



Foundational Design Skills

Emilie Zhou

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Introduction

Growing up, I had some exposure to design and the various principles of design through years of art classes and creating layouts for my high school newspaper. However, I usually didn't follow design principles that closely in my work and often just tried to create designs that I thought were balanced and appealing to look at. Throughout the different assignments, I learned more about how to use the design principles as guidelines that could help shape my work. Instead of viewing them as restrictive rules, throughout these activities, I found that they actually helped me create cohesive and structured designs.

Content wrangling (for high school economics club)

Draft:

World Economic Forum Annual Meeting
Davos-Klosters, Switzerland
21-24 January 2022

The World Economic Forum Annual Meeting in Davos-Klosters is the foremost creative force for engaging the world's top leaders in collaborative activities to shape the global, regional and industry agendas at the beginning of each year. It will bring together 3,000 participants from around the world, and aim to give concrete meaning to "stakeholder capitalism", assist governments and international institutions in tracking progress towards the Paris Agreement and the Sustainable Development Goals, and facilitate discussions on technology and trade governance.

Forging a Sustainable Path towards a Common Future
January 21, 2022 8:30 - 9:45am
Carbon emissions from fossil fuels hit a record high in 2020 – yet another sign that we are betraying future generations who will increasingly need to adapt to a warmer and more volatile world. How can the passion of today's youth activism inspire positive change in behaviours that respect the needs and rights of future citizens?

Speakers: Salvador
Gómez-Colón, Natasha
Mwansa, Edward Felsenthal,
Greta Thunberg, Autumn
Peltier

The Reality of Racial Bias
January 22, 2022 1:15 - 2:45pm
From politics to the public sector and from housing to education, racial bias perpetuates a crushing structural disadvantage for people around the globe. Join Cara Mertes and Phillip Atiba Goff as he illustrates how data and evidence-based approaches can be used to turn racial bias into a solvable problem.

Speakers: Cara Mertes,
Phillip Atiba Goff

Shaping an Inclusive Platform Economy
January 23, 2022 2:00 - 3:30pm
Platform companies are leveraging big data and networks to disrupt across sectors while also offering new services, solutions and economic opportunities. How can platform conglomerates use their scale as a force for good?

Speakers: Daniel Zhang,
Julie Sweet, Derek
O'Halloran

- Headings to guide busy or uninterested students so they can find what they're looking for quickly
- Event descriptions and speakers separated so that students who may know some of the younger speakers can quickly locate who will be at the forum

Final:

WORLD ECONOMIC FORUM ANNUAL MEETING
Davos-Klosters, Switzerland
21-24 January 2022

ABOUT THE FORUM

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FORUM SCHEDULE

EVENT DESCRIPTIONS:

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SPEAKERS:

Salvador
Gómez-Colón,
Natasha Mwansa,
Edward Felsenthal,
Greta Thunberg,
Autumn Peltier

Cara Mertes,
Phillip Atiba Goff

Daniel Zhang,
Julie Sweet,
Derek O'Halloran

Space reflection

I was initially hesitant to play with the white space and experiment with different layouts that lacked symmetry. I felt that gaps of space had to be filled and that the information had to be spread evenly throughout the page.

From the content wrangling assignment and Information Architecture Lecture, I learned how white space could be used to create natural separations between information. Especially with using texts of all the same size, I learned how to rely primarily on the white space and lack of symmetry to draw more attention to the most important sections.

Progressive Disclosure

Lowercase helps the title flow into the text and create a more casual appearance

Call-out catches attention of readers reading left to right

WORLD ECONOMIC FORUM
ANNUAL MEETING

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featuring Salvador Gómez-Colón, Natasha Mwansa, Greta Thunberg, Autumn Peltier, Daniel Zhang, Julie Sweet, and more.

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DAVOS-KLOSTERS, SWITZERLAND | JANUARY 21-24, 2022

about
schedule
speakers

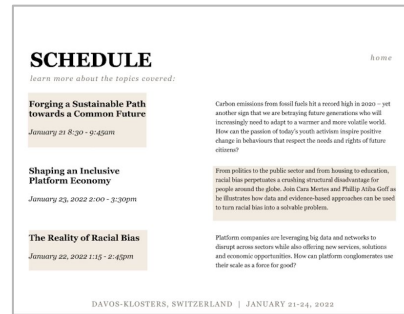
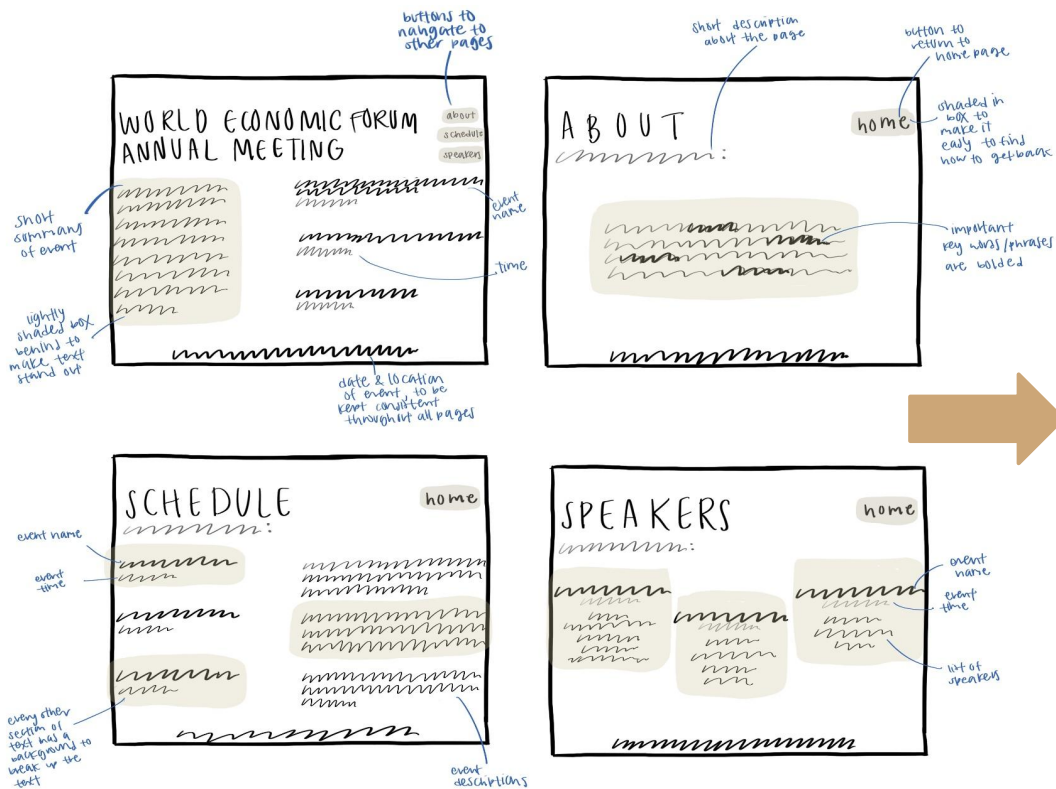
Name in uppercase draws more attention to it while navigation buttons in lowercase don't stand out as much

Bolding and italicizing to create typographic and information hierarchy

Typography reflection

From the “How We Read” article and Typography Lecture, I learned that serif fonts can often be easier to read and that the shapes formed by the text can influence how readable we perceive a group of text to be.

Building off of these insights, I found that using text of different casing along with variations in bolding, italicizing, and font sizes helped create typographic hierarchy in the progressive disclosure. Typography variations helped emphasize key details that would be more important to the audience.



Wireframes (draft to final)

Wireframe iterations

Purposeful color added to background of call-out text block to draw greater attention to it

More muted, neutral color chosen to not be too distracting

The wireframe shows a page layout for the World Economic Forum Annual Meeting. The main title is 'WORLD ECONOMIC FORUM ANNUAL MEETING'. Below it, there is a call-out box with a light beige background containing text about the forum's purpose and featured speakers. To the right, there is a navigation bar with links 'about', 'schedule', and 'speakers'. Below the navigation bar, there are three event listings with titles, dates, and times. At the bottom, there is a footer with the location and dates.

WORLD ECONOMIC FORUM
ANNUAL MEETING

about
schedule
speakers

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Consistency created with navigation bar and location and time text a similar color to the call out background

Alignment creating consistency but a change in alignment causes the navigation text to stand out

Wireframes cont.



- Smaller subheading guides younger audience and gives them overview of what to expect from the page
- Attention drawn to important key phrases
- Bolding helps break up the text more

Grid reflection

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- Attention was drawn to the call-out on the left, which broke the grid and stood out from the right side of the page

SCHEDULE

learn more about the topics covered:

Forging a Sustainable Path towards a Common Future
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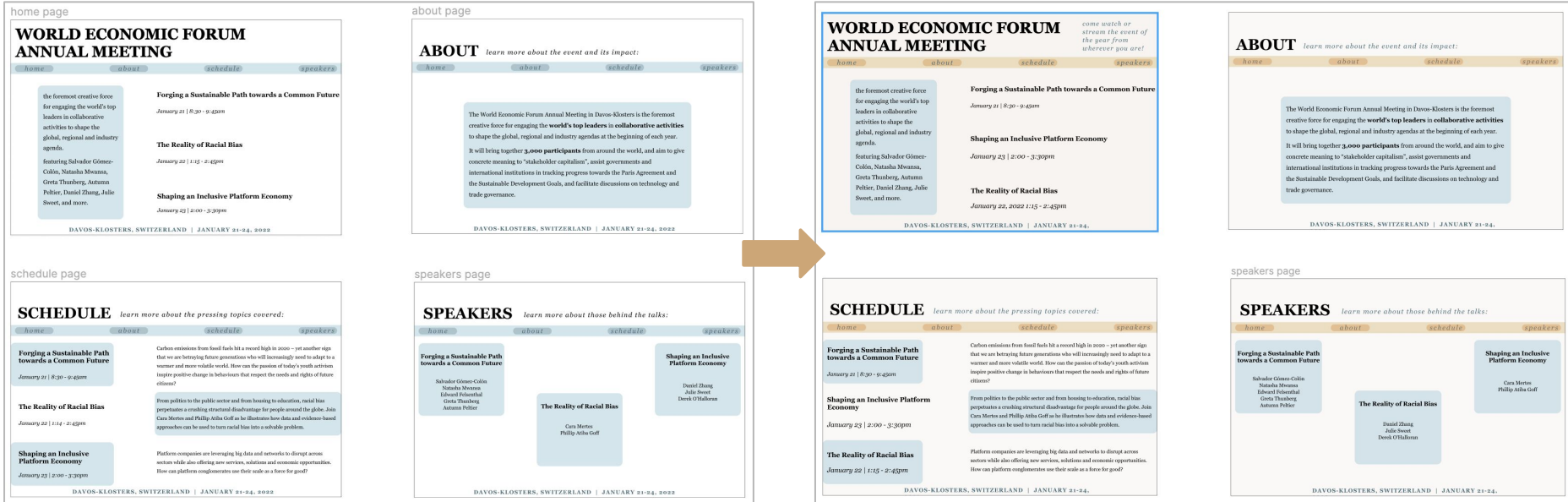
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- Following a grid helped to break up the text
- From the “What is Wireframing” article and the Wireframes lecture, I learned that adherence to a grid can add consistency to elements on the page as well as consistency across the pages

Microsite Prototype drafts



From the Color Lecture, I learned that color can contribute a lot to helping elements stand out so for the second draft, I chose to change the color of the navigation bar to have more contrast with the backgrounds of the text blocks. I hoped this would make the navigation bar easier to locate across the pages.

Microsite Prototype iterations

- Navigation bar helps users quickly know where to click
- Different colors between the navigation bar and buttons makes it clearer to users how to interact with them, providing feedforward signals that different information will be displayed by clicking
- Brighter, more playful color chosen to draw attention of younger audience members and give a more casual, approachable look
- Color used to break up the text

SCHEDULE *learn more about the pressing topics covered:*

home about **schedule** speakers

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Microsite Prototype final



- Button of the page you're on is a different color and has a border to provide interaction feedback for users, as described in the Feedforward/Feedback Lecture
- Change in button appearance provides users confirmation for their actions

[Link to my WEF Microsite](#)

Feedforward/feedback reflection

In designing the prototypes of my microsite, I didn't pay that much attention to the feedforward and feedback aspects of the elements on my site. I only had the navigation texts a different color from the background to make them look more like buttons that users can click.

However, after the Feedforward/Feedback Lecture, I learned that feedback for users is also important in building trust. To reflect this in my designs, I made the navigation button of the page users are on look different from the rest of the navigation buttons to provide them with direct feedback.

