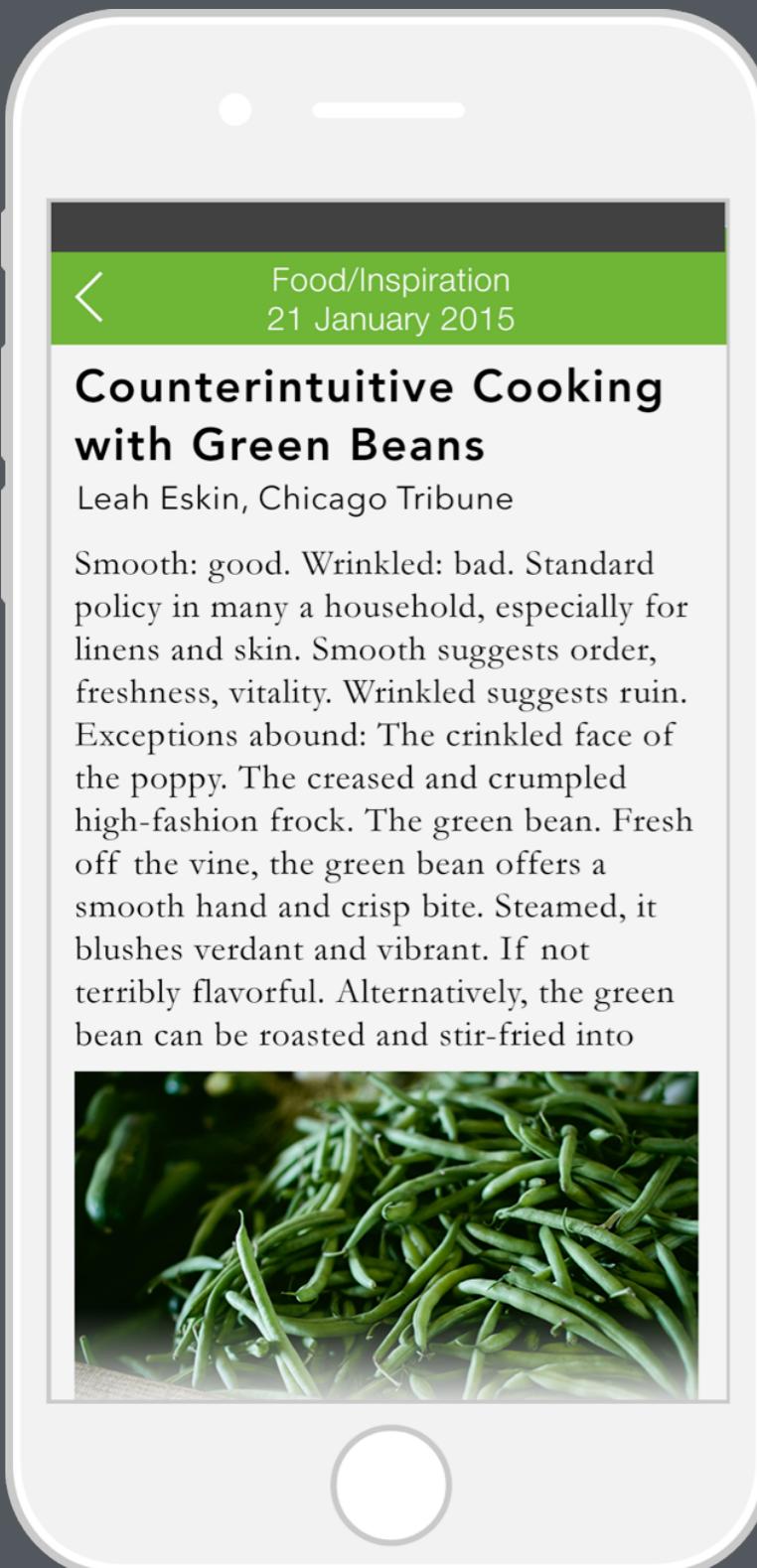


Final Design

A two column grid with bright flashes of color and imagery. Features bold typographic forms and minimal information.

Synthesis

Screen Set 1



Study 1: Hierarchy

Added a line below the author's name in order to create a clearer visual divide, a slight accent to the page.

Study 2: Grid

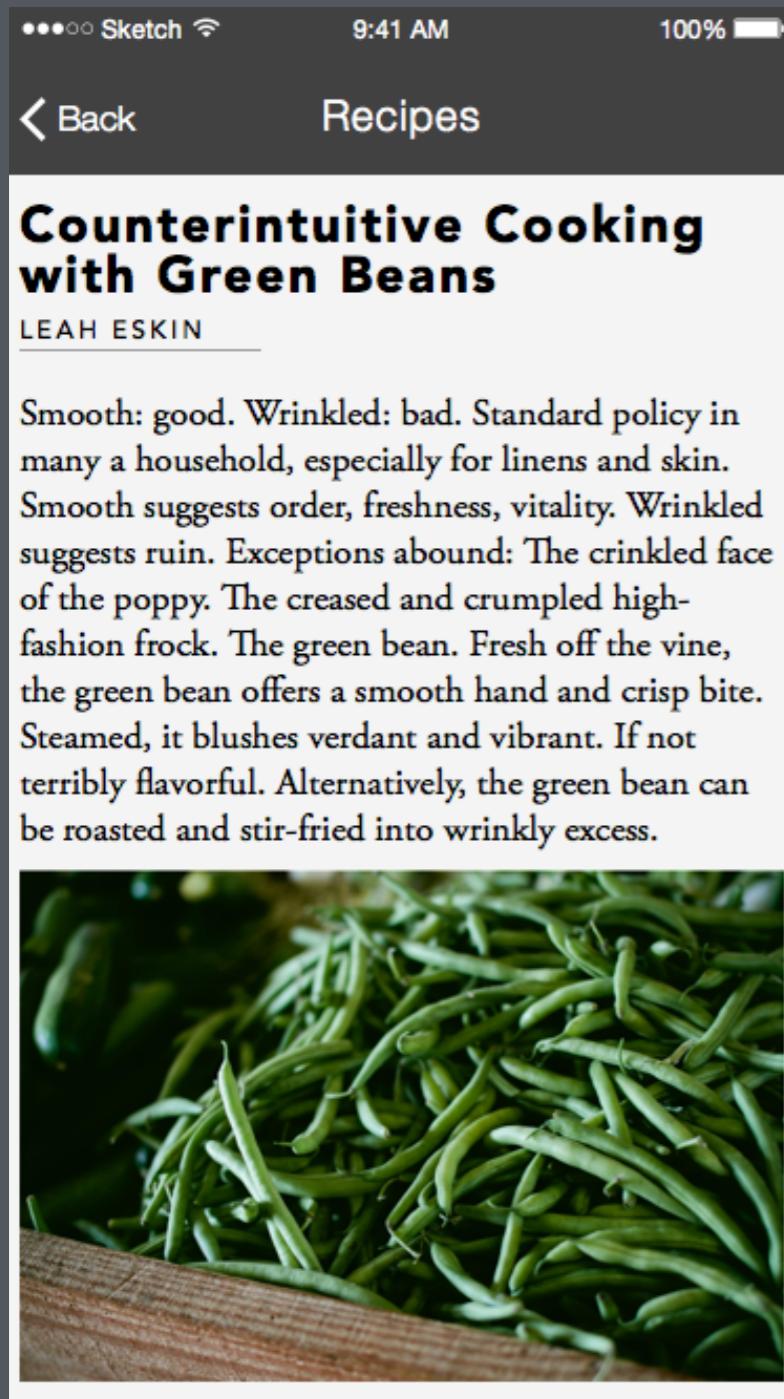
No change.

Study 3: Typography

The typography is muddy in these PNGs but looks cleaner on screen. Switched to Avenir Black for greater consistency, and went with author in full caps and wide spacing to evoke a feeling of quotation and greater presence.

Study 4: Colors

No change.



Final Design

Heavy geometric Avenir widens before making way for large, readable Garamond.