

# back to basics

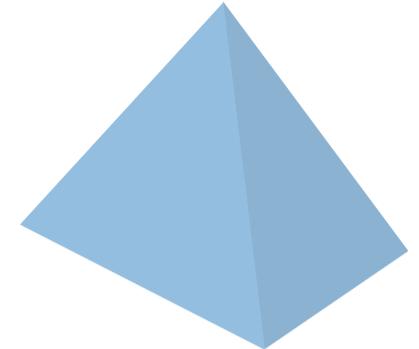
Cydney Vicentina

Interaction Design Studio - Section B

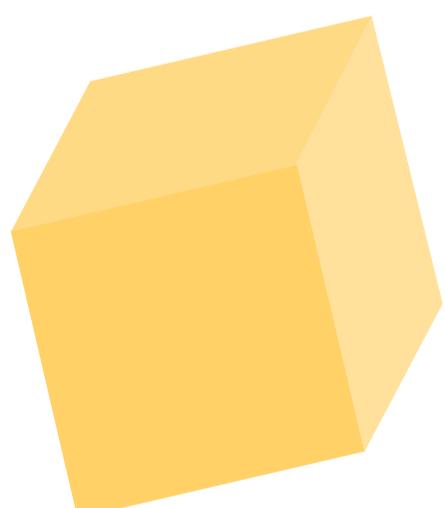
9/20/2020

<https://www.figma.com/file/YmvPhAV4ydBQnRFEVNOdon/IDS-UI-Prototype-Final?node-id=0%3A1>

# table of contents

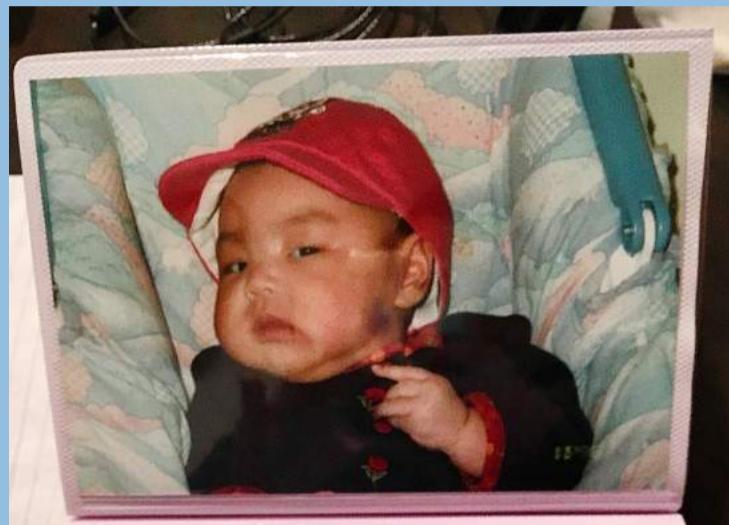


|                          |         |
|--------------------------|---------|
| Background               | 3       |
| Typography               | 4 - 5   |
| Color                    | 6 - 7   |
| Grids                    | 8 - 9   |
| Information Architecture | 10 - 11 |
| UI Prototype             | 12 - 14 |



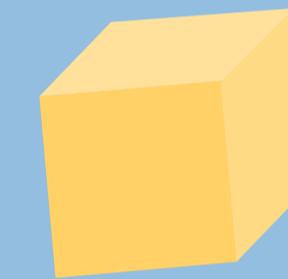
# how did we get here?

let's start from the beginning...



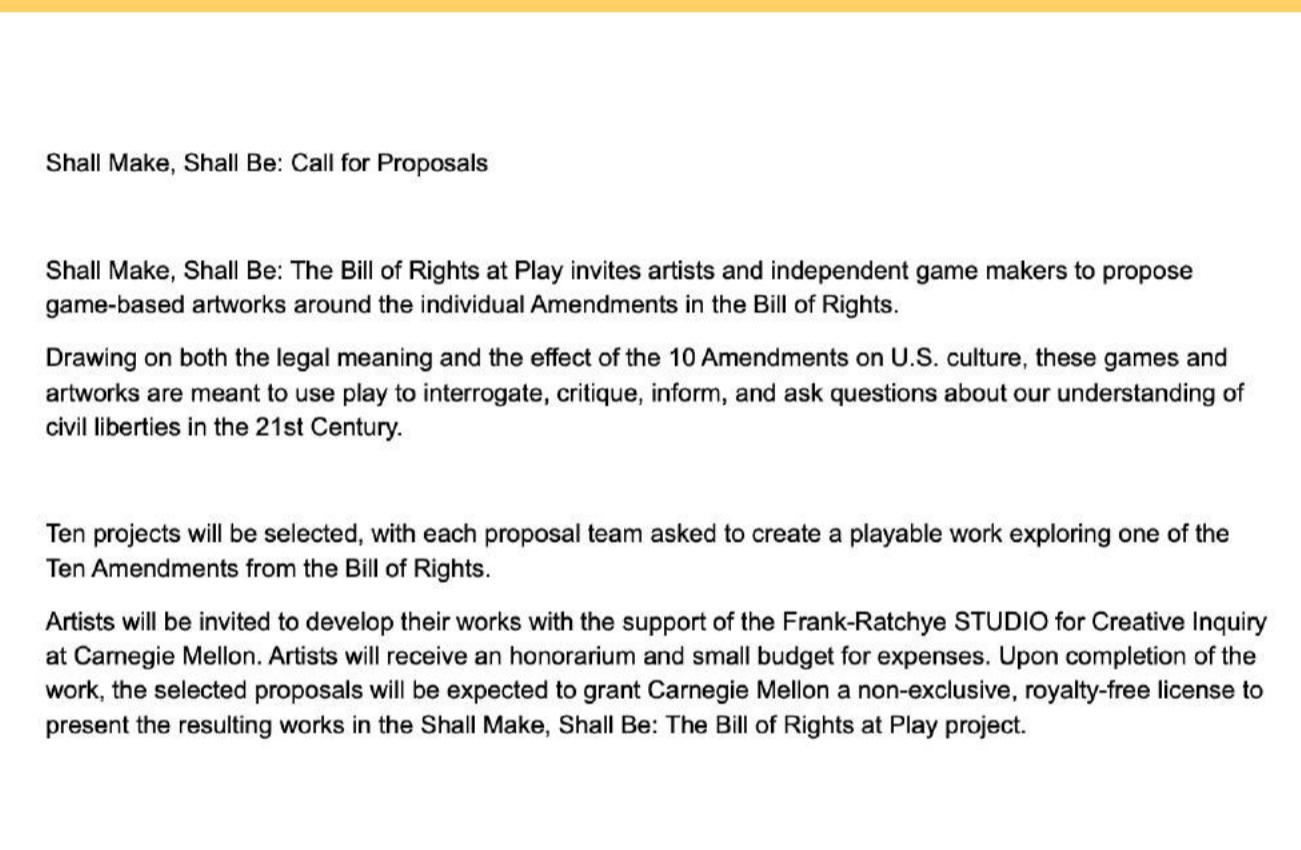
ok, maybe not that far.

my main background  
is in fine arts,  
mainly doing projects  
in high school  
(as well as some DIYs  
in college)



# type...was not always my type

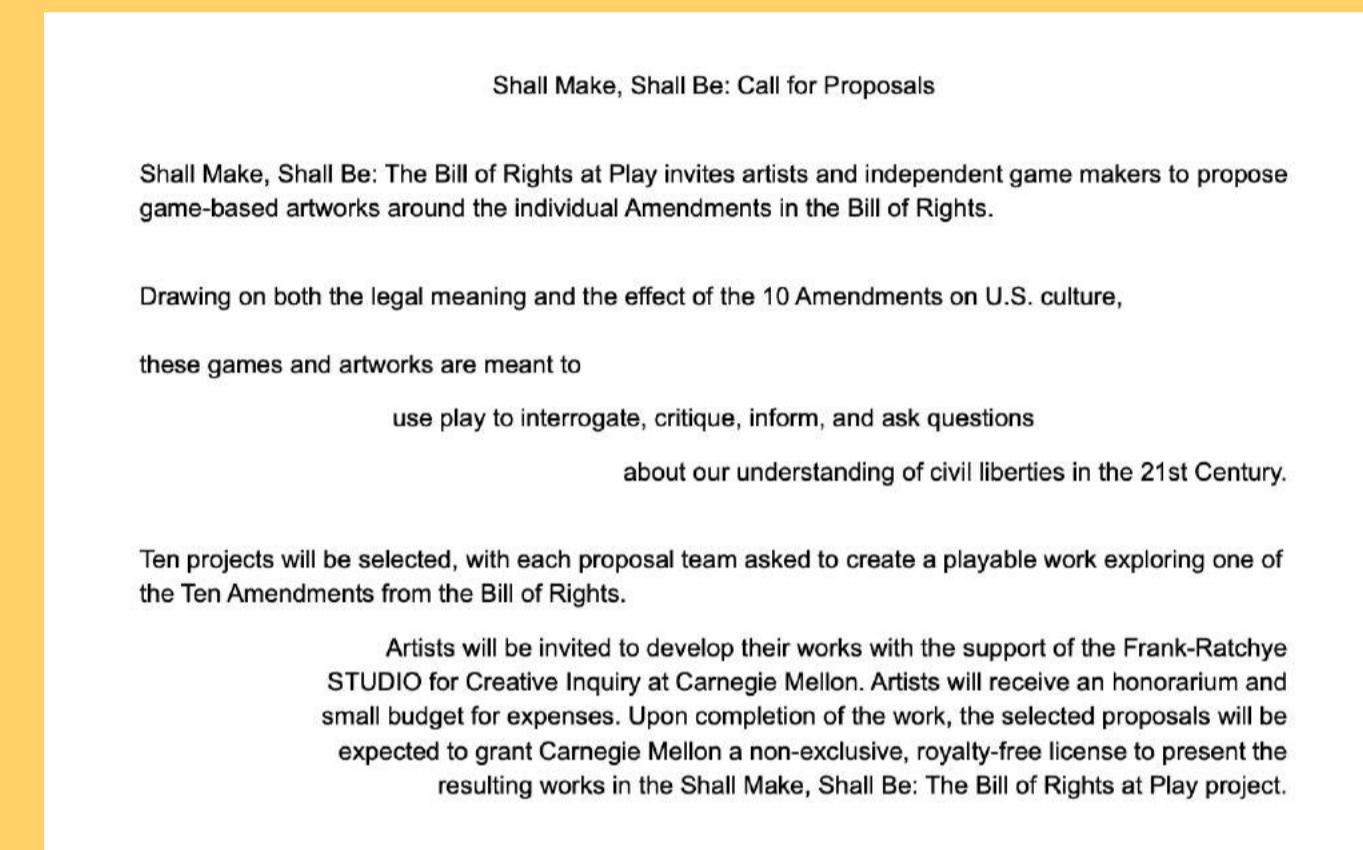
digital design is a whole new ball game.  
working with typography was hard for me.  
to prove it, here's some of my earliest work in the class



1 signal: line spacing

to be honest, I'd never really thought about typography before.

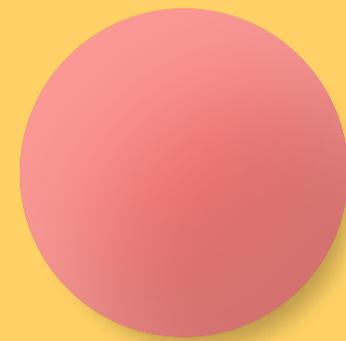
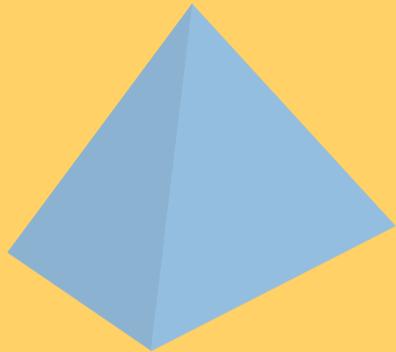
the main things I knew were how to change font, size, and add a bold or italic effect.



2 signals: line spacing and shift

this first exercise forced me to make a choice about how I wanted readers to understand the text.  
I personally really liked the way I formatted the text but...

# a certain type of heartbreak



## Shall Make, Shall Be: Call for Proposals

Shall Make, Shall Be: The Bill of Rights at Play invites artists and independent game makers to propose **game-based artworks** around the individual Amendments in the Bill of Rights.

Drawing on both the legal meaning and the effect of the 10 Amendments on U.S. culture,

these games and artworks are meant to

**use play to interrogate, critique, inform, and ask questions**

about our understanding of civil liberties in the 21st Century.

Ten projects will be selected, with each proposal team asked to **create a playable work** exploring one of the Ten Amendments from the Bill of Rights.

Artists will be invited to develop their works with the support of the Frank-Ratchye STUDIO for Creative Inquiry at Carnegie Mellon. **Artists will receive an honorarium** and small budget for expenses. Upon completion of the work, the selected proposals will be expected to grant Carnegie Mellon a non-exclusive, royalty-free license to present the resulting works in the **Shall Make, Shall Be: The Bill of Rights at Play project**.

3 signals: line spacing, shift, and weight

...when class time rolled by, people commented that my signals actually made it harder to read.

One person said it read like a poem, which was an interesting way to see it. In my head, I only wanted to highlight the “use play” line. But, I unintentionally created a waterfall effect, from left to right.

After seeing the work everyone else did, I felt a little ashamed but also determined to do better (and frankly, try a little bit harder)!

# color me intrigued

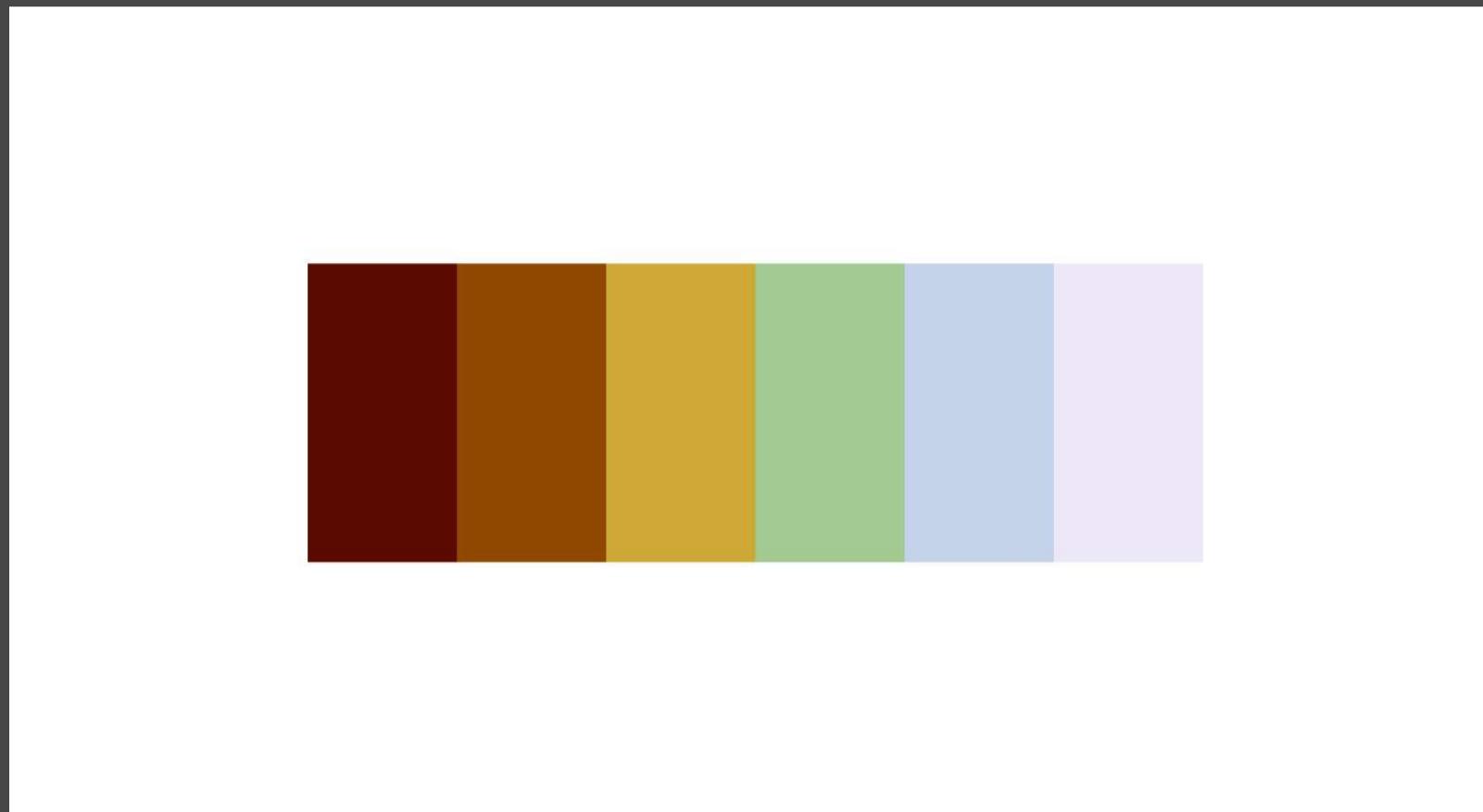
the next exercise  
was on color.

I feel pretty  
good about  
color, I like color!

so, I was excited  
to take on this  
assignment.

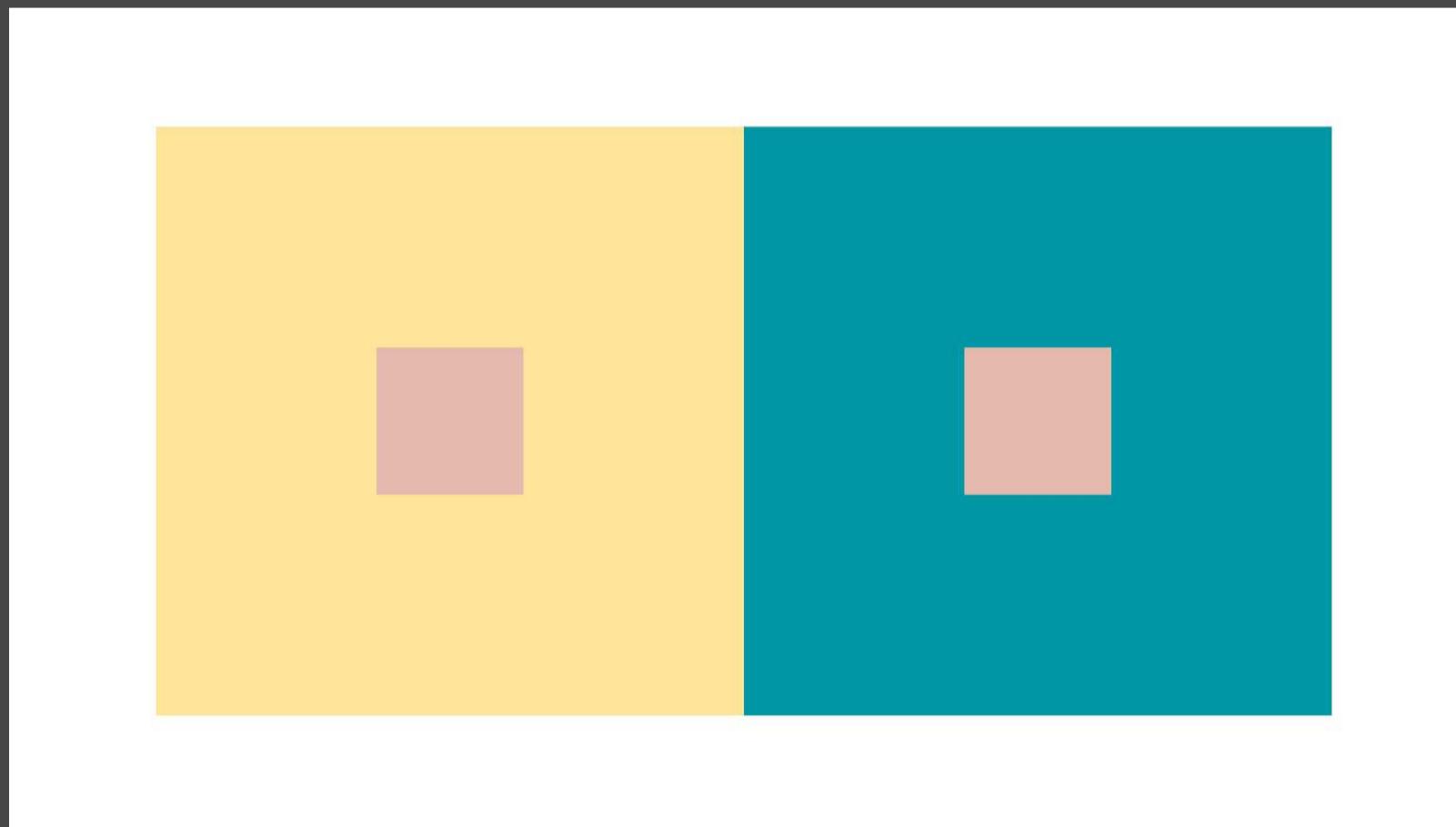
I had fun  
making the  
hue-value  
gradient and  
trying to trick  
the eye using 3  
colors.

6 hues, 6 different values



even looking at  
the slides now,  
I'm pretty happy  
with how they  
turned out.

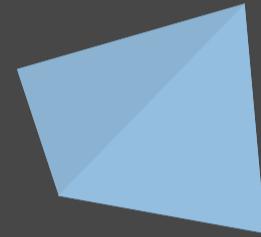
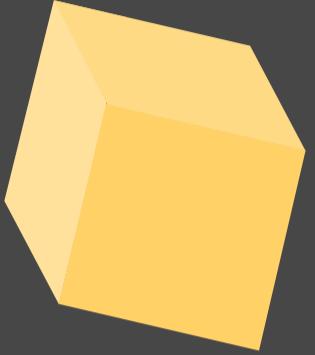
I was really  
impressed with  
how different  
people were  
able to make  
their middle  
square colors  
look. Some  
looked like  
completely  
different hues!



3 color contrast

# red, white, and the blues

text using 3 signals, now adding color



**Shall Make, Shall Be: Call for Proposals**

Shall Make, Shall Be: The Bill of Rights at Play invites artists and independent game makers to **propose game-based artworks** around the individual Amendments in the Bill of Rights.

Drawing on both the legal meaning and the effect of the 10 Amendments on U.S. culture, these games and artworks are meant to

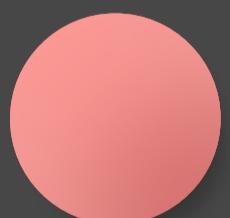
**use play to interrogate, critique, inform, and ask questions**

about our understanding of civil liberties in the 21st Century.

Ten projects will be selected, with each proposal team asked to **create a playable work** exploring one of the Ten Amendments from the Bill of Rights.

Artists will be invited to develop their works with the support of the **Frank-Ratchye STUDIO for Creative Inquiry at Carnegie Mellon**. **Artists will receive an honorarium** and small budget for expenses. Upon completion of the work, the selected proposals will be expected to grant Carnegie Mellon a non-exclusive, royalty-free license to present the resulting works in the **Shall Make, Shall Be: The Bill of Rights at Play project**.

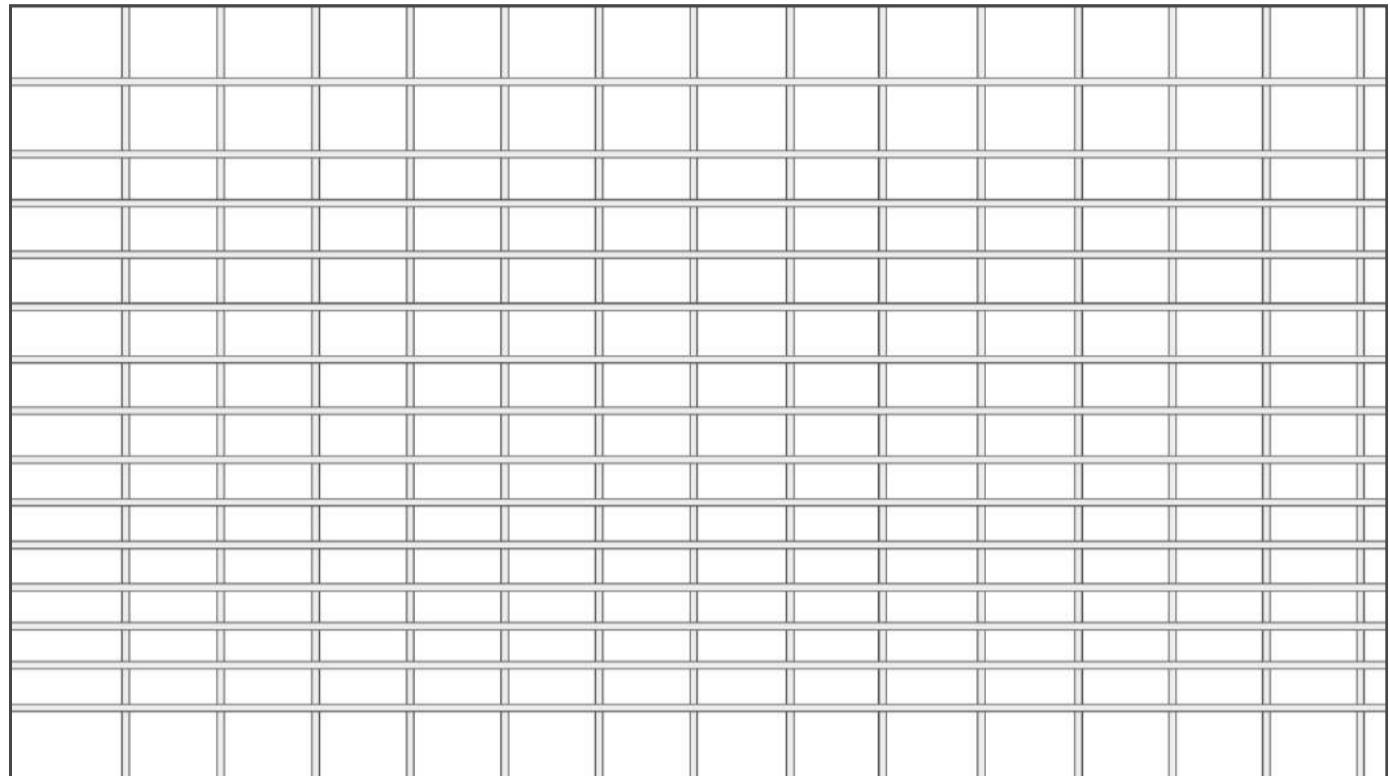
but, then I look at this “final” slide and I’m disappointed. Even my instructor commented that the colors were confusing (what does red text even mean?) and every other student seemed to use the same red and blue color scheme.



Would you read that text? I wouldn’t.

# stay inside the lines

my starting grid



first layout

## SHALL MAKE SHALL BE: CALL FOR PROPOSALS

Shall Make, Shall Be: The Bill of Rights at Play invites artists and independent game makers to propose game-based artworks around the individual Amendments in the Bill of Rights. Drawing on both the legal meaning and the effect of the 10 Amendments on U.S. culture, these games and artworks are meant to use play to interrogate, critique, inform, and ask questions about our understanding of civil liberties in the 21st Century.

Ten projects will be selected, with each proposal team asked to create a playable work exploring one of the Ten Amendments from the Bill of Rights. Artists will be invited to develop their works with the support of the Frank-Ratchye STUDIO for Creative Inquiry at Carnegie Mellon.

Artists will receive an honorarium and small budget for expenses. Upon completion of the work, the selected proposals will be expected to grant Carnegie Mellon a non-exclusive, royalty-free license to present the resulting works in the Shall Make, Shall Be: The Bill of Rights at Play project.

let me be the first to say, I've never worked with grids, EVER.  
but, I daresay, this will not be the last.

## Shall Make, Shall Be: Call for Proposals

Shall Make, Shall Be: The Bill of Rights at Play invites artists and independent game makers to propose game-based artworks around the individual Amendments in the Bill of Rights.

Drawing on both the legal meaning and the effect of the 10 Amendments on U.S. culture, these games and artworks are meant to use play to interrogate, critique, inform, and ask questions about our understanding of civil liberties in the 21st Century.

Ten projects will be selected, with each proposal team asked to create a playable work exploring one of the Ten Amendments from the Bill of Rights.

Artists will be invited to develop their works with the support of the Frank-Ratchye STUDIO for Creative Inquiry at Carnegie Mellon.

Artists will receive an honorarium and small budget for expenses. Upon completion of the work, the selected proposals will be expected to grant Carnegie Mellon a non-exclusive, royalty-free license to present the resulting works in the Shall Make, Shall Be: The Bill of Rights at Play project.

## SHALL MAKE, SHALL BE:

Shall Make, Shall Be: The Bill of Rights at Play invites artists and independent game makers to propose game-based artworks around the individual Amendments in the Bill of Rights.

Drawing on both the legal meaning and the effect of the 10 Amendments on U.S. culture, these games and artworks are meant to use play to interrogate, critique, inform, and ask questions about our understanding of civil liberties in the 21st Century.

Ten projects will be selected, with each proposal team asked to create a playable work exploring one of the Ten Amendments from the Bill of Rights.

## CALL FOR PROPOSALS

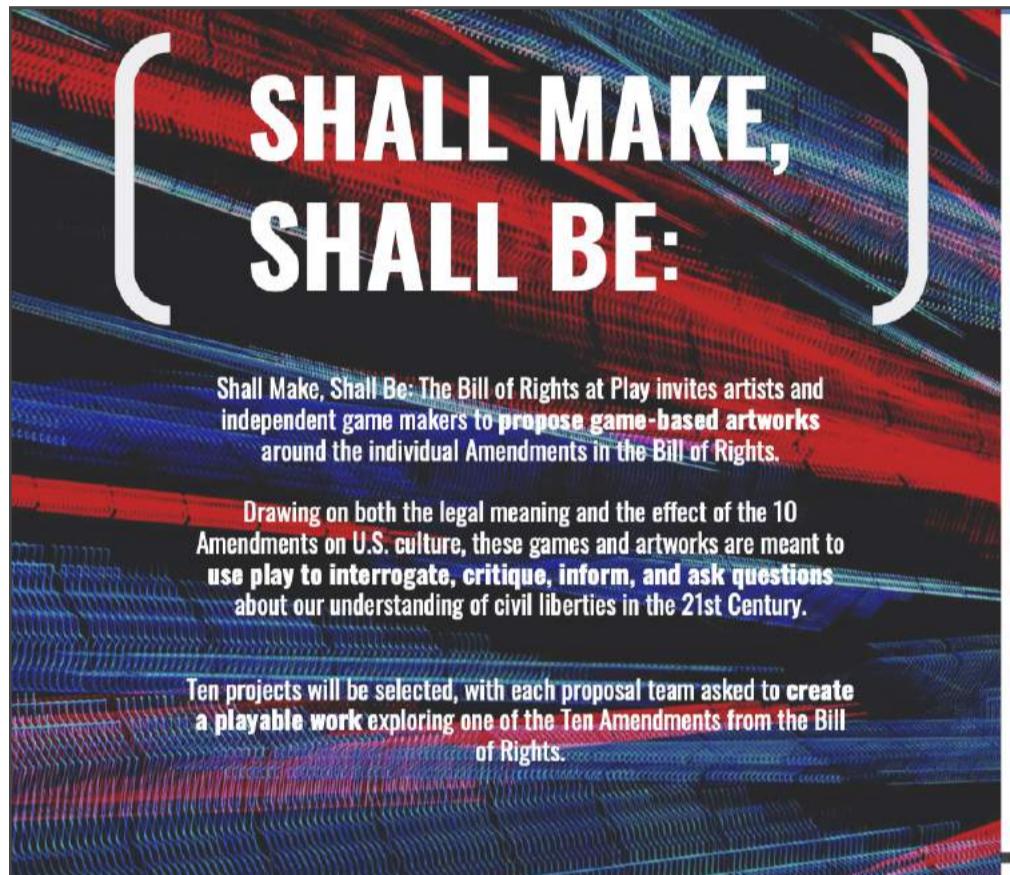
Artists will be invited to develop their works with the support of the Frank-Ratchye STUDIO for Creative Inquiry at Carnegie Mellon.

Artists will receive an honorarium and small budget for expenses. Upon completion of the work, the selected proposals will be expected to grant Carnegie Mellon a non-exclusive, royalty-free license to present the resulting works in the Shall Make, Shall Be: The Bill of Rights at Play project.

second layout (textbook-style)

third layout with no images (my fav!)

# (to break or not to break)



first layout with image

the use of color is much more intentional (red indicates actionable items) and those phrases actually stand out. I was finally able to utilize fonts and composition in graphic ways. and what do you know, everything fit inside my grid!

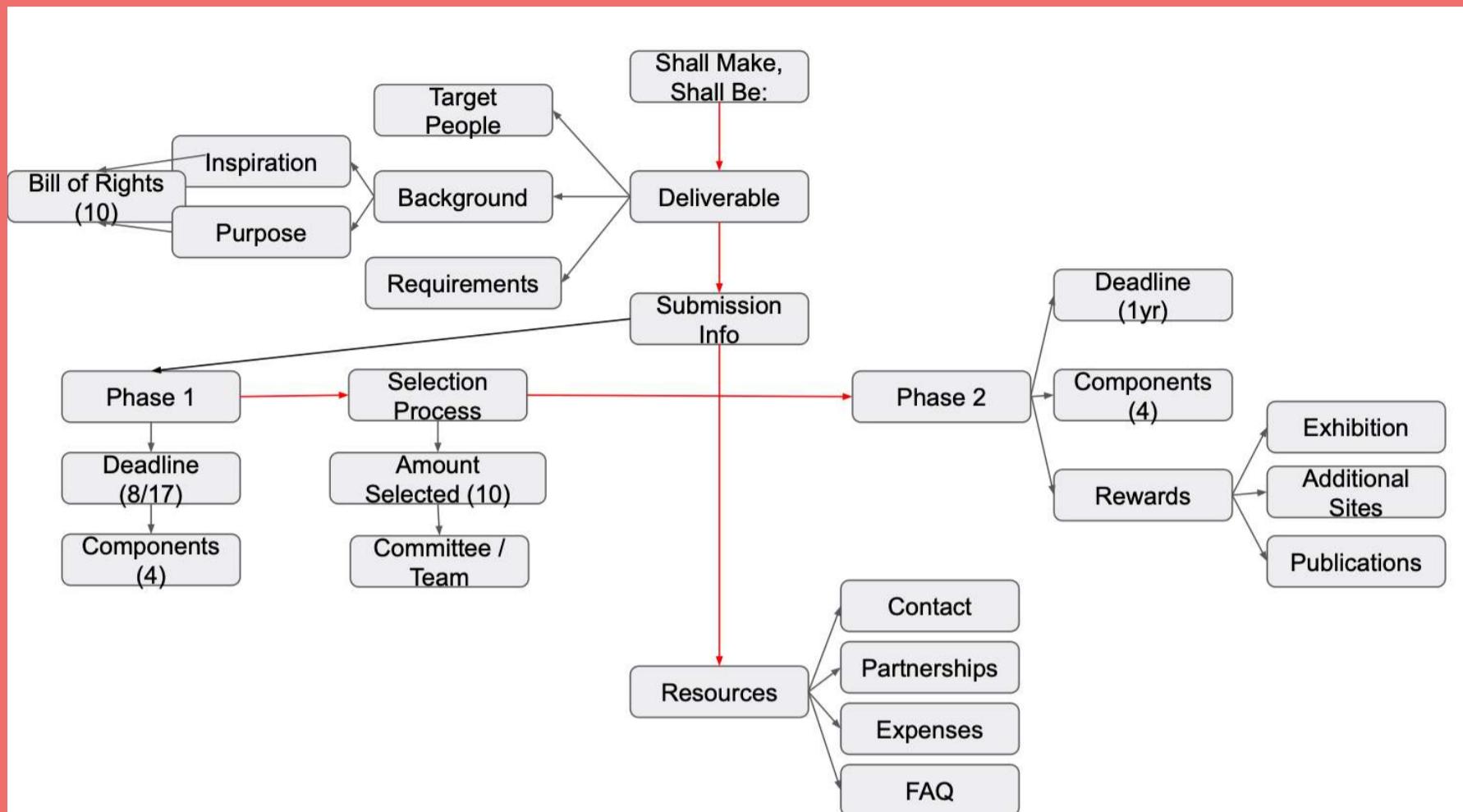


these were my final grid layouts (with images). if I can toot my own horn, I really like how these came out! I think you can really see the progress going from an Arial-style font to making bolder decisions about design.



second layout with image (editorial style, my fav!)

# time is on my side...



information hierarchy diagram of contest website

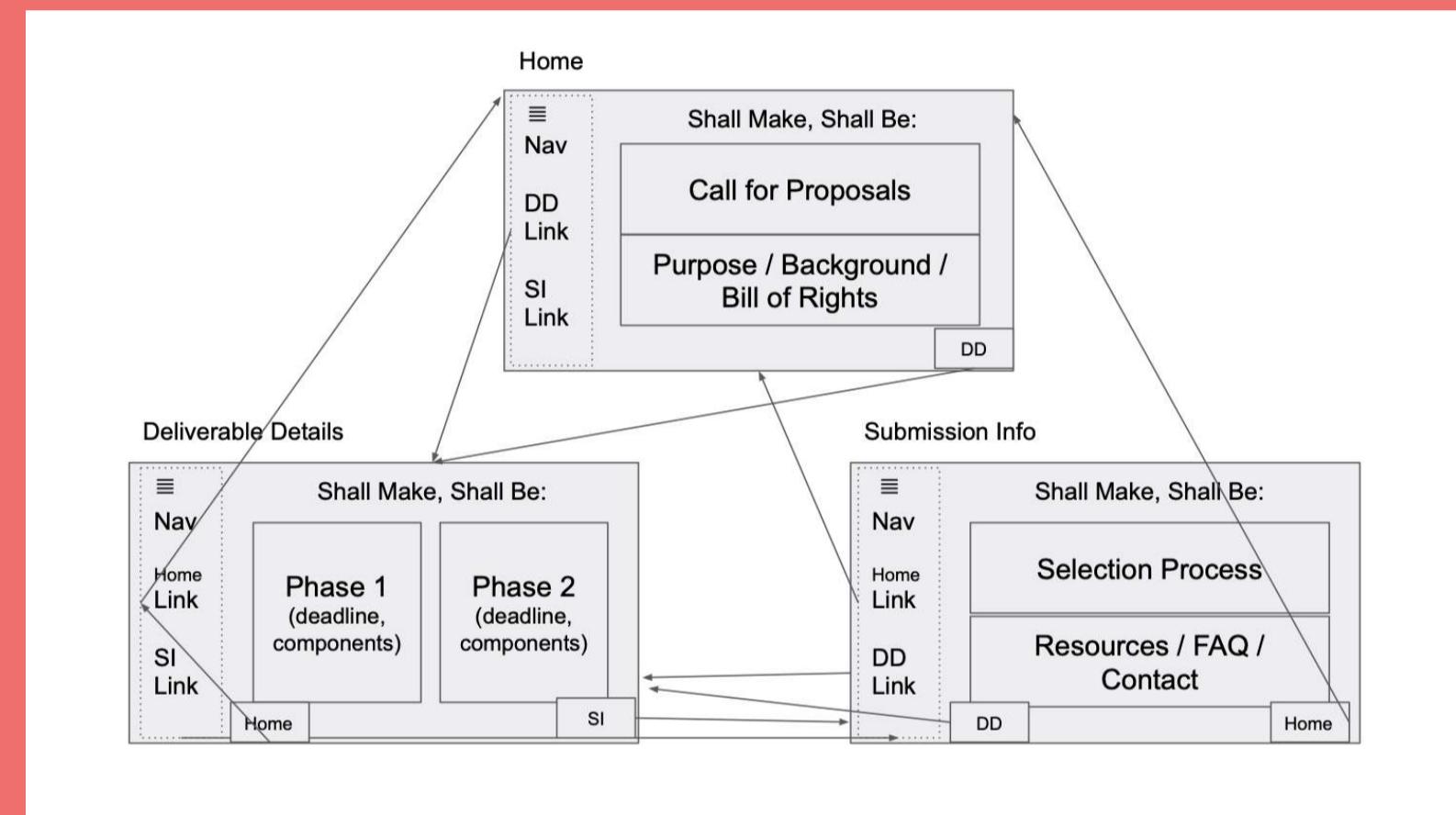
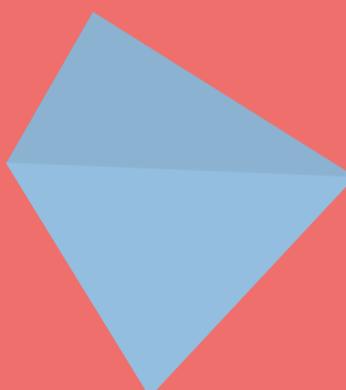
POV: you're walking down the street and  
you get hit by a semi-truck.

that was me with ~ information architecture ~.  
it's a concept I've never worked with before and I  
definitely felt like I was back to square one.

again, the criticism I received was the confusing  
use of color (red was a different phase, black was  
detail) and the lack of clarity in the hierarchy.

# ...until it's not

this module was also not my favorite (or the most interesting to me), so as you can see, I put less effort into this assignment compared to something like the color exercise. at first, I didn't think it was that bad.



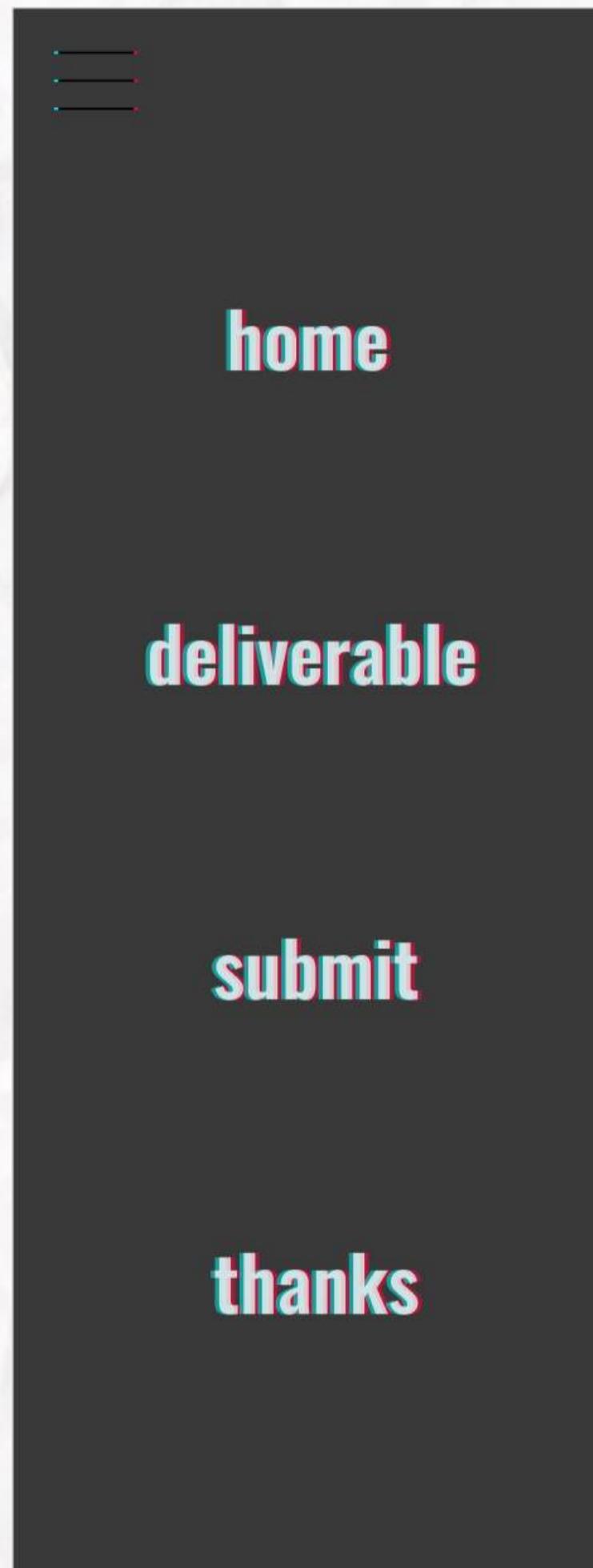
3-site wireframe based on the previous hierarchy

then I was critiqued for my hierarchy diagram being mainly in chronological order while my wireframe completely broke this information flow!

if you look at the blue triangle, phase 1 and phase 2 both come before the selection process (which makes no sense!). definitely an oversight on my part.

# the first prototype

<https://www.figma.com/file/jv8pvk0btp2drKHSGSOCKm/IDS-UI-Prototype?node-id=0%3A1>



for the “Shall Make, Shall Be” prompt, I went for a glitch effect since the call for proposals was aimed at game designers.

I thought it was an interesting way to bring in the red and blue but in a more modern and edgy way.

this menu screen on the left was my favorite use of color. I thought the white really popped against the dark background and gave off a cool vibe!

the font I decided on was Oswald because it reminded me of text from video games, clean and no curves.

my first iteration had a paper background to bring in the Bill of Rights aspect. but, I was critiqued for the inconsistent theme, weak commitment to the glitch effect, and for center-justifying everything which made it read like a poster, rather than a website.

# back to square one

<https://www.figma.com/file/YmvPhAV4ydBQnRFEVNOdon/IDS-UI-Prototype-Final?node-id=0%3A1>

you might have noticed that I didn't include any images in my first prototype.  
to be honest, I couldn't find any image that stood out to me.

for my next iteration, I decided to go ham with the glitch theme, catering specifically to game designers. I chose these graphics and a more fuschia and teal color scheme, which added to the consistency!



(looks like I have a thing for basic shapes haha)

I also played around more with typographic signals (no spoilers here, you'll have to see for yourself!) and fixed the information hierarchy. and of course, everything fit inside my grid!

# the final countdown!

<https://www.figma.com/file/YmvPhAV4ydBQnRFEVNOdon/IDS-UI-Prototype-Final?node-id=0%3A1>



a little teaser for my UI prototype!

so, now that you know where I started, why not go look at where I ended up?  
the figma link will take you to my final UI prototype that (hopefully) brings  
together all the practice I've had on type, color, grids, and IA.

if you check it out, please let me know what you think!

**- thank you so much for reading -**

fun fact: this was my first time really using Figma!

