CS571 Spring 2024 – ICA B

Visual Design

Please *make a copy* of this document by clicking **File > Make a copy**. You may share and co-edit it with your fellow group members.

In this in-class activity, you will explore the concept of **Visual Design** in three steps:

1. Analyzing for Elements and Principles
2. Analyzing for Color, Type, and Image
3. Practicing Visual Design

Areas needing your response are clearly marked with **Your Turn!** Be sure to complete all aspects of the assignment. Your Canvas submission will be a **pdf** version of this document.

You may complete this in groups of 1, 2, or 3 people! :) Please be sure to assign yourself and your team member(s) to a group by visiting Canvas > People > ICA B.

1. Analyzing for Elements and Principles

In class, you learn about the **elements** and **principles** of design. The *elements* of design comprise the basic building blocks, whereas the *principles* of design orchestrate these elements to achieve your design goals. This could be to advertise a new product, employ participants for a research study, or improve the online shopping experience, among many, many other things.

Your Turn! Analyze an existing webpage or graphic poster considering the design elements and principles and answer the following questions...

    a. What elements can you observe in the design?

    b. What principles can you see in use?

    c. What problems do you see that can be addressed using design elements and principles?

2. Analyzing for Color, Type, and Image

Now, you learned three key components for UX design: **color**, **type**, and **image**. These components are able to enrich your design. For example, the right usage of *color* can evoke specific emotions and convey your message effectively; choosing the right *type* can significantly improve readability and establish a strong visual hierarchy; and strategic use of *images* can capture attention and communicate complex ideas quickly.

Your Turn! Using the webpage or graphic poster you chose in Step 1, answer the following questions with reference to the use of *color*, *type*, and *image*...

    a.   What use of color, type, and image can you observe in the design?

    b.   How are those components used in the overall design? What kind of nuances and emotions do they create?

    c.   How could you improve the design using color, type, and image?

3. Practicing Visual Design

After this thorough analysis, you're now ready to design on your own (or with your group!). You will apply what you've learned through practice and bring a design idea to life.

Do you remember the last product that you purchased online? What was the experience like? Imagine you get a chance to sell that product – what would that page look like?

Your Turn! Considering the elements and principles of visual design, with a specific focus on the use of type, color, and imagery, design a product page for a product of your choice. This page can be hand drawn or digitally created. Attach your drawing on the next page. Be sure to *annotate* your creation to describe any ambiguities. Your sketch does not need to be pixel-perfect, but it should provide enough detail for you to comment on your usage of design elements and principles, color, type, and imagery.

Then consider and answer the following questions (please consider these questions *before* and *while* designing – be *intentional* with your usage of these visual design characteristics!)...

1. How do you use the design elements and principles to direct user attention appropriately?

2. In what ways do you use color, type, and imagery?

After inserting your design into this document, please be sure to upload this as a PDF to Canvas!