

JAN
22
2019

Google Design Exercise

Emily Nguyen

Option 2



Design an experience for students to discover orientation events and craft a visual system to accommodate different types of events: sports, music, visual arts, social groups, and volunteering events. Provide high-fidelity mocks for searching, browsing, and viewing the details for these different events.

I decided to design a **responsive website** experience to:

- Maximize accessibility
- View events at a glance on larger screens
- View events on the go on mobile screens

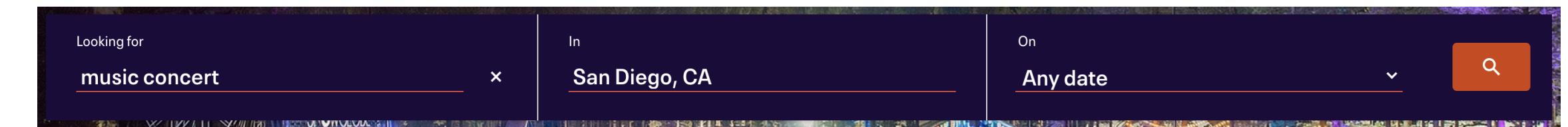
Research

Research



I began by performing a quick competitive analysis of popular event websites to determine the best ways to implement searching, browsing, and viewing of event details.

Eventbrite



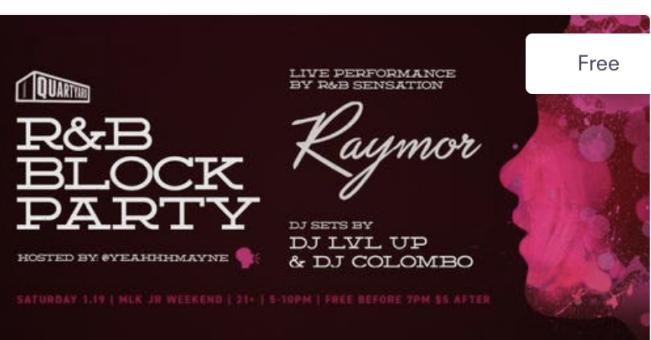
This Weekend



JAN 19 GREEN VELVET + PROK | FITCH
Sat, Jan 19, 3:00pm
Hard Rock Hotel, San Diego, CA



JAN 19 HBCU Expo San Diego (5th Anniversary)
Sat, Jan 19, 2:00pm
Jacobs Center for Neighborhood Innovation, San...

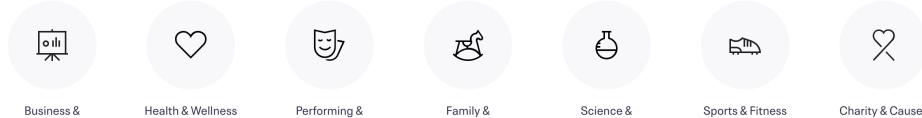


JAN 19 R&B Block Party
Sat, Jan 19, 5:00pm
Free

See more >

Pick a date Pick a Category Free events only

More categories



Categories to explore



Music



Arts



Business



Parties



Classes



Sport & wellness



Food

eventbrite [Browse Events](#) [Help](#) [Sign In](#) [Create Event](#)

CRSSD Festival
FNGRS CRSSD
21+

FNGRS CRSSD presents CRSSD Fest
SPRING '19 Saturday + Sunday MARCH 2/3
Waterfront Park, San Diego 21+

About this Event

[PURCHASE WEEKEND EXPRESS ENTRY PASS - CRSSD FESTIVAL - SPRING '19](#)

FNGRS CRSSD presents
CRSSD Fest SPRING '19
Saturday + Sunday MARCH 2/3
Waterfront Park, San Diego
21+ // 3 stages // craft beer // craft cocktails // sunsets on the bay // [CRSSDfest.com](#)
These tickets are for CRSSD FESTIVAL, not for a specific artist. Artist, venue, and schedule are subject to change without notice. Artist cancellation is not grounds for refund. This is a non-smoking event. Event takes place rain or shine.
More FAQs: <http://www.crssdfest.com/info>

TICKET REMINDER: To ensure your satisfaction, FNGRS CRSSD cannot guarantee tickets purchased from unauthorized 3rd party resellers (individuals or brokers). We recommend that you purchase tickets directly through [eventbrite.com](#) or Verve Ambassador program.

Date And Time
Sat, Mar 2, 2019, 12:00 PM –
Sun, Mar 3, 2019, 10:00 PM PST
[Add to Calendar](#)

Location
Waterfront Park
1600 Pacific Hwy
San Diego, CA 92101
[View Map](#)

Refund Policy
No Refunds

Tags
[Things To Do In San Diego, CA](#) [Performance](#) [Music](#)

Share With Friends
[f](#) [t](#) [in](#) [v](#) [e](#)

Facebook Events

Events You May Like



Find Events

Today Tomorrow
This Weekend Choose Date

- Networking
- Music
- Art
- Dance
- Comedy
- Causes
- Crafts
- Drinks
- Film
- Fitness
- Food
- Games

Ding Tea Boba Social

JAN 22 Ding Tea Boba Social
22 Public · Hosted by Design at UCSD

Kaila Lee invited you

★ Interested ✓ Going X Ignore Share ...

Tuesday at 6:30 PM – 8 PM
Next Week · 43–66°F Sunny

Dingtea San Diego
8280 Mira Mesa Blvd, Ste C, San Diego, California 92126 Show Map

About Discussion

17 Going · 102 Interested

Steven, Nathan and 24 others are going or interested

Suggested Friends

Jasmine Atanacio Louis Morales Angelo Salinda

Share Details

Come bond over boba with us during our first social of 2019!
If you need or can provide rides, please fill out this form:
https://docs.google.com/forms/d/e/1FAIpQLSfmkZQ_d4sN0o83TRfgqV7RJmDK4gOlaluvL4bpBs-AYDk9Lw/viewform

Food

About Design at UCSD

Design at UCSD Organization General Body Meetings (GBM); Tuesdays 6:30pm at HSS 1346 (unless otherwise notified)

Universe

Trending events

Scovis Music Productions Rockin' Piano House Concert - Scott D. Davis & Louis Landon	Klubhouse Arts CLOWN ISLAND- A "SURVIVOR"-STYLE CLOWN SHOW	Klubhouse Arts CLOWN ISLAND- A "SURVIVOR"-STYLE CLOWN SHOW	Reginald Sampson II
Sun, Jan 20 at 7:30 PM Oceanside, CA, USA	Fri, Jan 25 at 7 PM 27101 Aliso Creek Rd #136, Alis...	Sat, Jan 26 at 7 PM 27101 Aliso Creek Rd #136, Alis...	If Beale Street Could Eat: Storge
Free	\$9.99-14.99	\$9.99-14.99	\$70.00

Search events... San Diego Filters Reset Filters

Category: All categories, Business, Comedy, Crafts, Fashion, Film, Food & Drink, Galleries, Music, Performances, Social, Sports, Tech, Other.

When: Any date, Today, This week, This weekend, Next week.

Price: Any price, Free events.

Apply Filters Close

Explore events in San Diego by category



Business

Workshops, classes, conferences, seminars, meetups

Comedy

Comedy shows, standups, clubs

Crafts

Workshops, markets, fairs, series, expo

Fashion

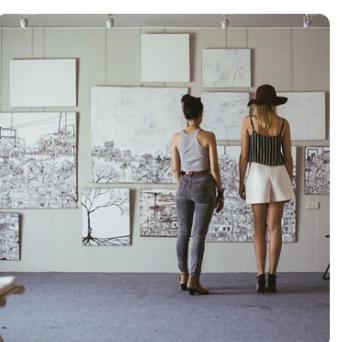
Expos, shows, meetups

Film

Indie films, premieres, festivals, competitions

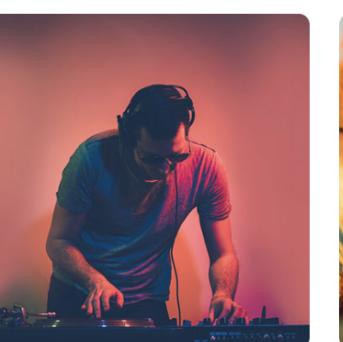
Food & Drink

Dinner series, festivals, classes, food tours, workshops



Galleries

Museums, exhibitions, fundraisers



Music

Concerts, festivals, classes, live music



Performances

Theatre, live entertainment



Social

Meetups, summit, festivals, networking, workshops



Sports

Festivals, events, classes, clinics, training events



Tech

Conferences, meetups, galas, dinners, workshops

UNIVERSE Search for events Find Events Host Events Help Log In Sign Up

ARRIVAL From Sweden: The Music of ABBA

Sun, May 5 at 8:00 PM-10:00 PM
1660 Union St, San Diego, CA 92101, USA

Description Location The Host Price \$55.00 - \$125.00

GET TICKETS

SAVE

Share Report Event

Description



ARRIVAL From Sweden: The Music of ABBA
May 5, 2019 • 8:00 PM • Amici Park, Little Italy

Rain or Shine

ARRIVAL from Sweden was founded by Vicky Zetterberg in 1995 in Gothenburg, Sweden, and very soon became one of the world's most popular and most selling ABBA show bands. Since the start, the band has toured in 60 countries and has appeared on several TV and radio shows all over the world. Since 2005, ARRIVAL from Sweden has made 58 successful tours in the USA. ARRIVAL from Sweden in this production has sold out arenas and venues all over the world since 1995 and is the absolute best and most authentic ABBA show there is.

ARRIVAL from Sweden is the only group that has been given a previously unreleased ABBA song directly from Björn Ulvaeus and Benny Andersson of ABBA. The song, "Just A Notion," will soon be due for a worldwide release.

This production has all the features a great ABBA show needs: lovely costumes, extremely talented musicians, and breathtaking singers. Millions of people all around the world celebrate this show as the best ABBA show in the world; in fact, this is the only ABBA show the world needs. This production

Key Takeaways + Features



Card design

- Image, title, location, date, time
- Orientation is free → omit price field

Cards sorted by “today, tomorrow, this week”

- Effective for orientation events, as orientation is ~1 week

Brand

Goal



For new students, orientation is their first major exposure to campus culture. The mood reflected by this experience should be **fun, enticing, and welcoming**.

Typography



A casual and modern sans serif paired with a monospaced typeface for sharp contrast.

Sailec

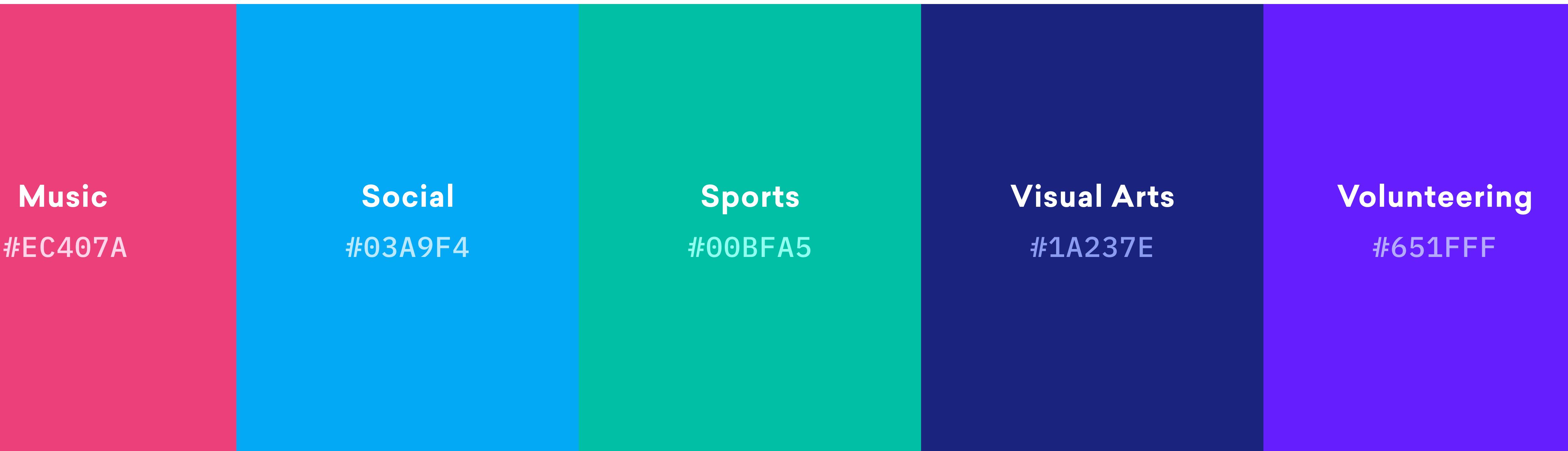
The quick brown fox jumps over the lazy dog.

IBM Plex Mono

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

Colors + Visual System

I chose bright, lively colors to denote event categories. Colors are more discernible from one another than icons or photos.



Filters (Selected)

MUSIC

SOCIAL

SPORTS

VISUAL ARTS

VOLUNTEERING

Filters (Deselected)

MUSIC

SOCIAL

SPORTS

VISUAL ARTS

VOLUNTEERING

Mockups

Home

All events

Google Design Challenge

Help Log Out

Search

MUSIC SOCIAL SPORTS VISUAL ARTS VOLUNTEERING

Today

JAN 20 Beach Cleanup Sun, Jan 20 at 10:00 AM La Jolla Shores, San Diego, CA VOLUNTEERING

JAN 20 East High Wildcats vs. West High Knights Sun, Jan 20 at 7:30 PM Main Gym, UC San Diego SPORTS

JAN 20 Rex Orange County Sun, Jan 20 at 7:00 PM House of Blues, San Diego, CA MUSIC

Tomorrow

JAN 21 Sunset Watching Mon, Jan 21 at 5:30 PM Sunset Cliffs, San Diego, CA SOCIAL

JAN 21 Wine and Paint Night Mon, Jan 21 at 6:00 PM Price Center East Ballroom, UC San Diego VISUAL ARTS

JAN 21 Childish Gambino – This is America Tour Mon, Jan 21 at 7:00 PM Valley View Casino Center, San Diego, CA MUSIC

This Week

JAN 22 Tacos El Gordo Social Tues, Jan 22 at 6:30 PM Tacos El Gordo, Chula Vista, CA SOCIAL

JAN 25 Archery Lessons Fri, Jan 25 at 10:00 PM Marshall Field, UC San Diego SPORTS

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Home

Filtered – Hide Sports and Volunteering events

Google Design Challenge

Help Log Out

Search

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SOCIAL

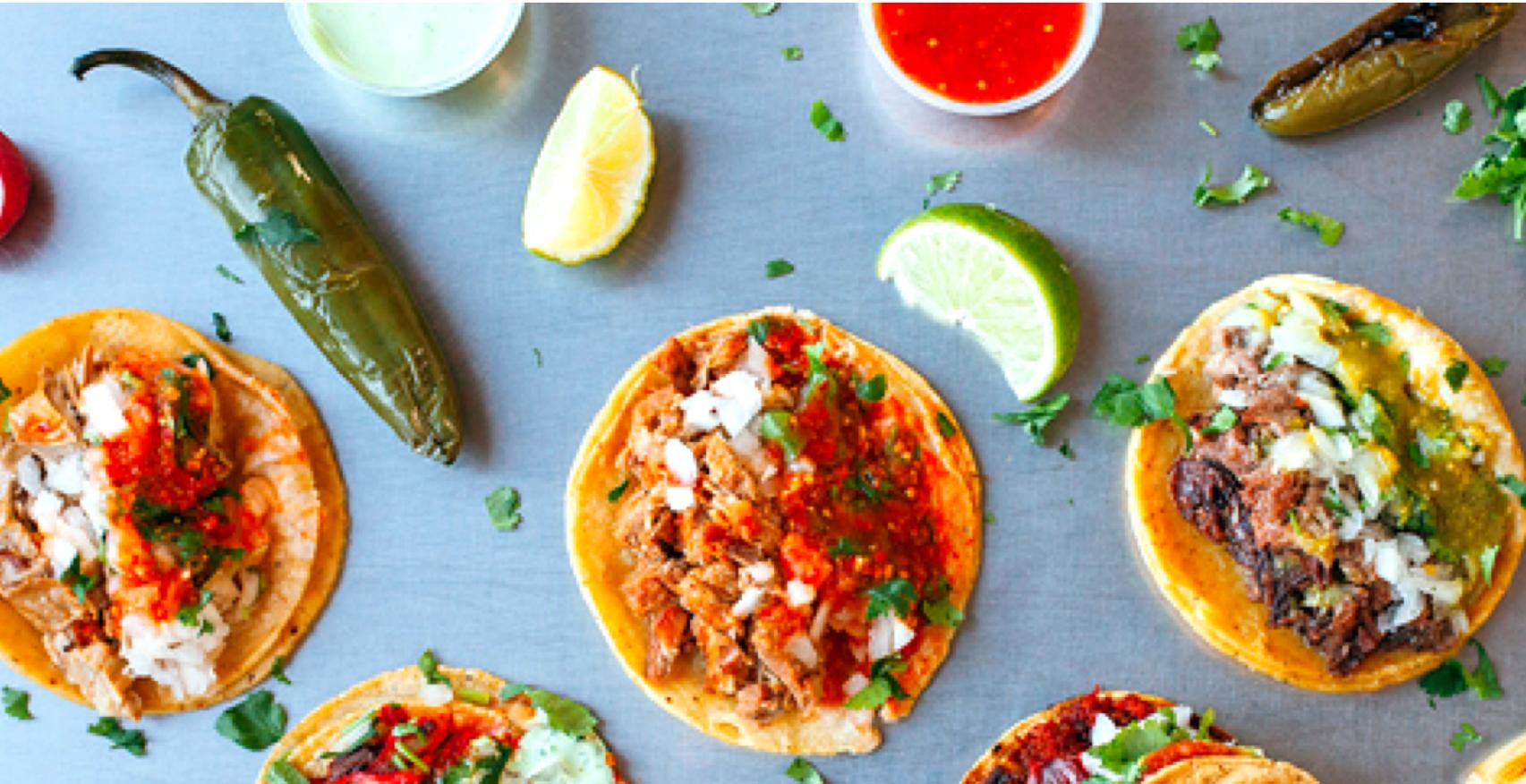
Event Details

Google Design Challenge

Help Log Out

Tacos El Gordo Social

SOCIAL



JAN
22

Tues, Jan 22 at 6:30 PM
Tacos El Gordo, Chula Vista, CA

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RSVP

Google Design Challenge



SOCIAL

Tacos El Gordo Social



JAN
22 Tues, Jan 22 at 6:30 PM
Tacos El Gordo, Chula Vista, CA

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RSVP

Thank You

Emily Nguyen