

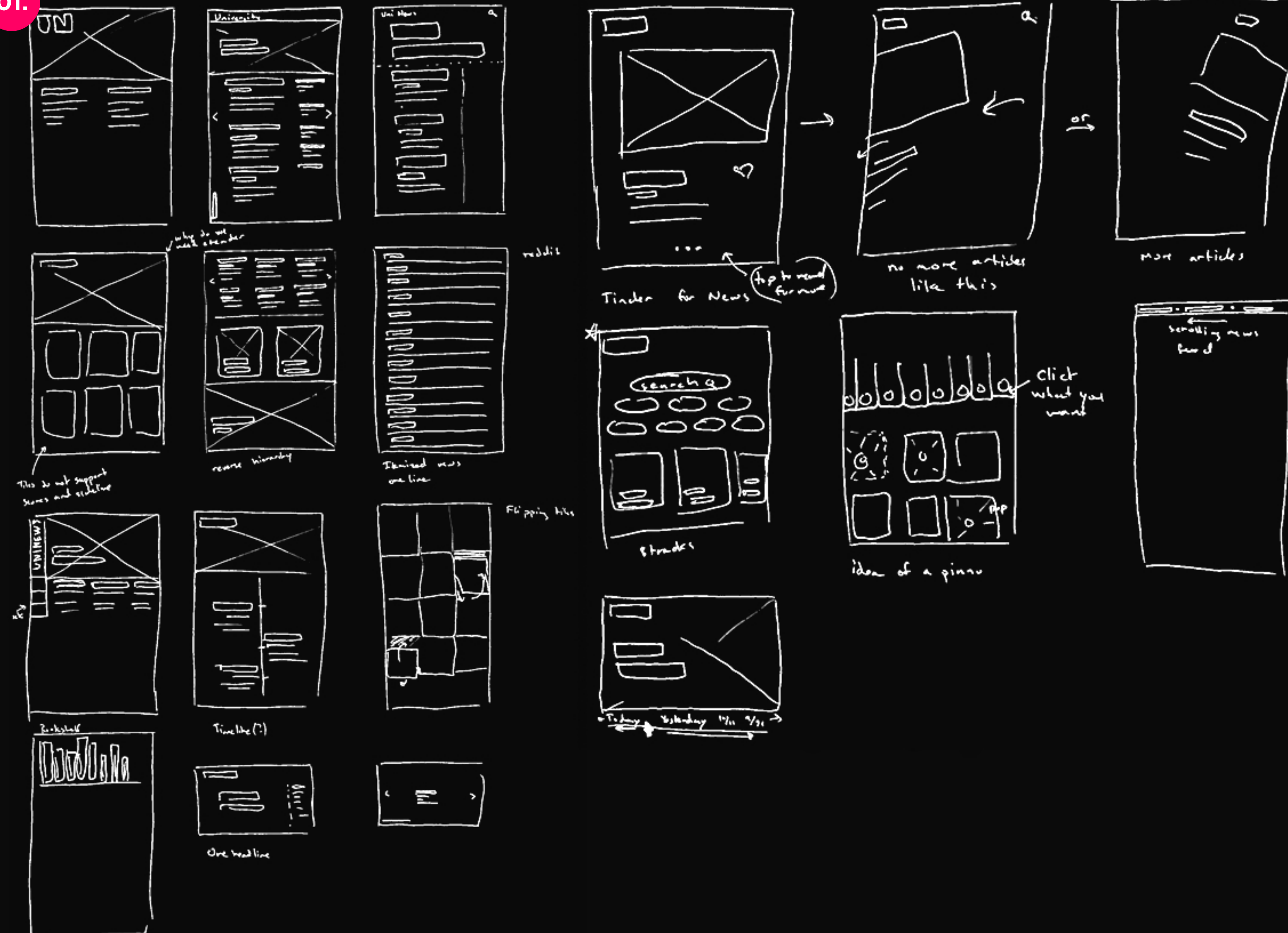
University News

Sketchbook | November 2016

Purpose

The purpose of this project was to reskin the RIT News & Events website. The following is a look at my thought process as I tackled the problem of creating a well designed web page.

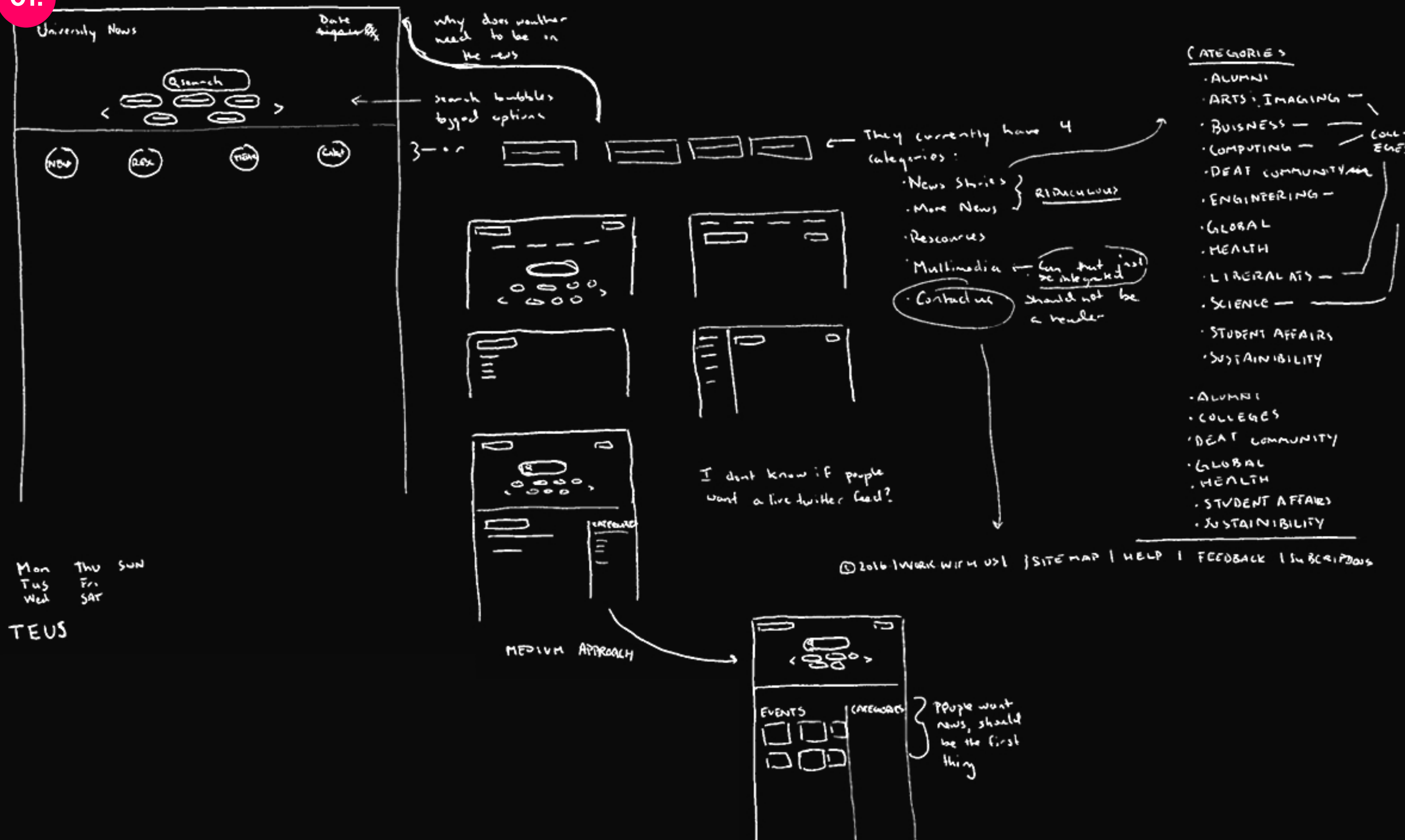
01.



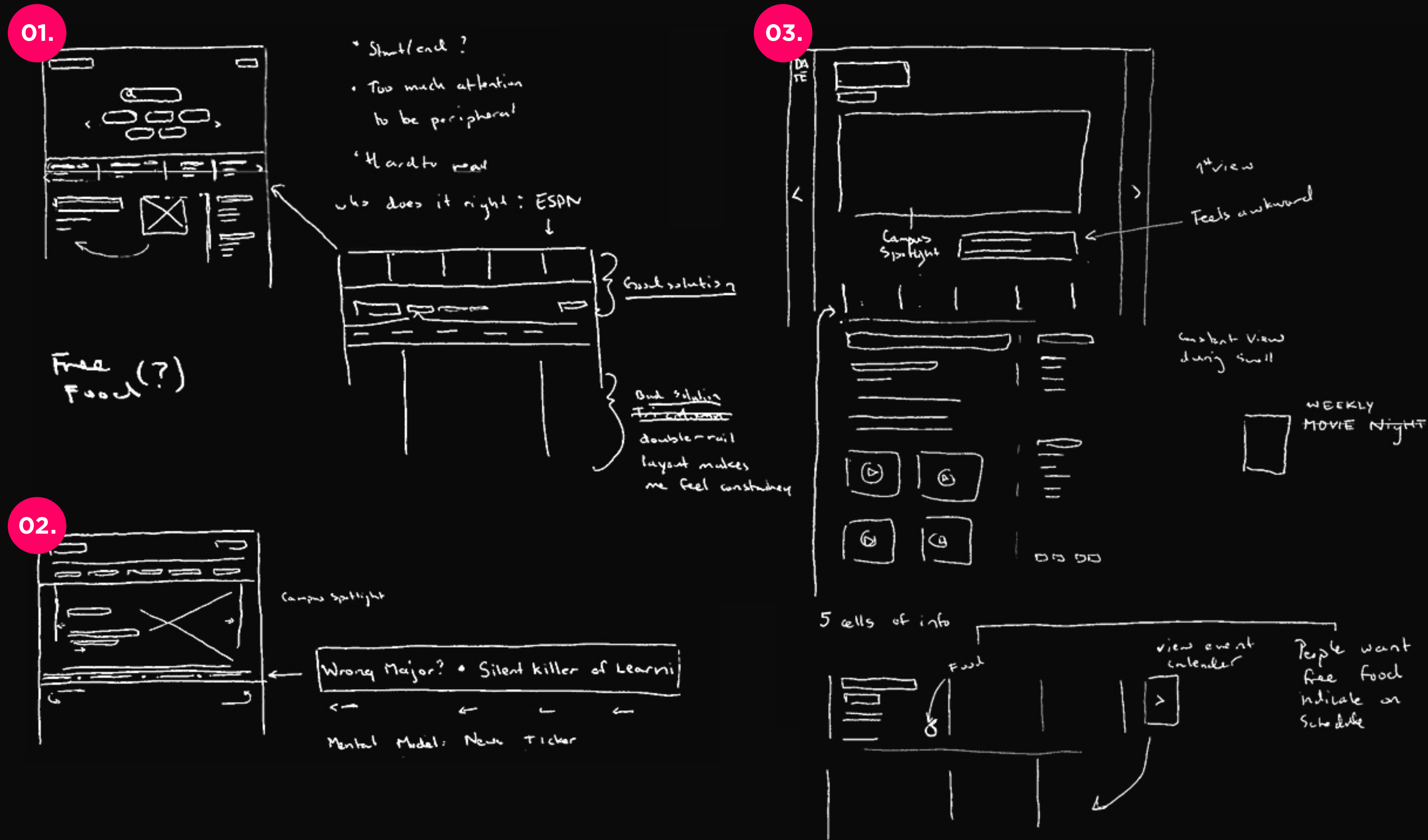
01. First round of sketches used to determine the dominant form of the website.

I pursued a metaphorical design approach, but I now recognize the futility of my approach. An idiomatic approach would have been much more effective

01.



01. I first approached the website with the intent of having search as the dominant feature to the daily news. These are several iterations for the header



01. Continued iteration with search as the core feature as the core feature

02. Attempt at using a ticker display for showing news but concluded it would not be effective

03. Realized that search is not what people need in a daily news page, discovery is more important.

01.

Current issue: Hierarchy

• **H** = Website title /
Page Title /
Article title /
Pull quote
Serif

• Body text should be 16PX

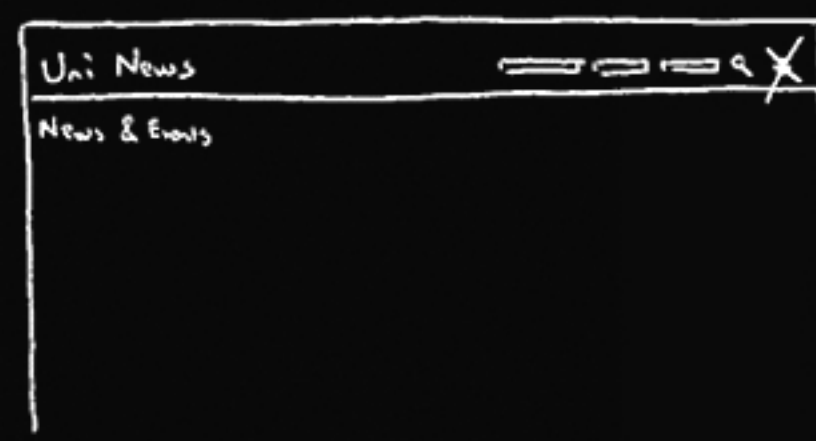
• Links are bold

• Captions → 12 PX (7)

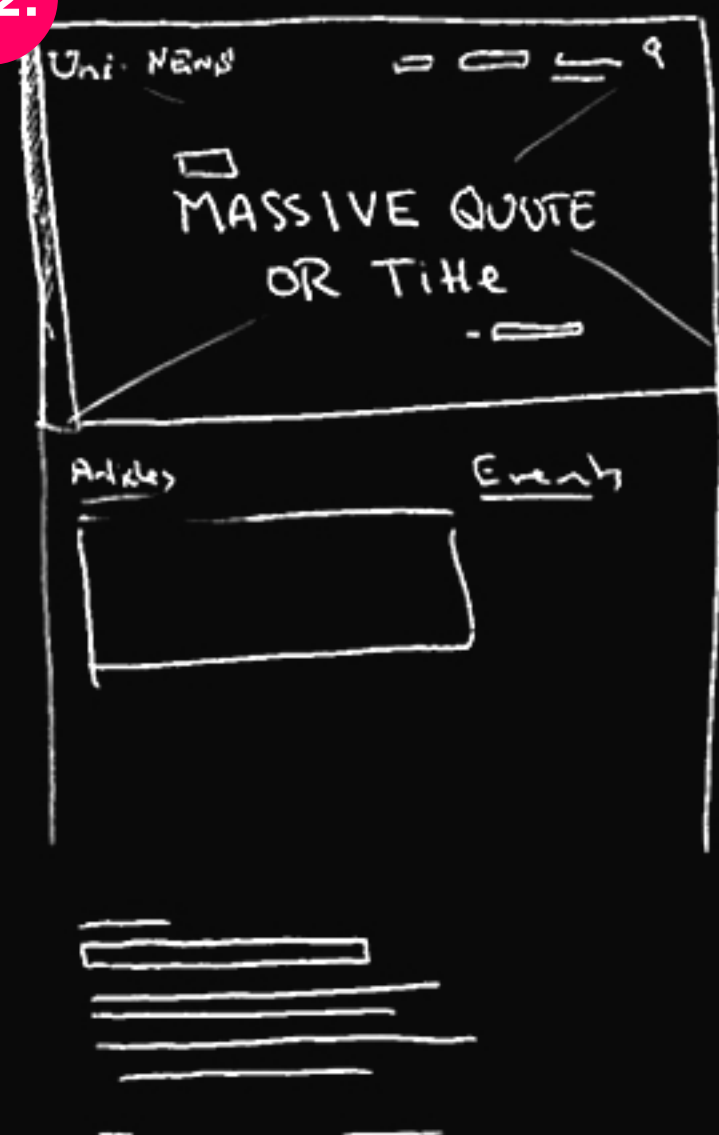
30px → PAGE Title

21px → SubPage Title

16px → body text



02.



1st way

Should events be first?

- They are what is happening now: people can quickly skim
- stops user before articles



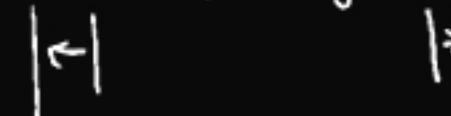
files

I think the title is most important, then date time & location



must always have two lines

• Full Page Navigation



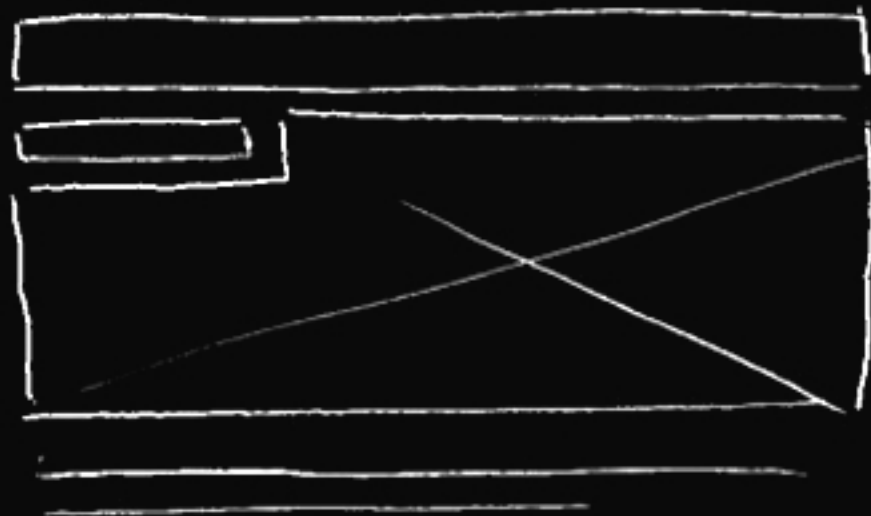
• Body text - 16PX

01. After working through the first comp, I realized my biggest issue was a lack of hierarchy. I ended up writing what each text treatment correlated to.

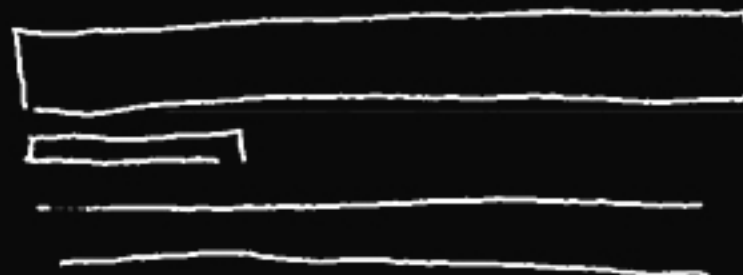
02. Reworking header layout and beginning to layout the article/event section of the web-page.

01.

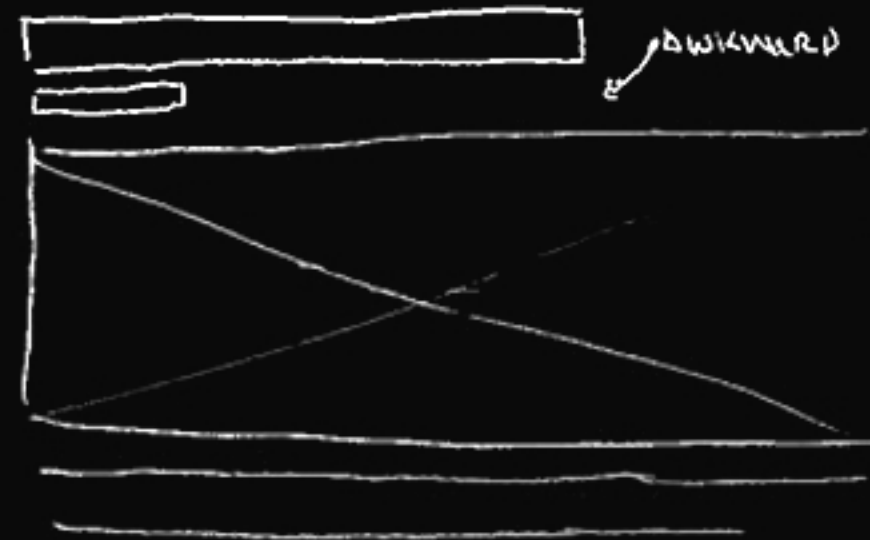
Main Article



Secondary Article



or

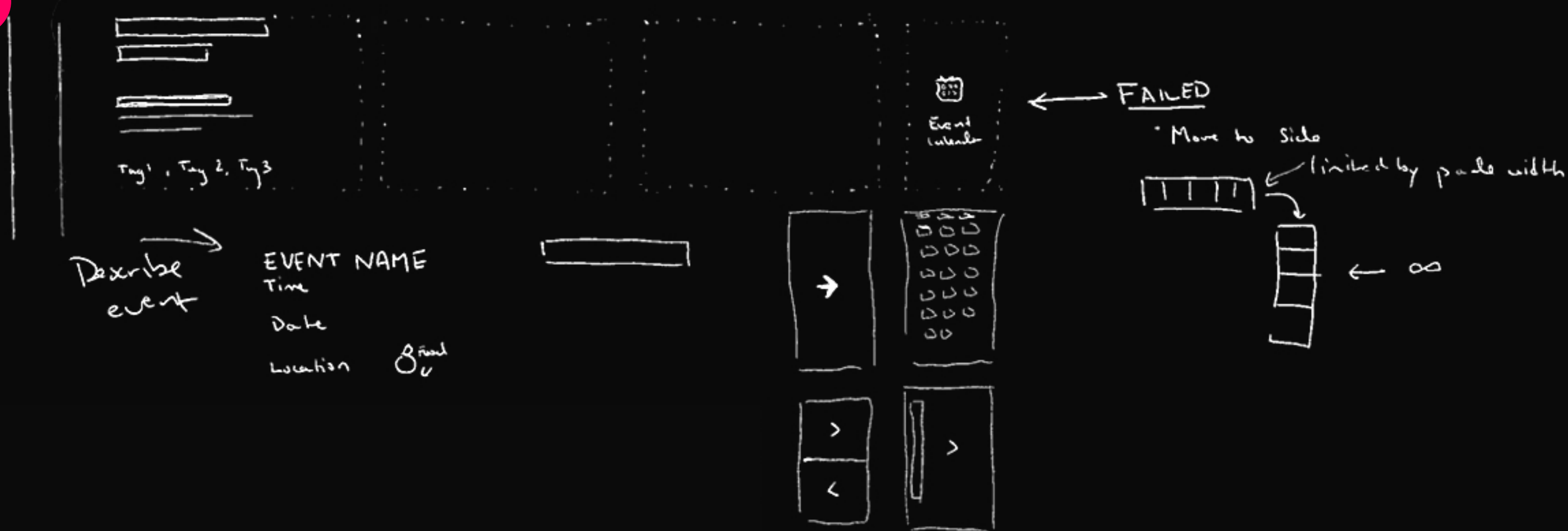


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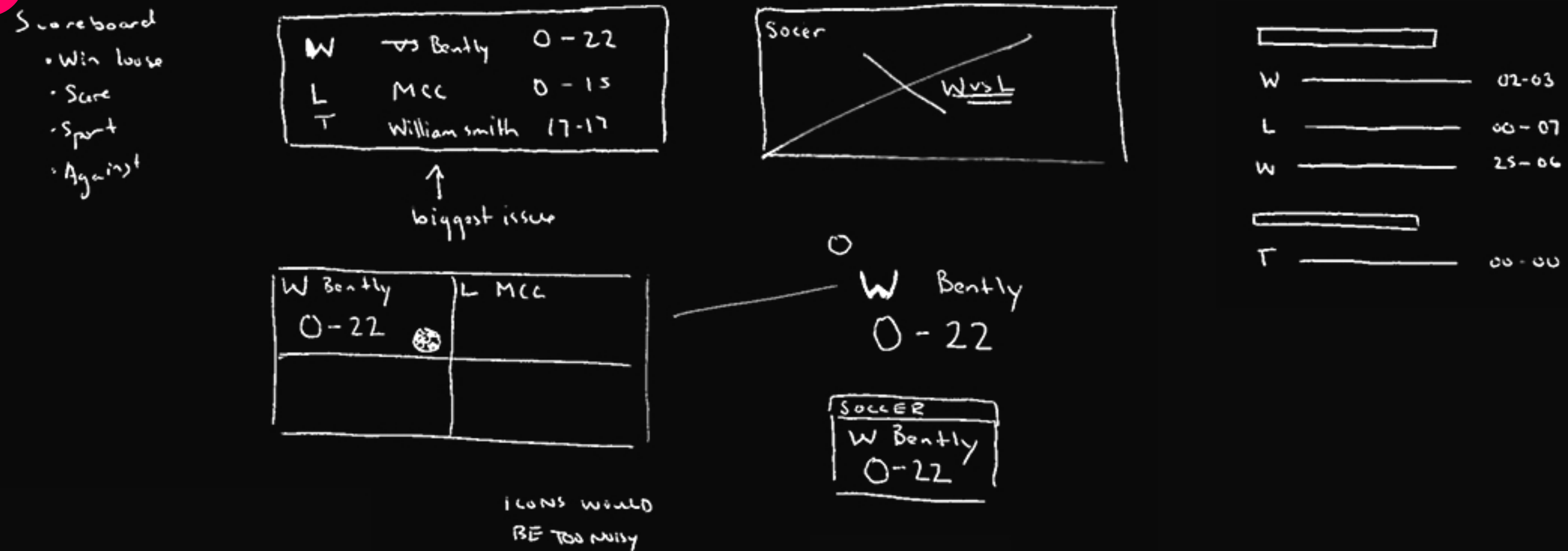
01. As I worked with the article section I iterated through a few layouts, I wanted to avoid gaps of space created by long titles.

01.



01. I found the display of events to be a point of difficulty for me. What I ended up doing was creating a card for each event.

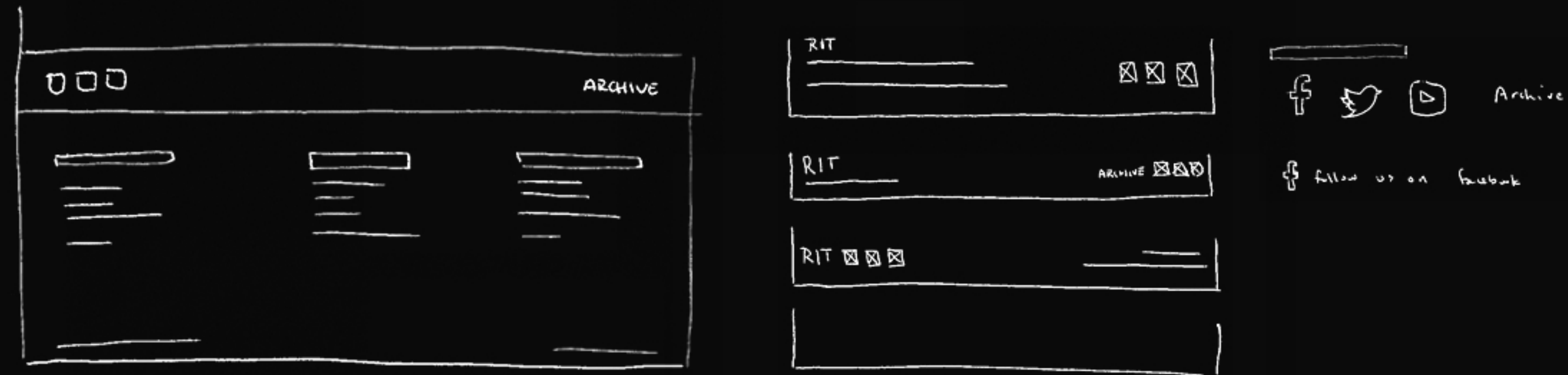
02.



02. One major thing that the old website displayed poorly was the sports scores. My goal was to display the information as clearly and concisely as possible.

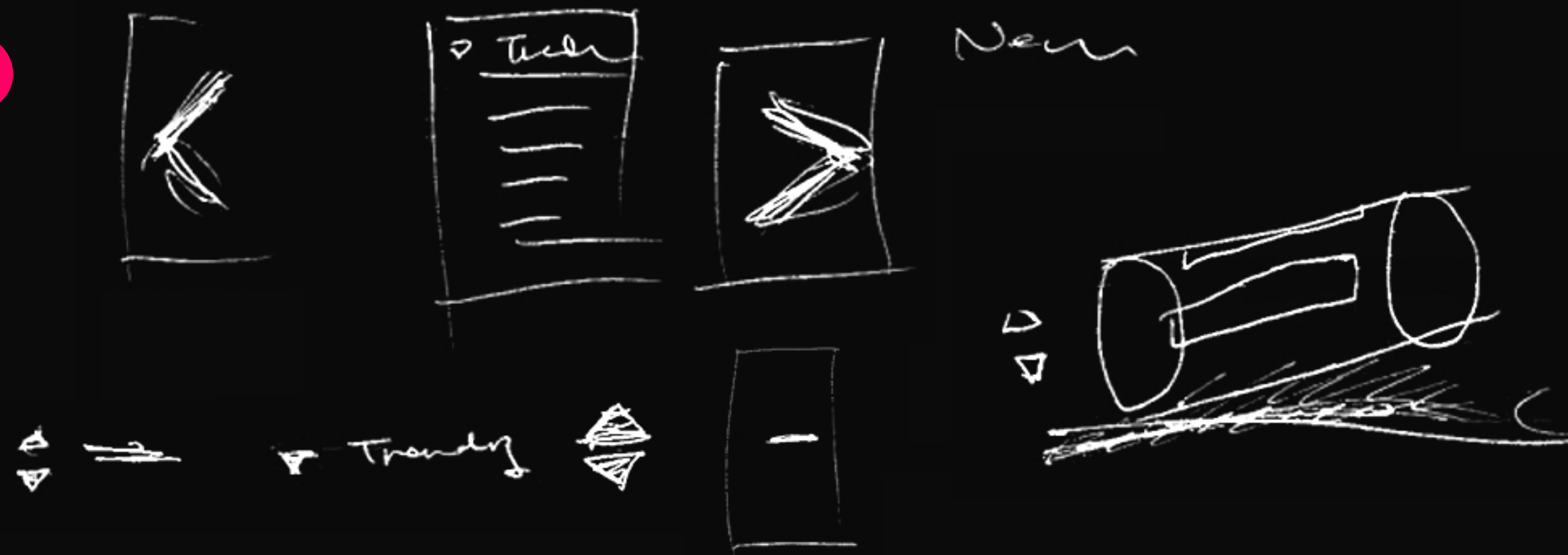
01.

Footer



01. A brief dissection of the footer. In the end, I felt the site map format to be unnecessary.

02.



02. Sketching through micro interactions. Most of them were unused in the final design.

