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Redesigning a TradeIX Diagram

An alternative design for a diagram featured

on the TradeIX Website

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Date

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Synopsis

This document presents an alternative design for a diagram featured on the TradeIX About page. Figure 1 illustrates the four colour variants of the alternative design proposed. The document lists the restrictions and objectives influencing the design with samples to show how the design looks on a webpage.
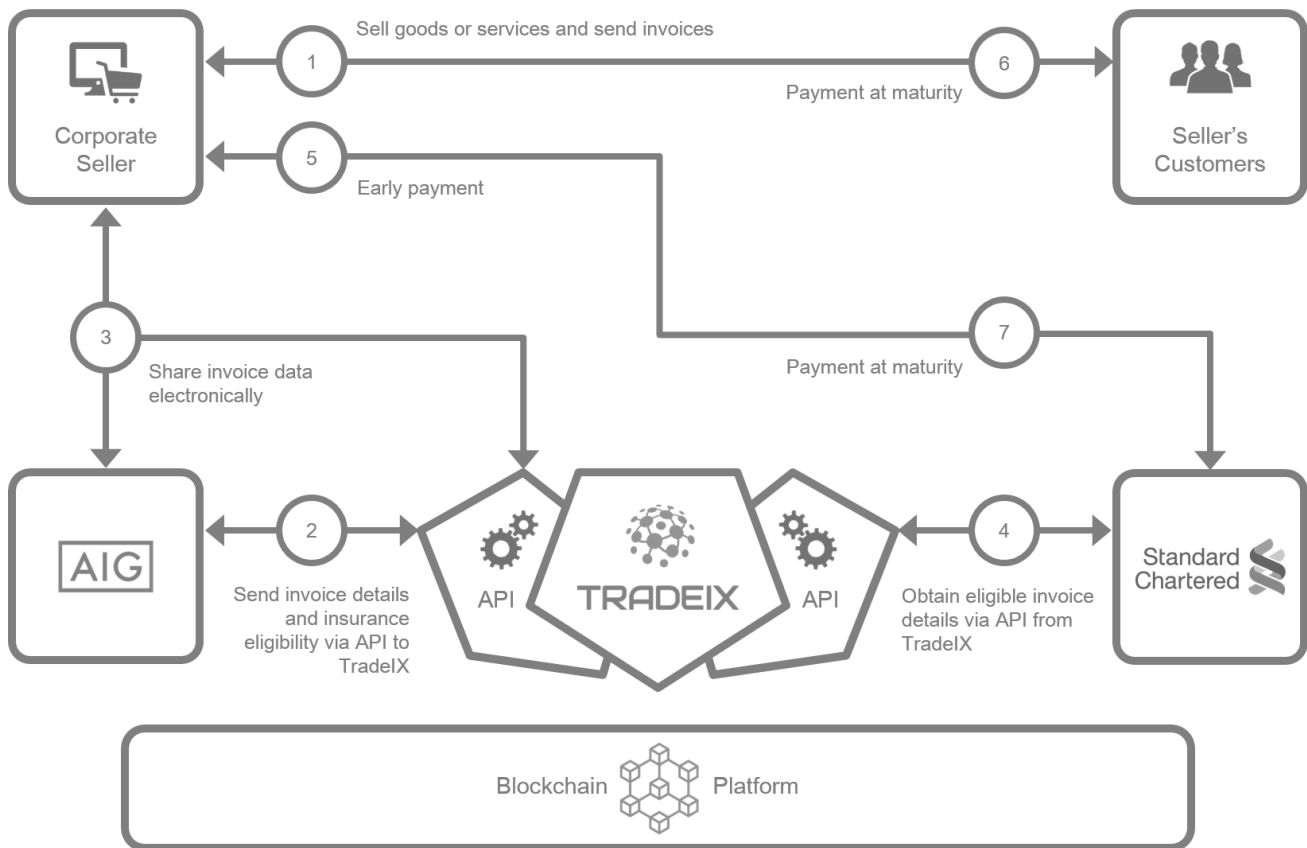
Figure 1. Colour variants of the redesigned TradeIX diagram
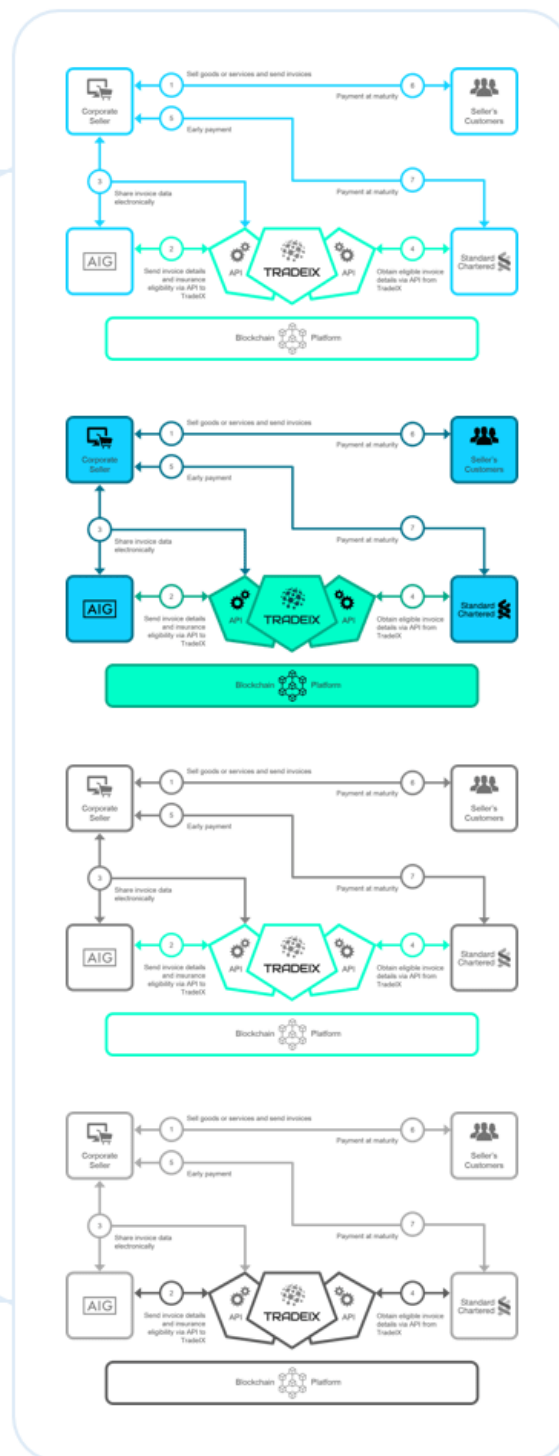
1. Design considerations

Figure 2 shows the wireframe of the alternative design. Table 1 lists each colour variant with relevant statistics.

Figure 2. Outline design for all colour variants

1.1. Design restrictions

The image is displayed on a web page necessitating the restrictions listed below to ensure minimal impact on the page load time and responsiveness.
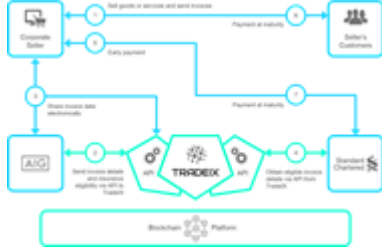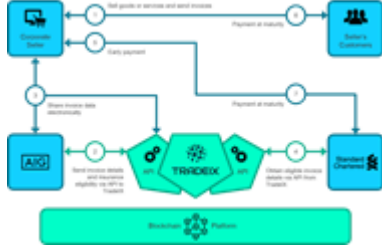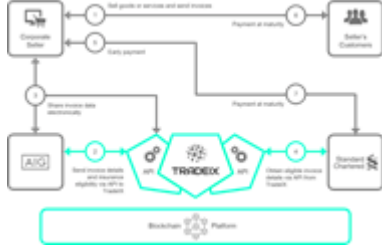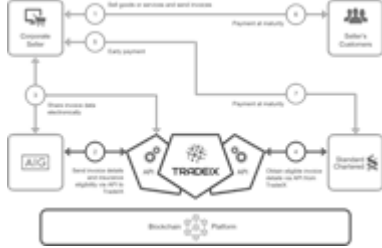
- Avoid shadows, transparency, and shading (gradients).
- Avoid transformations such as 3D rotations.
- Use size, colour reduction, and compression without visible loss of quality.
- Minimum use of solid background colours for a lower carbon footprint.
- Strictly use the TradeIX colour scheme.

1.2. Design objectives

Considering the restrictions above, the main objectives of the alternative design include

• Prioritise simplicity (a lightweight, minimal look and feel) over visual impact and sophistication.

• A balance between maximum image quality, text readability, and minimum image size.

• The entities, and relationships between them, are easy to read and follow.

Table 1. Alternative design – analysis of colour variants

	Variant	Thumb nail	Approximate file size (Kilobytes)	Approximate size with professional compression	Colour count
1	Outline colour		28 ▲ 2 ***	21 ▼ 5	97 ▼ 157
2	Full colour		31 ▲ 5	24 ▼ 2	162 ▼ 94
3	Teal only		27 ▲ 1	20 ▼ 6	67 ▼ 187
4	Monochrome		27 ▲ 1	18 ▼ 8	39 ▼ 205

*** These are compressed sizes achieved with free online compression. The adjacent column estimates professional compression values. The file size of the original image is **26 KB** compressed with 254 colours and 787 x 519 pixels. The alternative design is 787 x 509 pixels - **7,870** pixels less than the original.
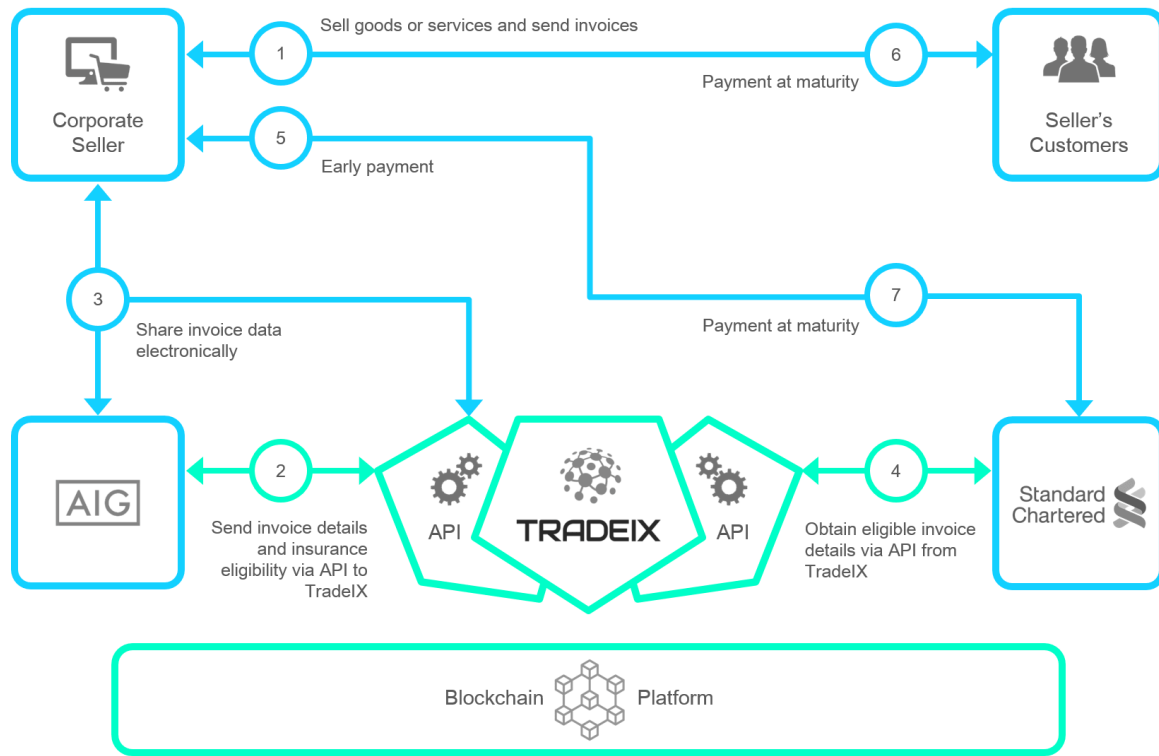
2. Colour Variants

Figure 3. Outline colour

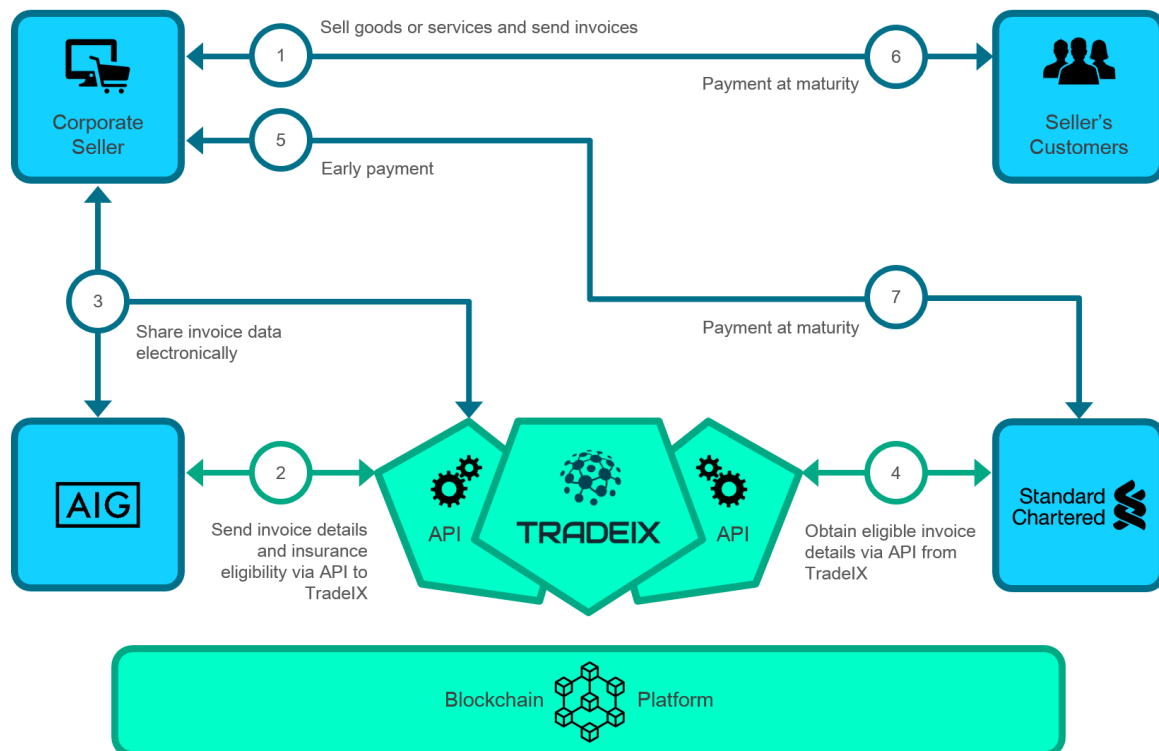

Figure 4. Full colour

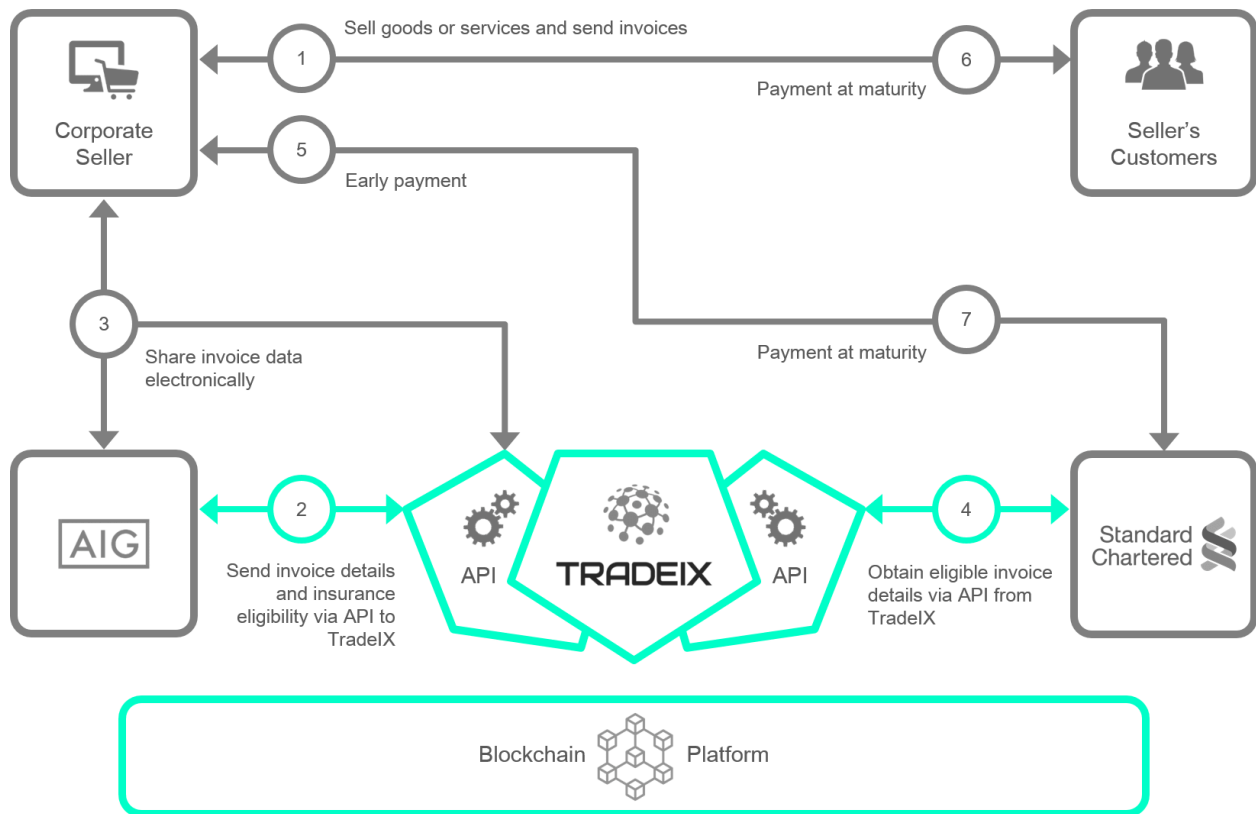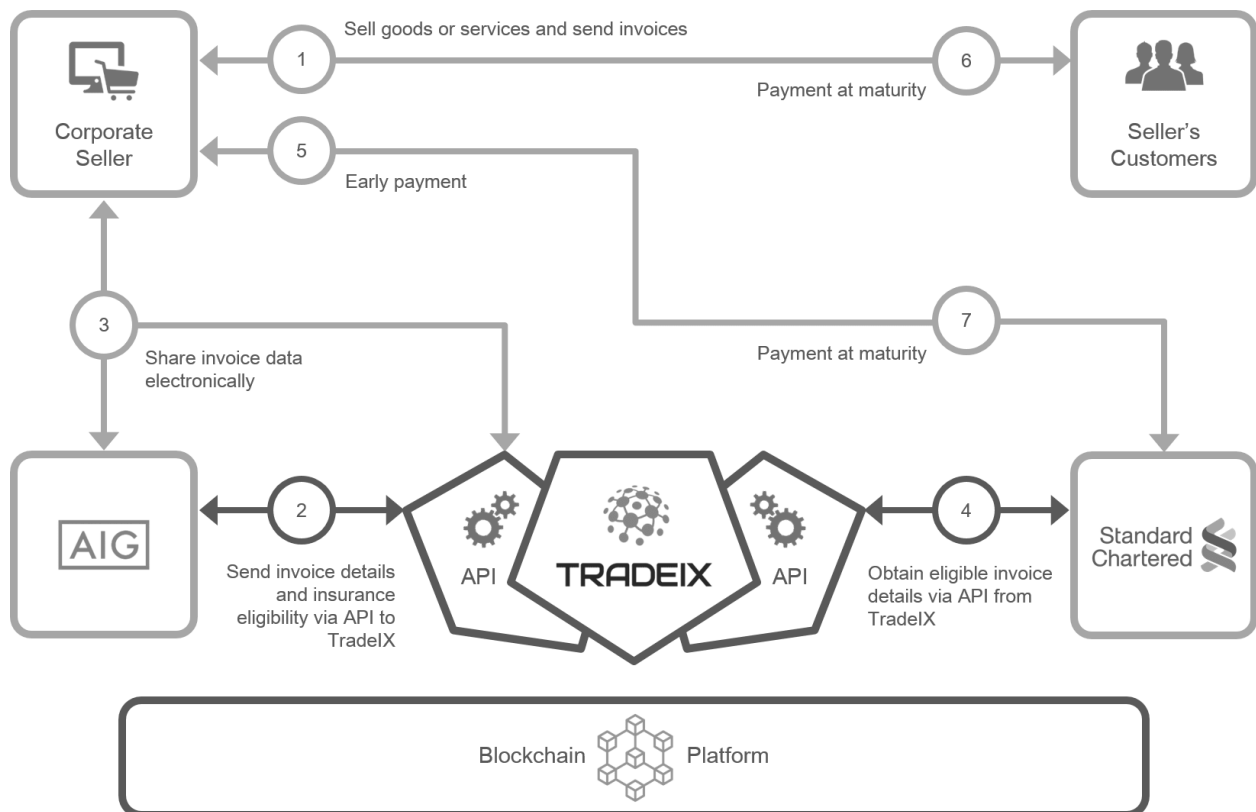## Figure 5. Teal only

Figure 6. Monochrome

3. Webpage samples

The samples below illustrate how the alternative design looks on the web page. The actual size of the images on webpage are significantly larger than those below.
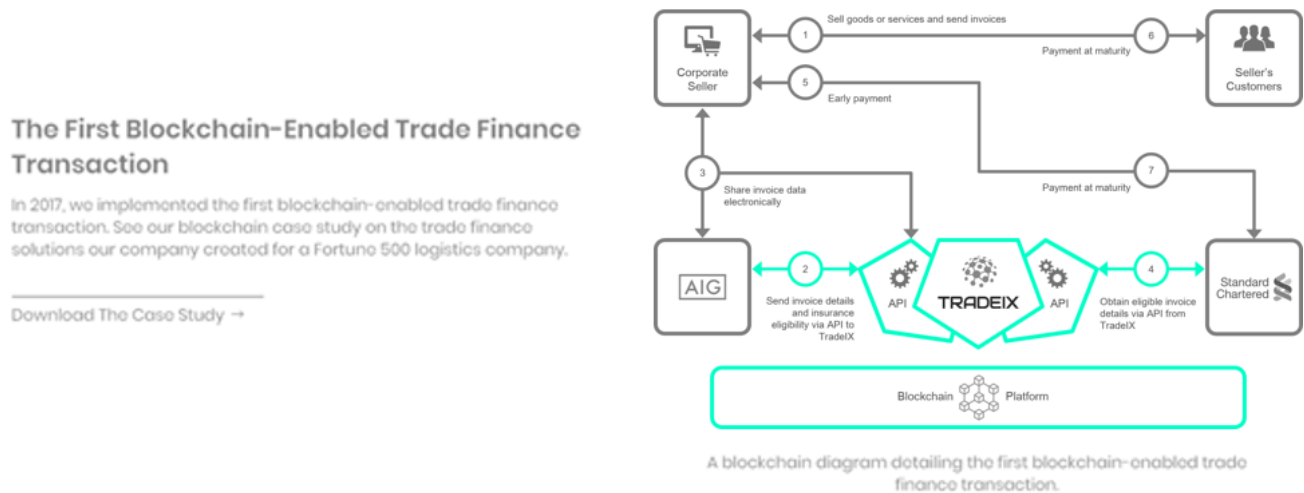
Figure 7. Sample – teal only

Figure 8. Sample – monochrome