

IxDS1 Foundational Skills: Process Book

Shall Make, Shall Be The Bill of Rights at Play

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[Prototype Link](#)

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Typography

The goal of my typography design was to allure game designers to participate in the call for proposals.

This is my preliminary typography design for the opening paragraph in the Shall Make Shall Be homepage. Peer review yielded that users had a hard time reading texts that are too wide. Also, the use of both underline, italics and bold in some parts of the text were confusing. Focus can be achieved but there seems to be a lack of consistency.

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.

Too many weight signals

Color Scheme



Shall Make, Shall Be: Call for Proposals

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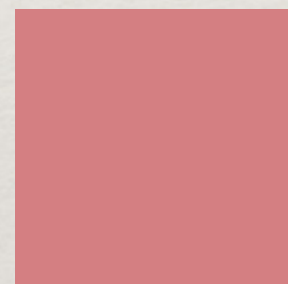
In the color scheme assignment, I experimented using different hue and value and how their combination can be served to trick our eyes. I had a hard time choosing only two colors for the final color design, but I ended up using two main colors of cream and burgundy.

This design process made me think about how my main color and sub color should work in a way that serves a purpose of my website, which is to emphasize the call for proposals.

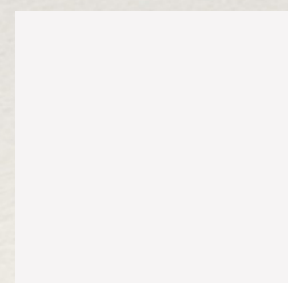
Color Scheme (Cont.)



144A9B



D47F82



F6F4F4

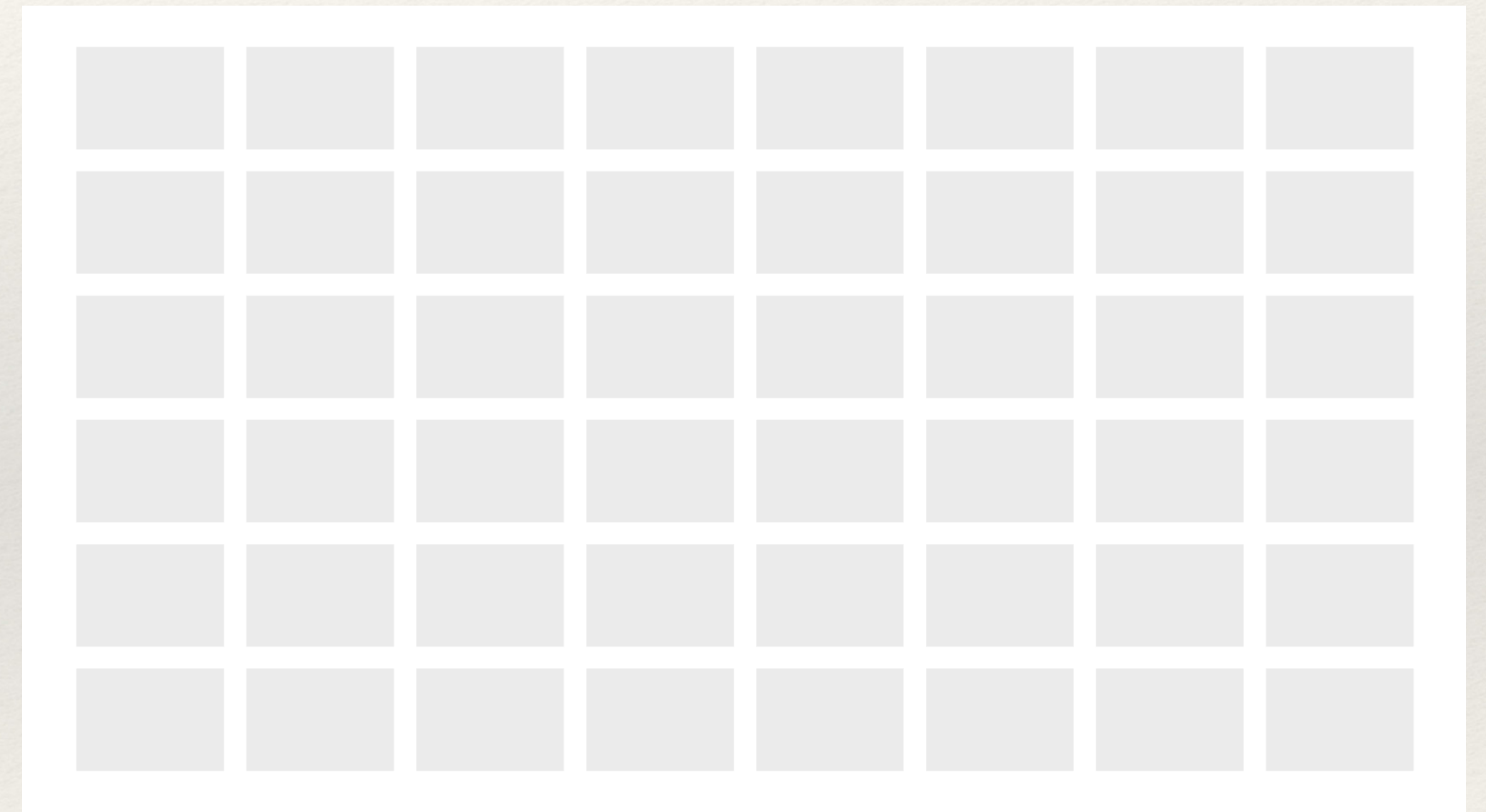
However, as I went on to further test the appropriate colors for the scheme of my website, I found out that color burgundy better suites as a highlight color. Although this color has low value, the hue itself attracts enough attention.

Thinking of how Bill of Rights is the epitome of United States itself, I thought the flag of United States with its color red, blue and white fits well with the content of the website.

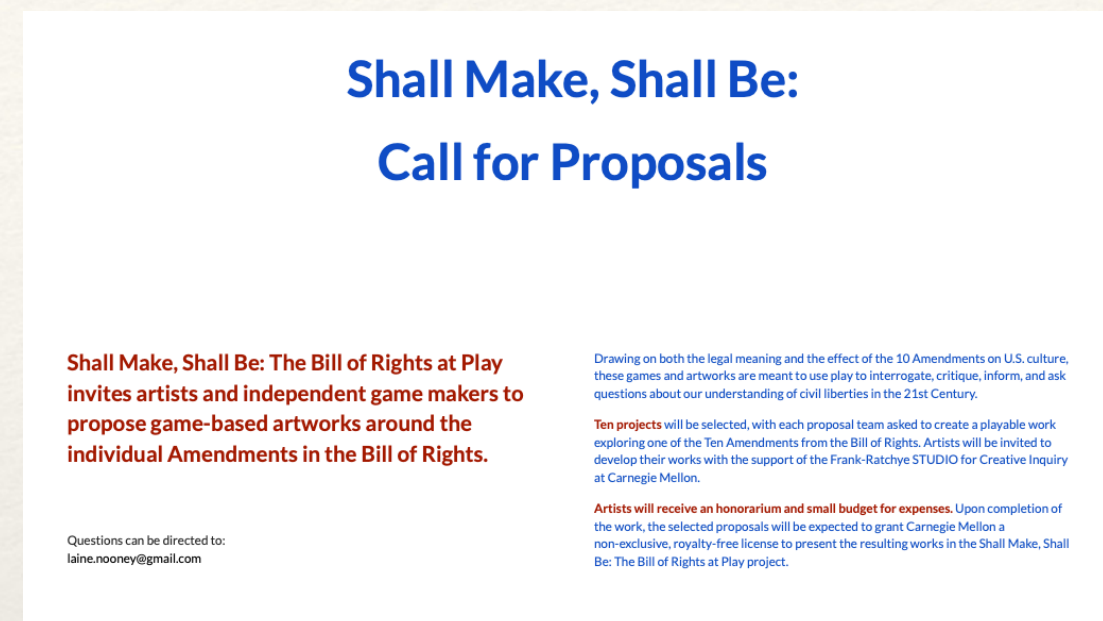
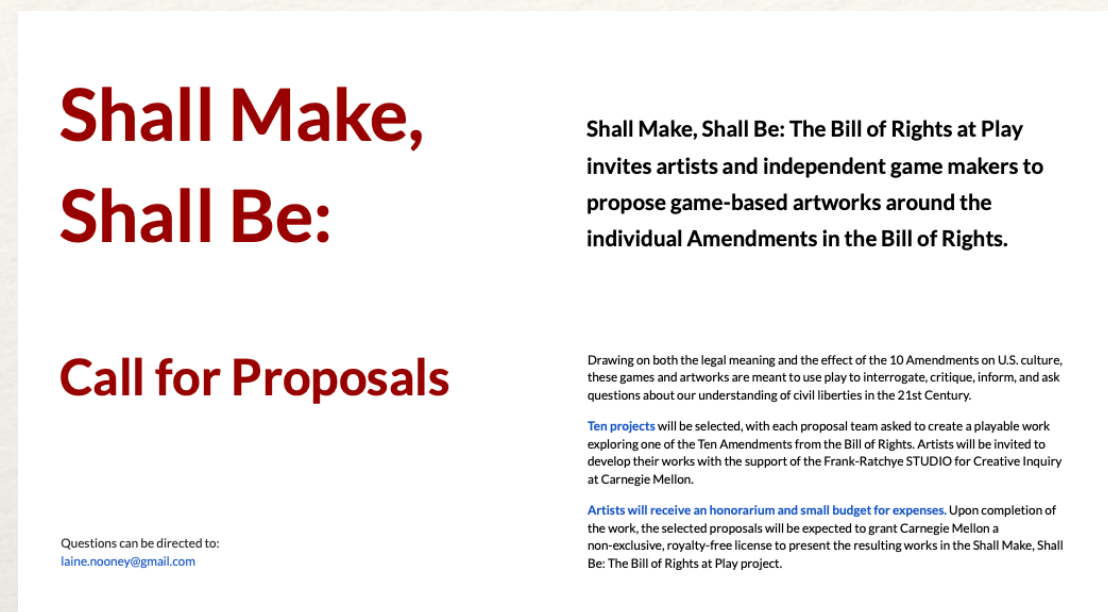
However, the color was adjusted so that it has darker values to lessen the contrast between the red and blue. Also, both the color white and light grey was used to complement each other in section division.

Grid & Composition

I created a 8*6 grid that serves as a guideline for the layout of the content. My initial thought was using the grid would confine my creativity to display information. However, it gives order within the chaos so that information is more easily taken in. The 8*6 has advantage that it can be broken into many different sizes of blocks. Giving enough space at the end of the columns served as a great margin guide for both my menu bar and the footer for the website.



Grid & Composition (Cont.)



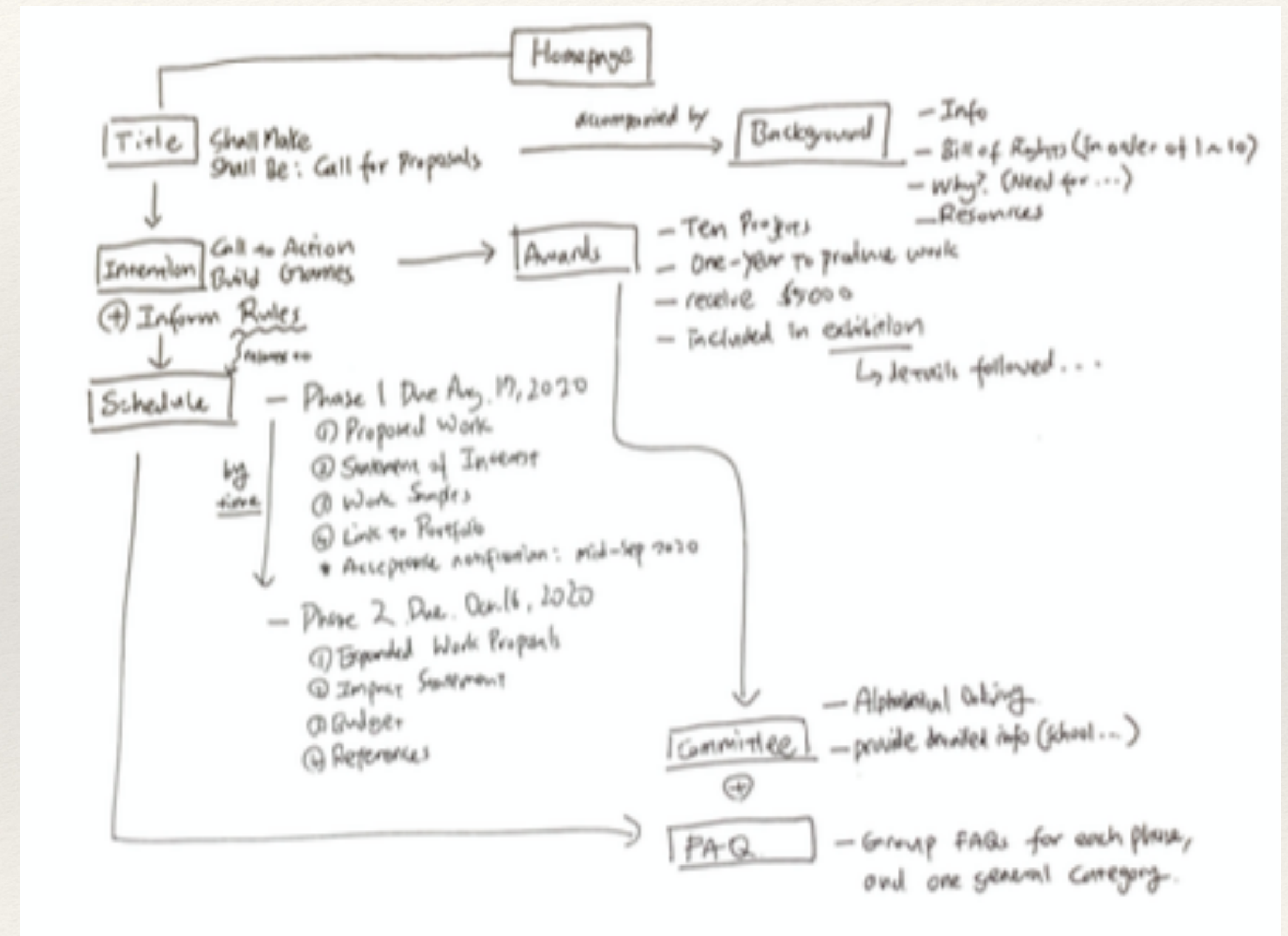
The above two grid design shows how I divided up the width into two columns of size 4 (total of 8 column grid). This organization technique definitely improved the reading abilities of the reader as the length of the text, width-wise was shortened. Also, by experimenting with which color to use for emphasis and I found out that white background was not a good choice for red and blue texts since the contrast is too high.



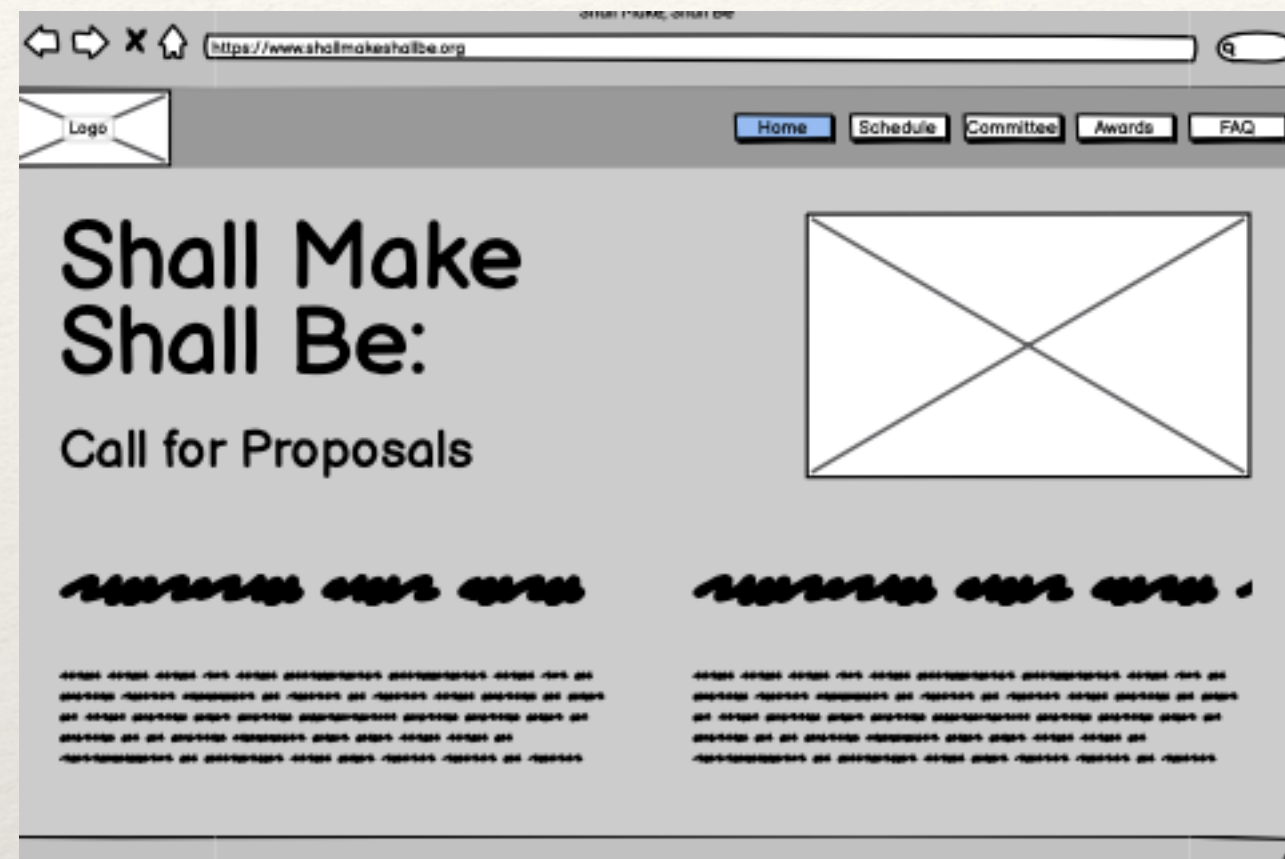
The above envelope-like design was a final iteration for the design that takes into account the grid system, color and typography.

Information Architecture

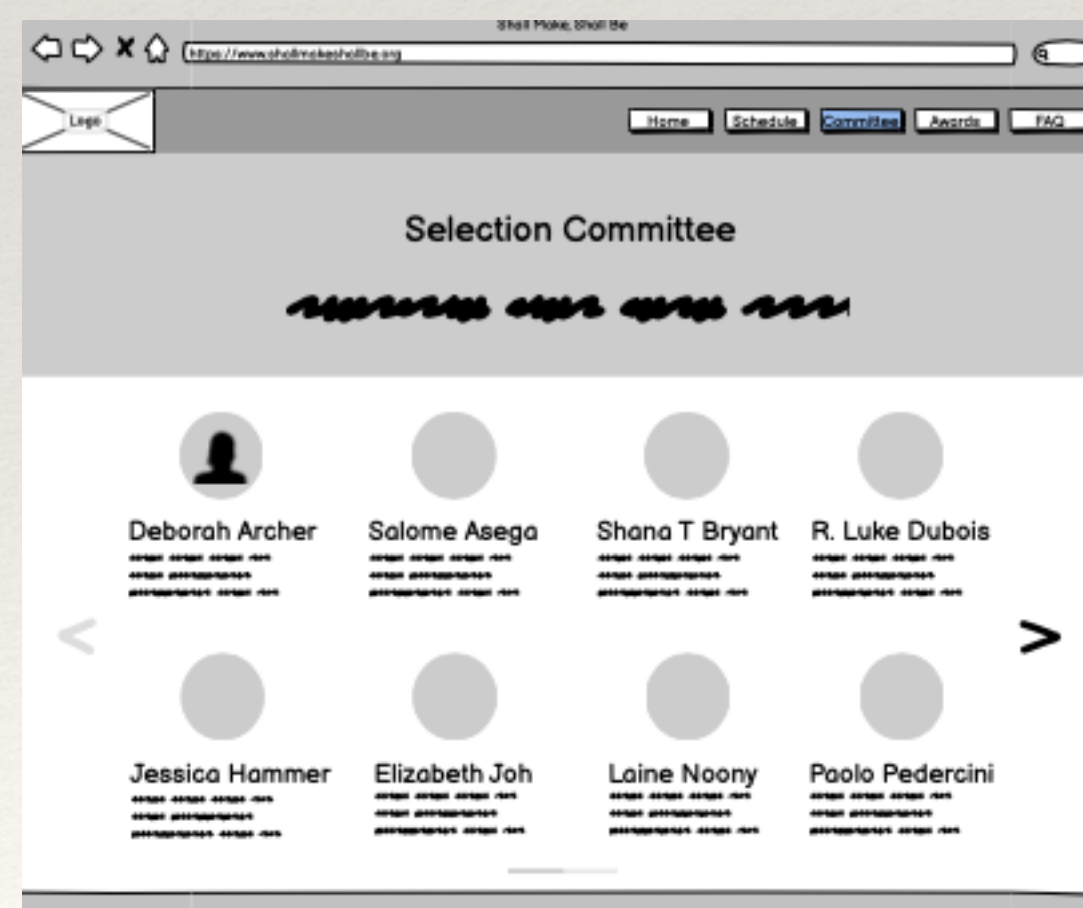
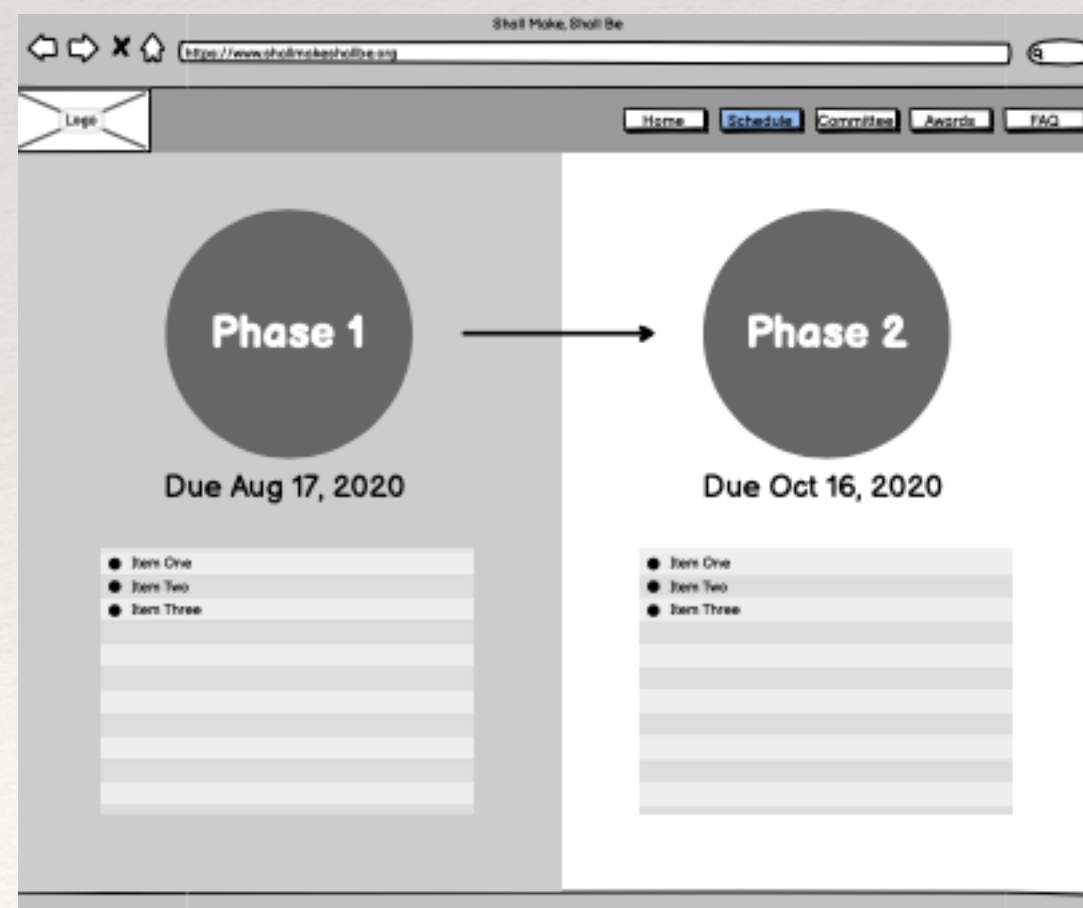
As a student majoring Information Systems, Information Architecture was a concept that was set to me when learning database systems. We used IA to classify which database should be related to which and so on. So when IA was taken into the design perspective, it was a whole different approach. I realized that the first iteration of my IA was designed in a way that the big categories of information was the item for the menu on the website. I realized I was thinking ahead and focused on the relations between the information I had organized.



Information Architecture (Cont.)

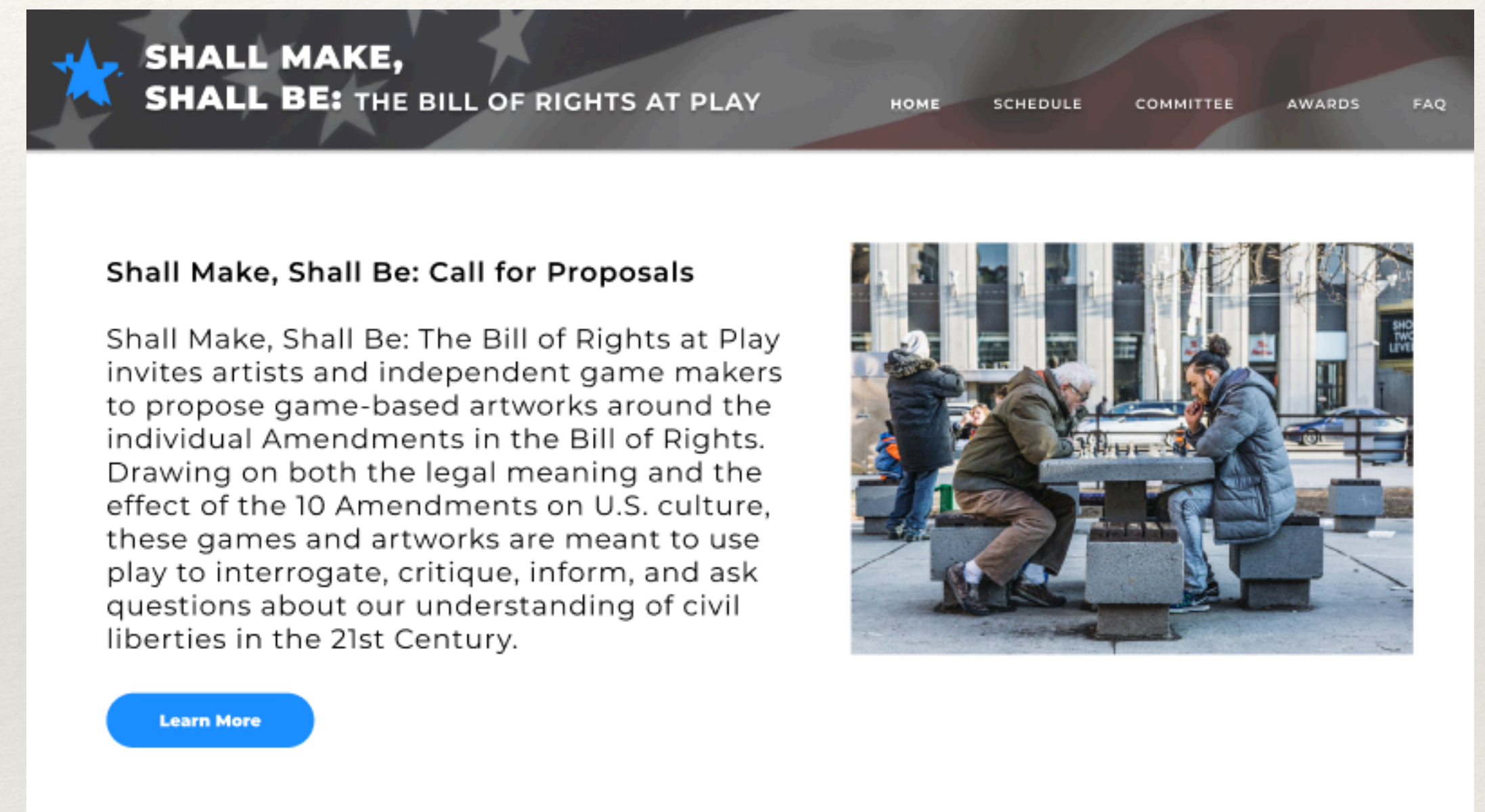


The final IA of my website is shown in the picture to the left. My whole design intention was to structure the information so that the participants can easily navigate through the information they would actually want. I realized that the schedule and committee would be the top information that should be easily accessed. Originally, I had planned to have an “Awards” category on the menu. However, in the final UI prototype, I left out this information since the awards can be briefly mentioned in the home page in a way it is more impactful to the reader, by using bullet points.



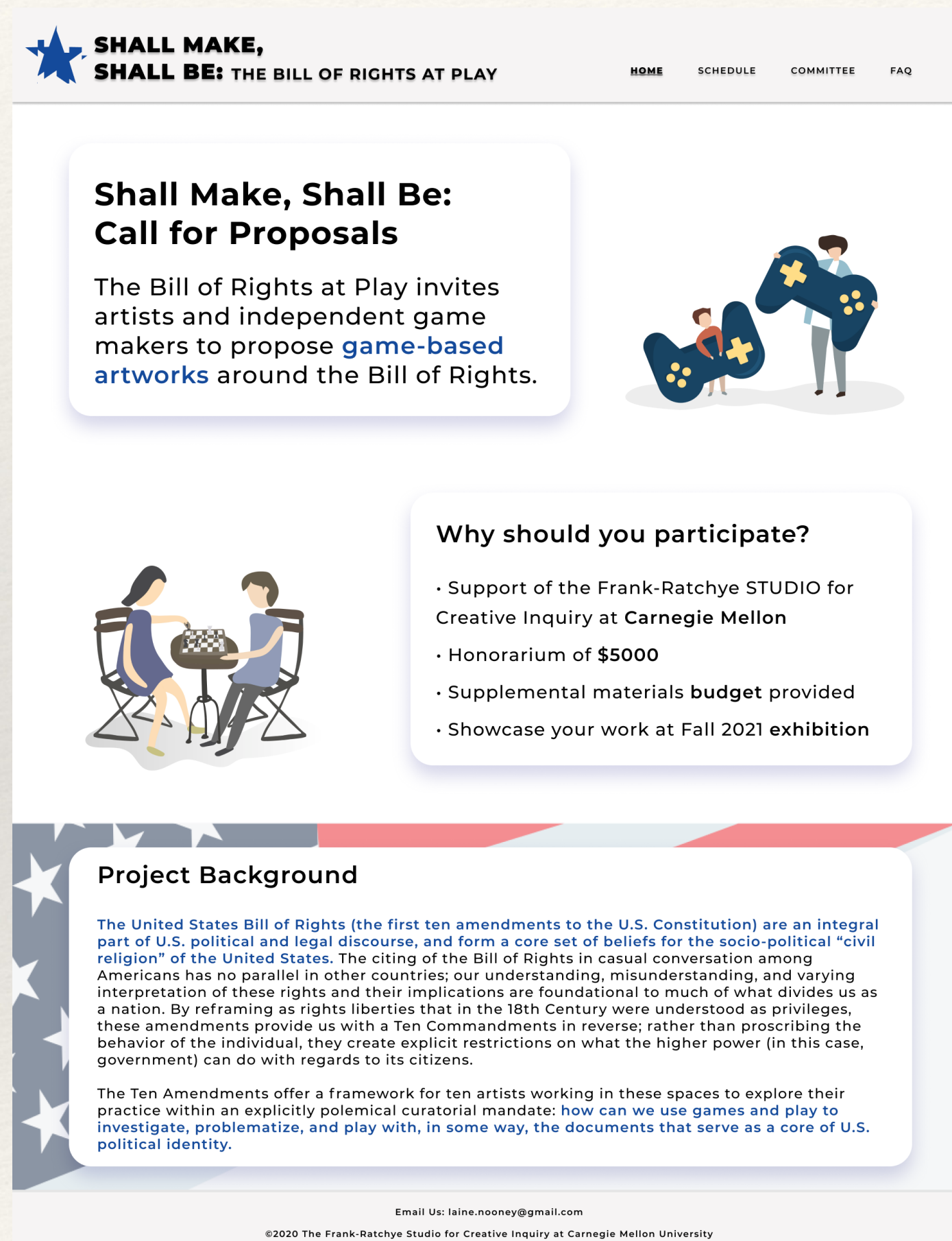
UI Prototyping

This was the mid-fidelity prototype I had for the interim check on the assignment. After having critiques with the class about the prototypes, I realized there are several improvement points I could make. The prototype has too much “weight”, meaning that it is not gamey at all. It is a kind of website that seems to be run by government organization. Also, the texts, even though they are in relatively short read, is somehow not readable enough. Distinguishing the picture and the text would better align the design goals.

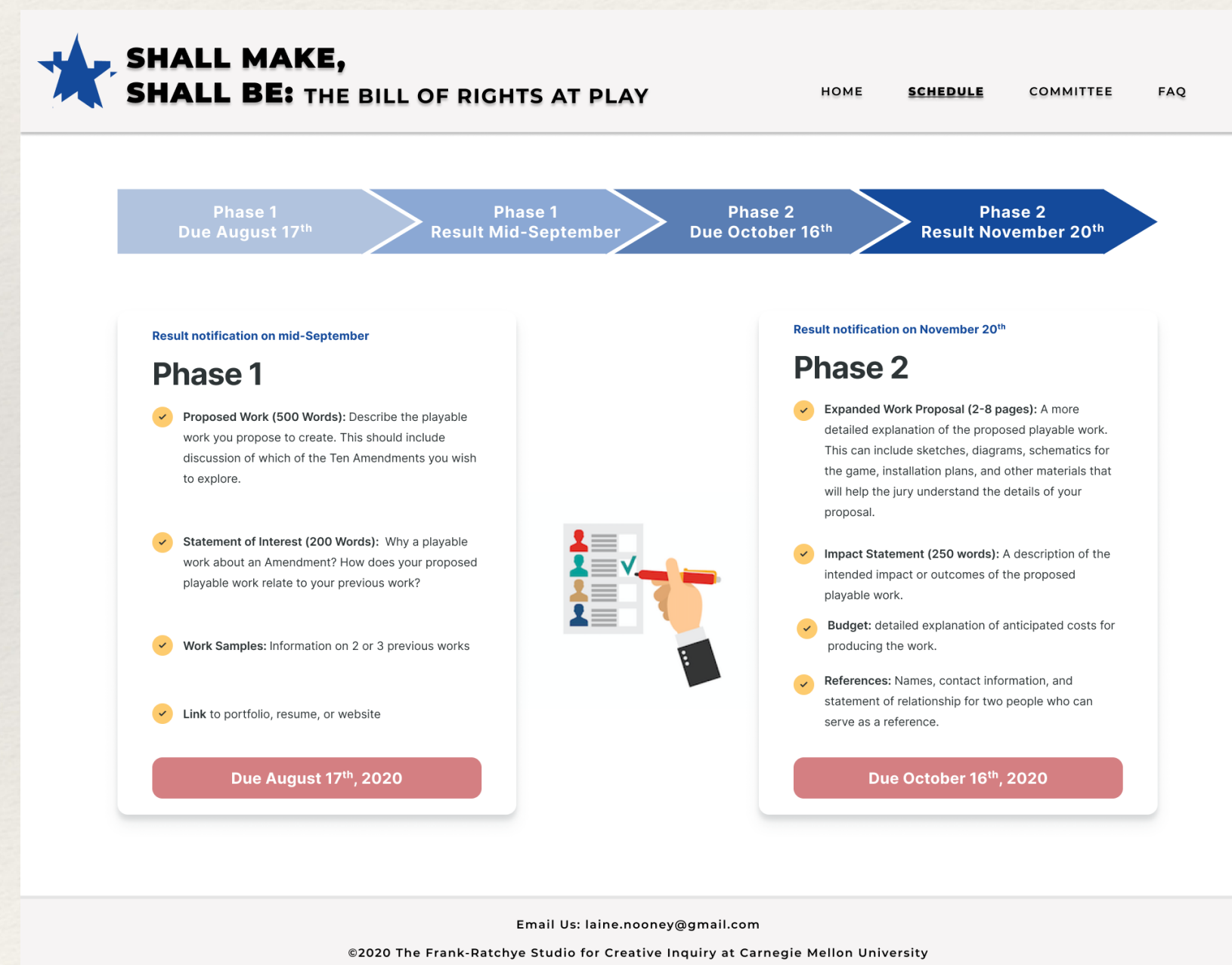


UI Prototype (Cont.)

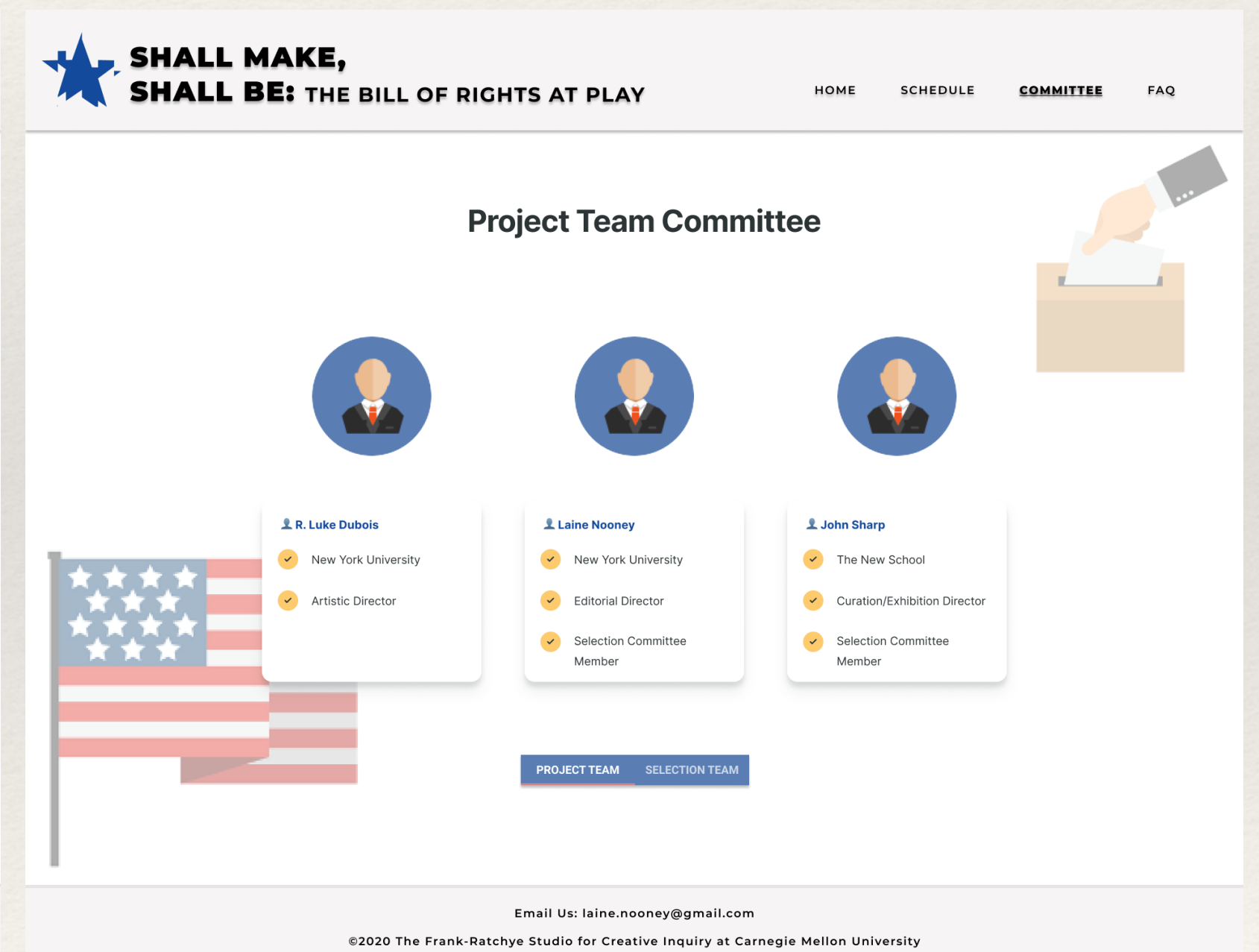
Overview of the prototypes



Home Page



Schedule Page



Committee Page

UI Prototype (Cont.)



I spent a great amount of time clarifying the schedule page. The Phase bar above shows the schedule overview in a graphics form that the readers can easily understand without reading the text in a chronological order. I used time ordering for the information to be read left to right. Also, the Phase 1 and Phase 2 boxes are clearly divided by the judge check form in between. The most important due date is highlighted in the bottom with a red-base coral color. That button is meant to be interactive so that when the user clicks on it, the schedule is automatically added to the calendar app.

Interaction Design

There were many limitations to Figma's prototyping tool. It may be because I am used to FramerX. However, it was saddening to see how I couldn't achieve the hover on effect and click on effect at the same time (Figma only lets one interaction happen at once). Also, the add to calendar button was replaced with a hover on effect, which would change the button to seem as if the button had been clicked, as shown in the Figure 1 on the right side. Figure 2 shows how the highlighted bar under the tab bar as well as de-selected part of the button illustrates the contrast effect between the buttons for easier interaction to happen.



Figure 1. State change in the due date button

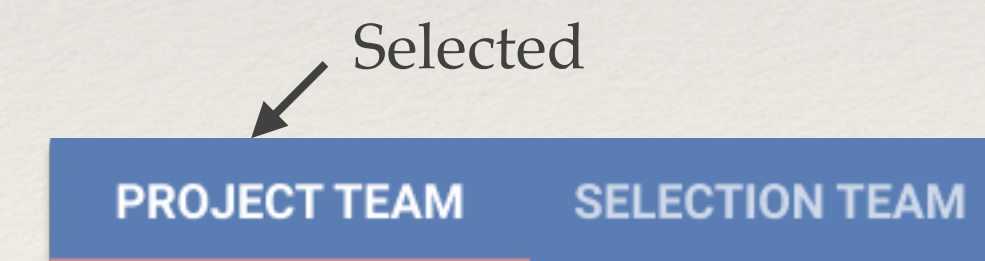


Figure 2. Tab Bar

Takeaway

- ❖ Overall, I am very pleased with my prototype because I think it serves the purpose very well.
- ❖ Whole process of learning the foundational skills made me re-evaluate my innate stereotypes in the process of design. I had always jumped into building prototypes for faster MVP generation while working at a start-up with my friends. However, I now strongly believe that especially color and information hierarchy is something to think beforehand when prototyping.
- ❖ One thing I wish I had the ability to do was generate graphics that were more suiting to the website theme. I guess this is why graphic designers and web designers have different role in prototype.
- ❖ I was surprised by how in a rare chance that I break the grid system, I was, in my own head, generating a new grid system within the broken grid itself. Designers will always try to find meaning and appropriate measures when executing their thoughts.