

OVERVIEW

USER DATA & DESIGN ETHICS

Mike Snyder | Team CryptoKiddos

Contributive Collaboration

Process Document



DOCUMENT OUTLINE

Here's What To Expect

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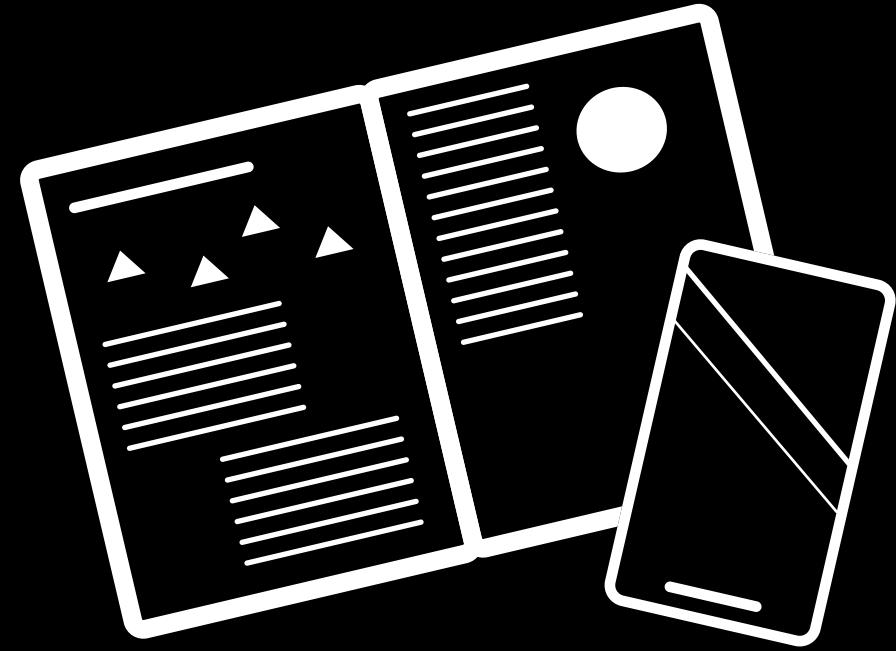
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introduction

PROJECT CONTEXT

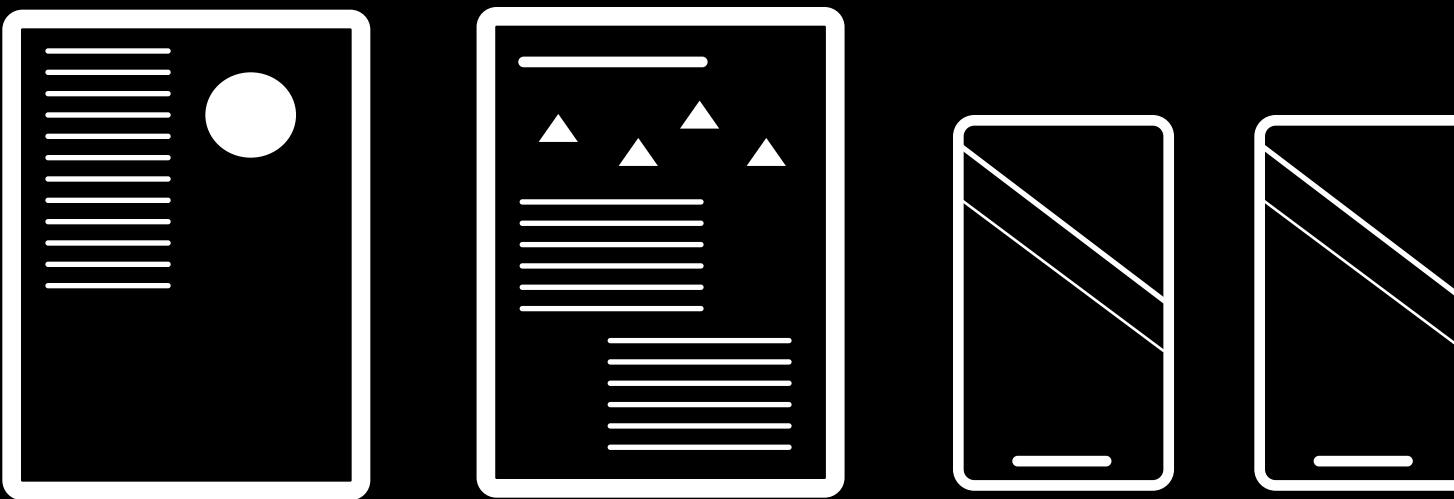
CONTRIBUTIVE COLLABORATION



COLLABORATION

Our group created one experience about design ethics that spanned 2 products:

- 1 physical print media
- 1 digital interactive app



CONTRIBUTION

We would each be doing 2 print spreads and 2 interactions individually.

These separate deliverables would be assembled to form our products.

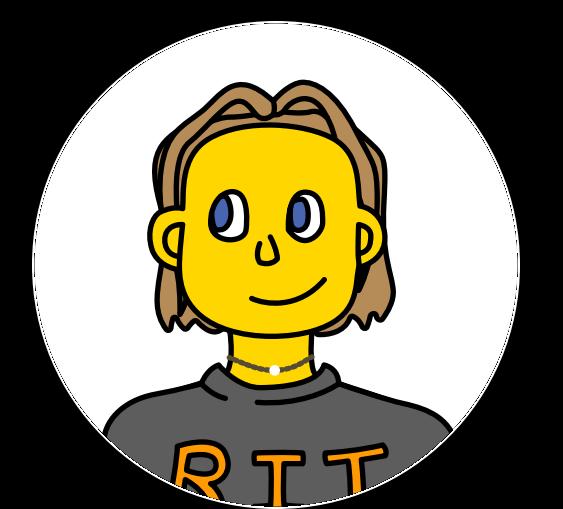
GROUP INTRODUCTION

Here's The Group!

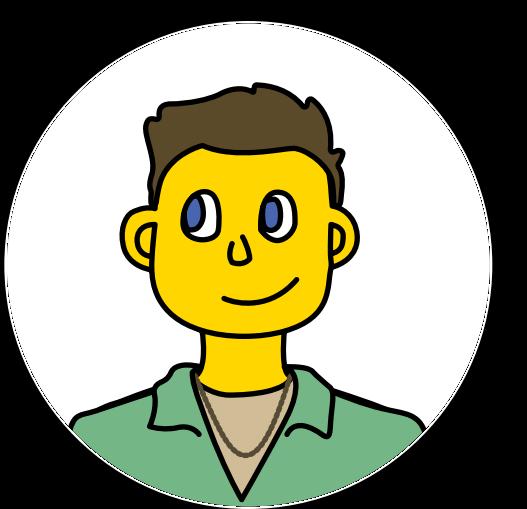
COLLABORATION

We're 6 Students in RIT's New Media Design program. Together we made an awesome zine and app experience!

Special shoutouts to Kate for these avatars and to our professor Miguel Cardona.



Aimee Spisak



Ben Middleton



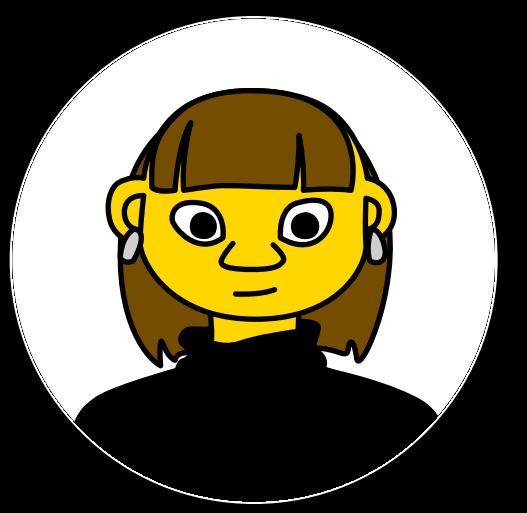
Kate O'Gorman



Mike Snyder



Nicole Lopez



Xiaoyu Wang

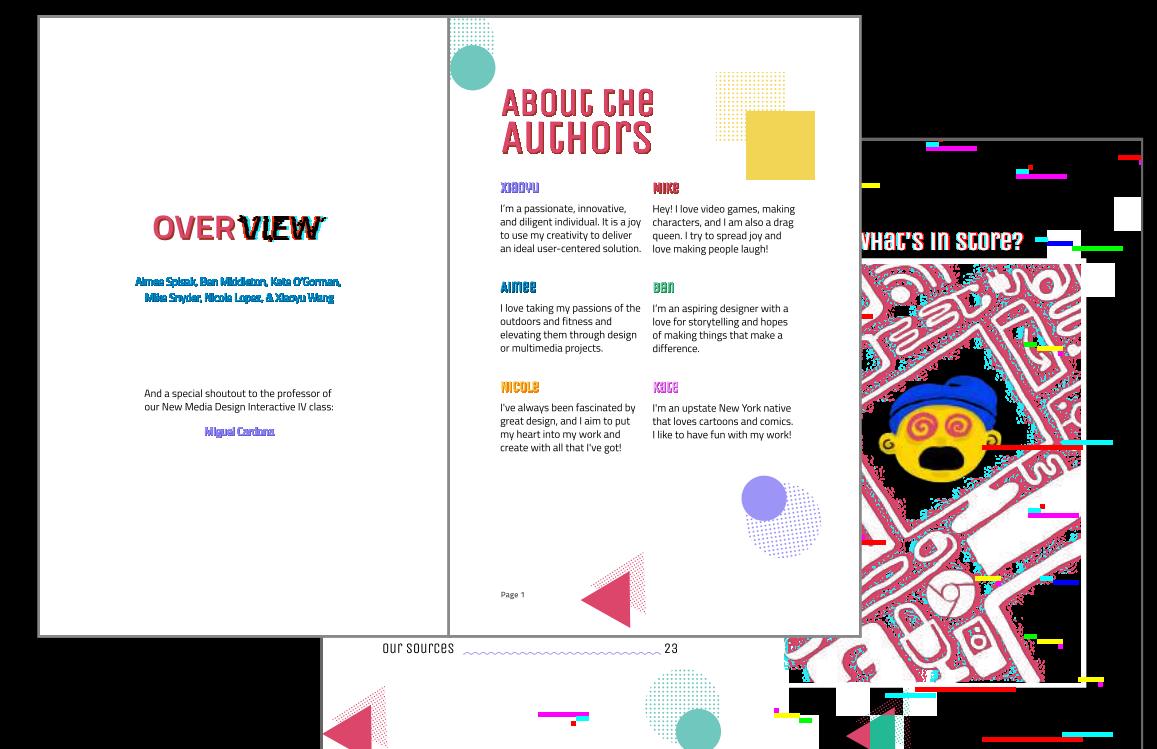
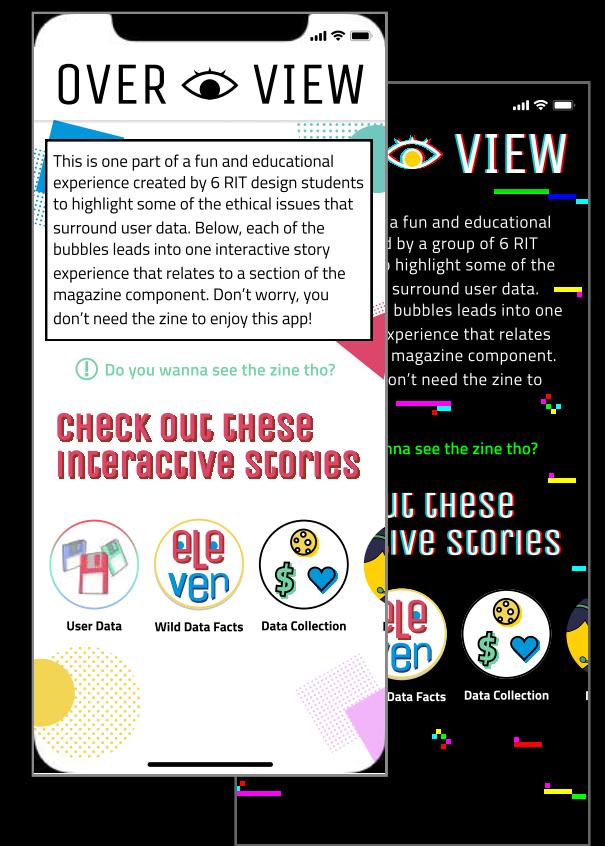
MY CONTRIBUTION

COVERS, HOME, and LAUGHABLE LISTS

MY ROLE

Everyone was in charge of their own sections, but I volunteered to do the cover and auxilliary pages. Despite doing more pages, I only had to worry about one article in the zine, so it balanced out!

In the app, this translated to stylizing the home screen and global navigation for everyone's interactions as well as my own article's interaction.



TOPIC Research

IDEATION

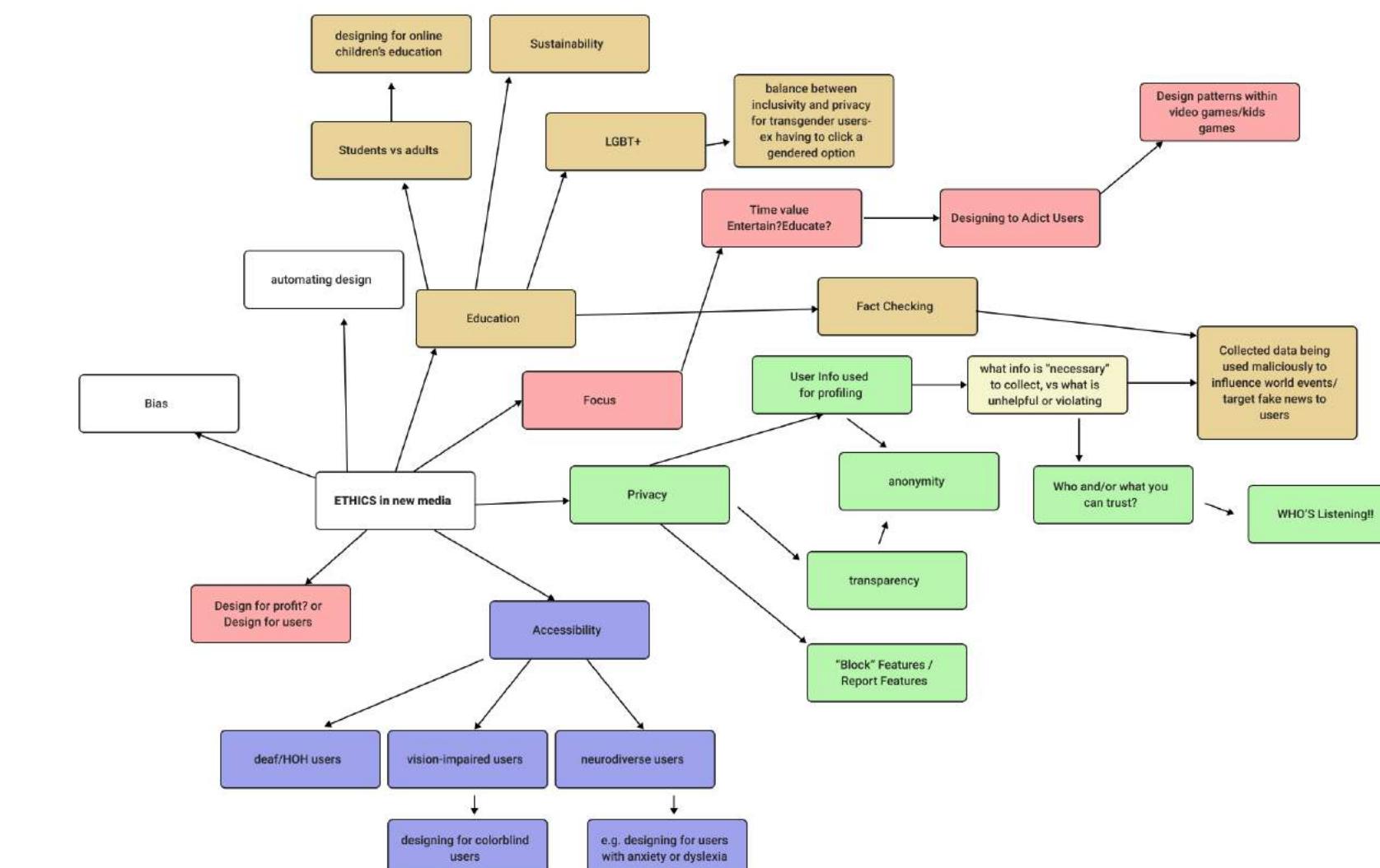
Team MIND MAPPING

Narrowing Topics

Our assignment was to create an experience surrounding design ethics. That's a pretty broad topic, so we used a mind map to gather everyone's thoughts.

In the end, we decided that everyone shared the most interest in user data and data security.

ETHICS MIND MAP



DECISION MAKING

DEFINING THE DIRECTION

AUDIENCE

Once we knew we were doing user data, we knew we wanted to target Gen Z. This generation spends so much time online, so we wanted to provide them with the info and tools to protect their data.

STYLE

As '90s kids ourselves we wanted to use '90s "retro" nostalgia paired with a glitchy tiktok aesthetic

AUDIENCE?**Gen Z (Zoomers)**

- They probably need to hear it the most
- They can create a lot of change going forward
- Gen Z is chill with all their info being collected....why?

Current Designers

- Make better practices in their work / company
- They can create a lot of change now

TOPIC?**good question :/**

- Data Collection Handbook When/Where/What
- Big Brother
- callback to 90s/2000s "stranger danger" internet education

THEME?**Make it purdy**

- 90s??
- vintage ad aesthetic
- TikTok/Gen Z
- What if we treat companies like paparazzi and avg. user is the celebrity

DEVICE

- Phone!
- TV?

DIVING IN

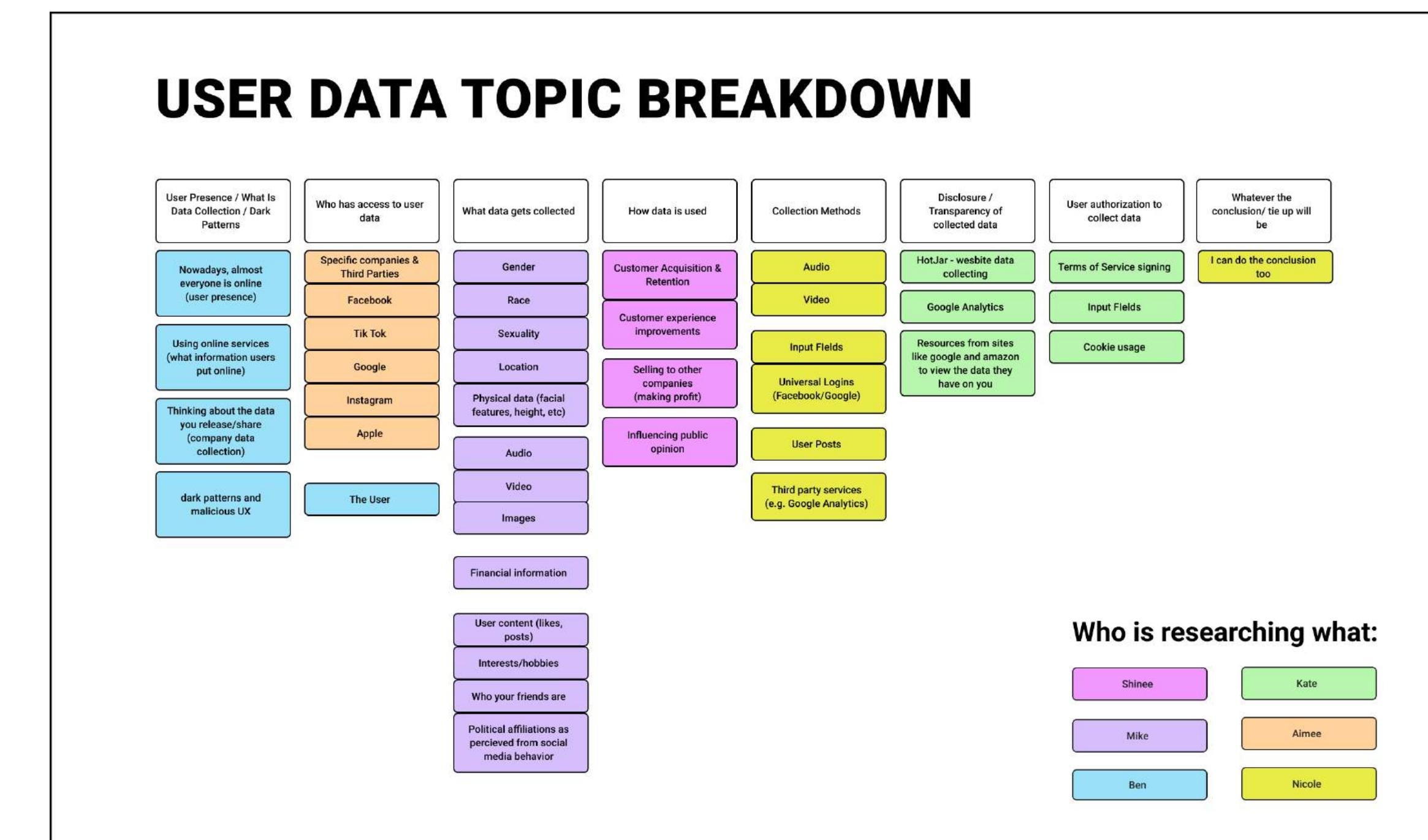
Research Distribution



DIVIDING TOPICS

Once we had chosen user data as our specific ethical issue, we divided up the research based on each team member's interest.

Here's our notes on how we divided the subtopics!



DESIGN STYLe

DESIGN STYLE

BLENDING DECADES

SPLIT STYLE

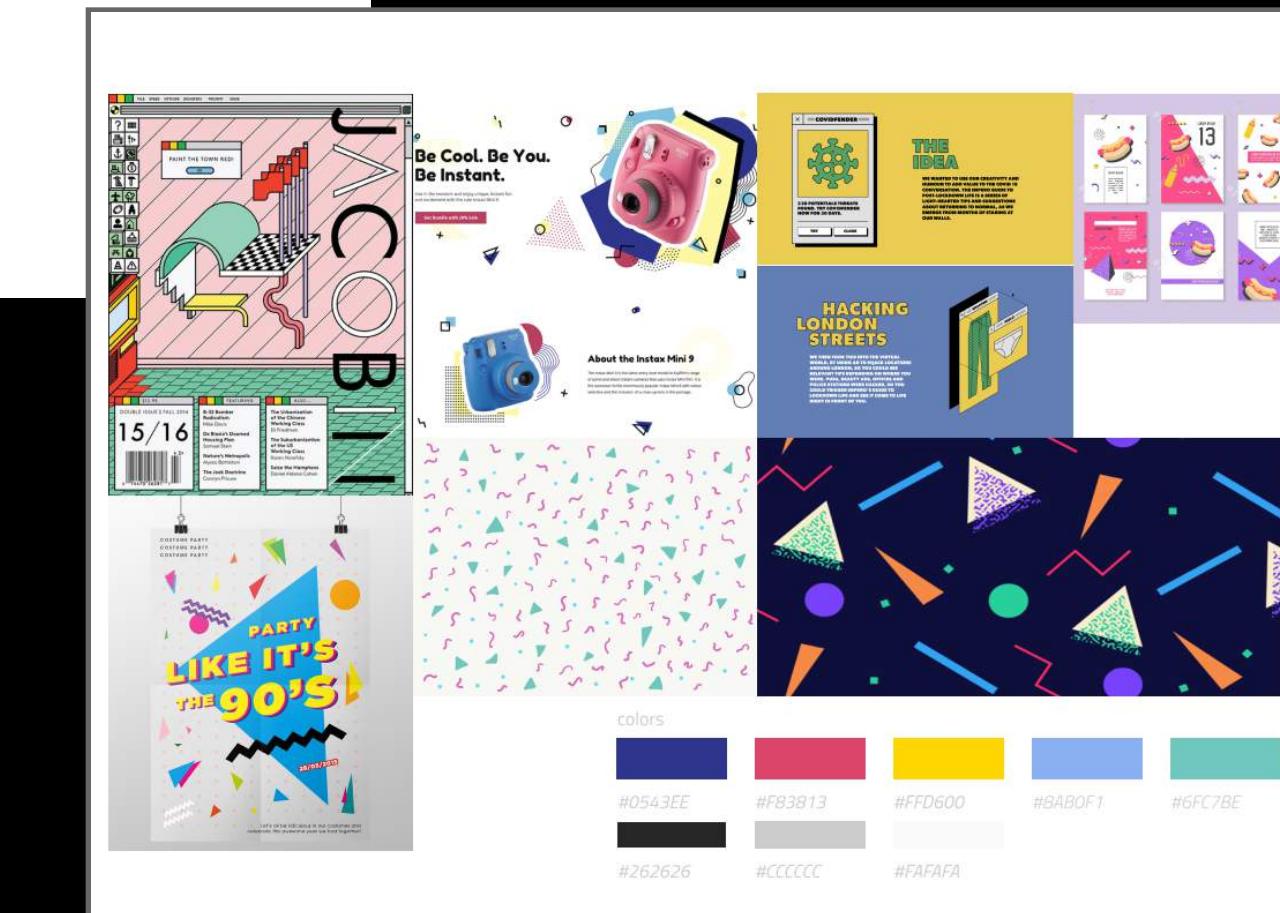
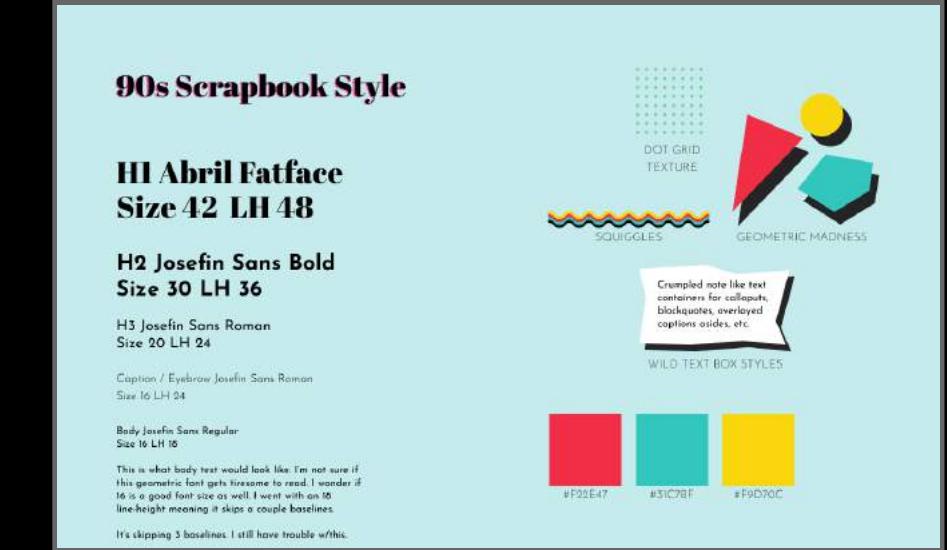
We each created moodboards and realized that there were two styles, so we combined them into two inspiration boards.

We were aiming for a 90s style but we like the light style and dark style for different reasons. We decided to keep both and blend them in our zine.

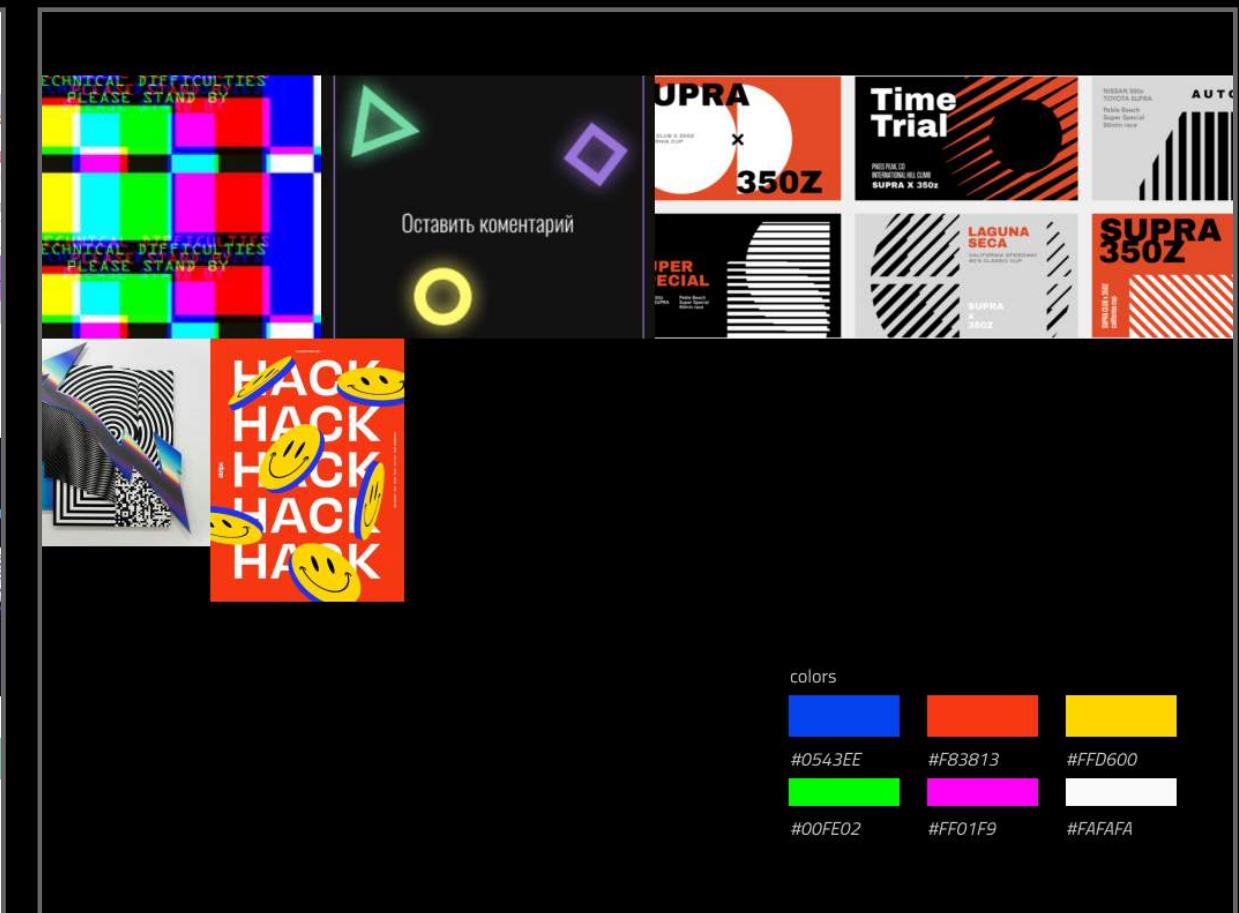
my individual moodboard



my individual style tile



our light style tile



our dark style tile

LIGHT THEME

90'S "RETRO" NOSTALGIA

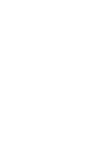
TITLE FX

Drop Shadow

X: 4 Y: 4 Blur: 0
 #983522 100%

COLORS

Drop Shadow

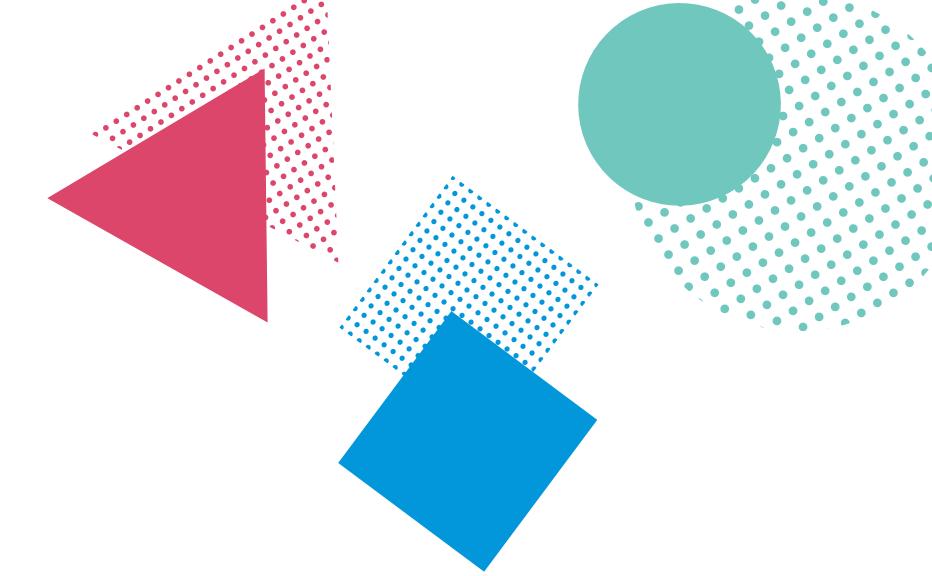
	#0296DB		#DB466A
	#F3D555		#73D3A5
	#F2B5F9		#9C94F7

ELEMENTS

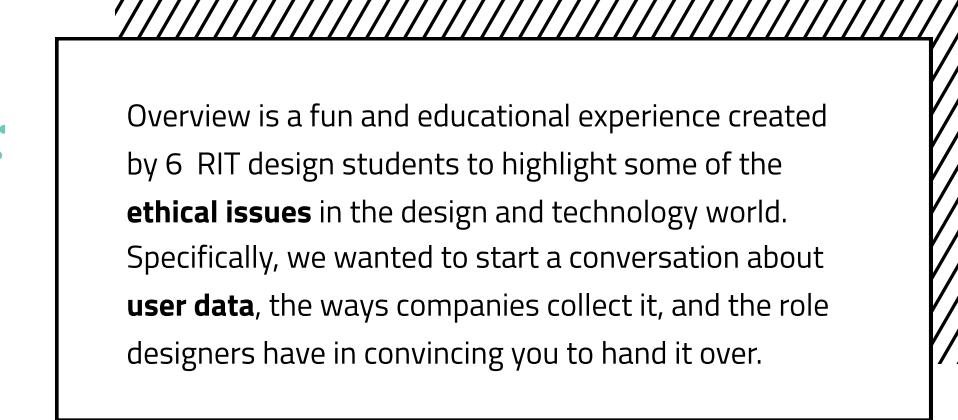
Our light theme was meant for the lighter information. When the spreads are more informative or positive we use this theme. Its kooky dot shaded shapes, blocky header drop shadows, and sillier illustrations make for a totally friendlier style.

PAGE ELEMENTS

Dot Shadow Shapes



Outlined Text Boxes



RELATION TO AUDIENCE

Our group was born right at the end of the decade in '98 & '99, so this theme is nostalgic to us, but to much of our Gen Z audience it has a 'retro' appeal.

(This was also one of the first times our group truly felt old)

DARK STYLE

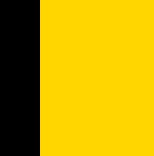
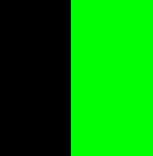
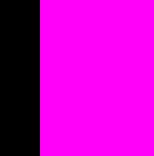
GLITCH-TOK STYLE



TITLE FX

- 2 Drop Shadows
- 4 or 8 pixels left
- #01FFFF 70%
- 4 or 8 pixels right
- #FE0000 80%

COLORS

	#0296DB		#DB466A
	#F3D555		#73D3A5
	#F2B5F9		

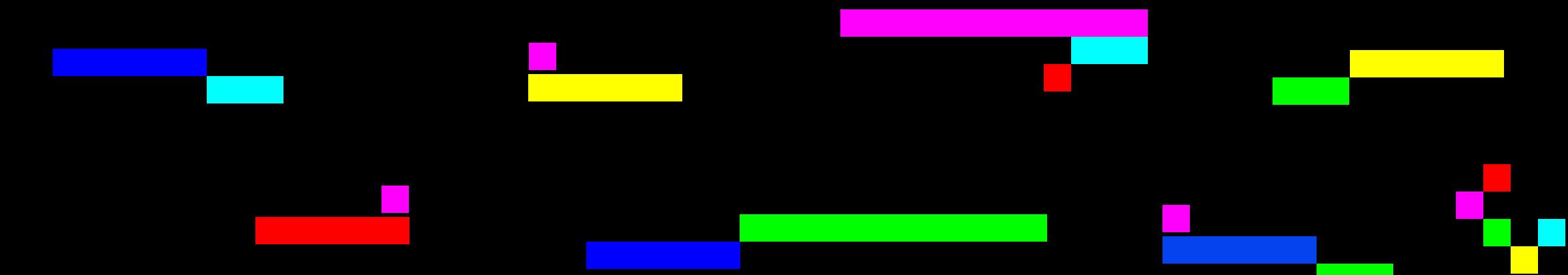
ELEMENTS

Our group created one experience about design ethics that spanned 2 products:

1 **physical print** media
 1 digital **interactive app**

PAGE ELEMENTS

Glitch Effects & Not Much Else



RELATION TO AUDIENCE

Gen Z is known for being avid social media users, especially tiktok. Taking inspiration from the app's logo and some of its filters, we created this dark, glitchy style.

DESIGN STYLE

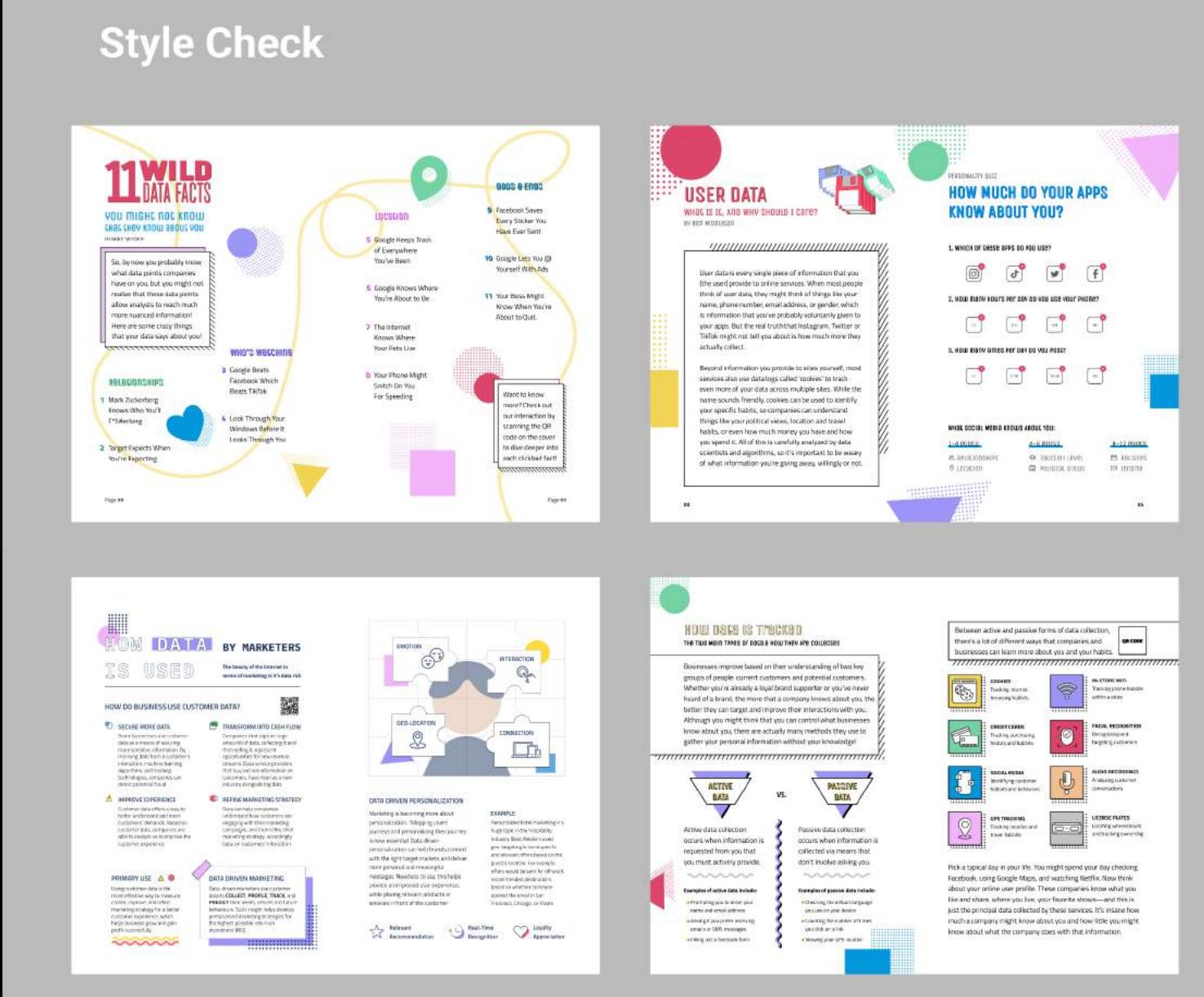
BLENDING DECADES

SPLIT STYLE

Our style is actually two separate styles that blend together into something super unique!

We use a light '90s style and a dark glitch style to reference the light / dark modes that many apps use.

We had to do a couple style checks to make sure the styles were distinct while also blending well.



Print Media

DEFINING PRINT SIZE

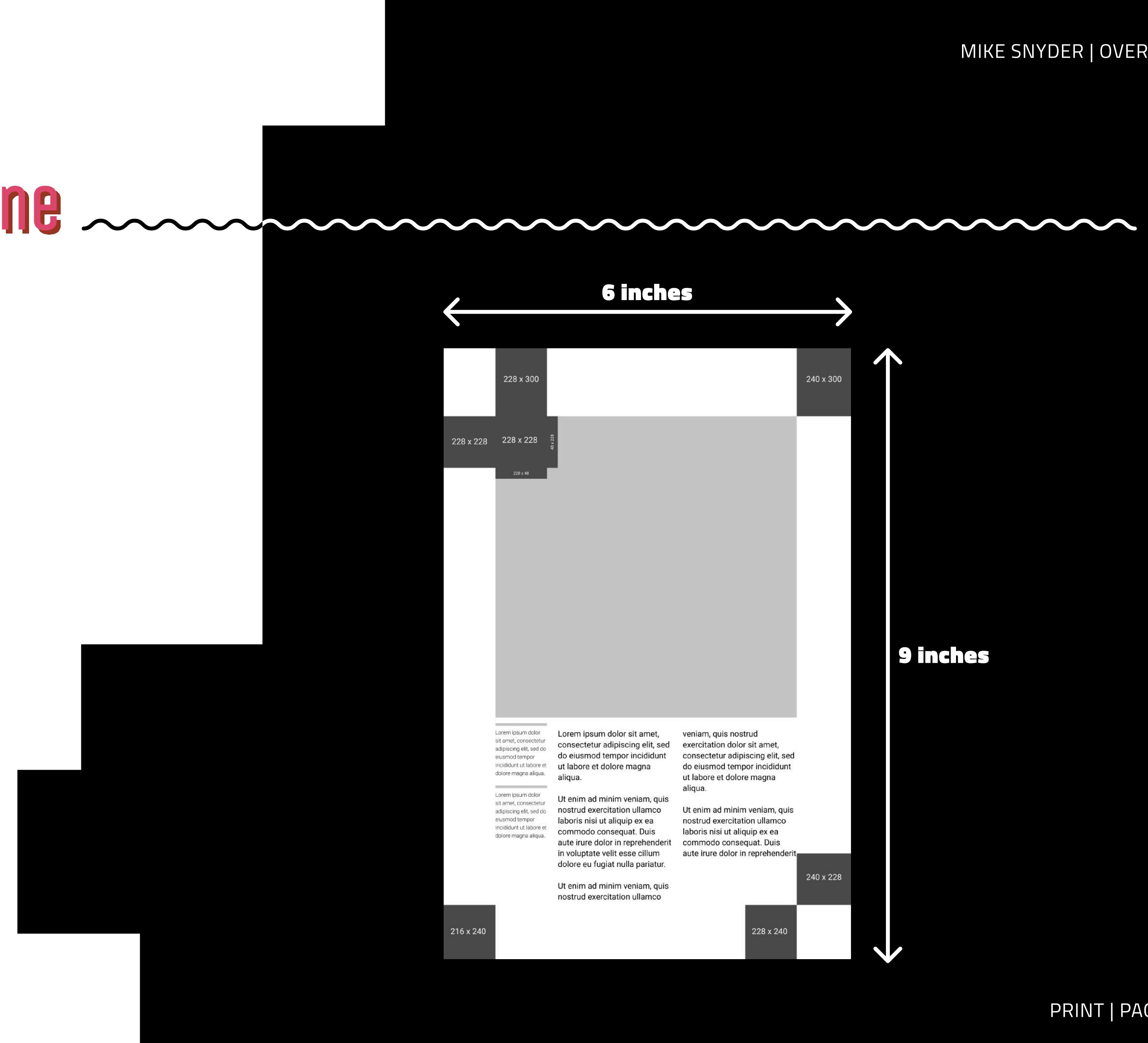
mini-zine not magazine

PRINTING WITH BLURB

Our professor suggested using blurb for our print materials, so we looked through their options.

We landed on a 6 inch by 9 inch trade book. We chose this option to limit our content per page to match an audience that is used to quick content consumption.

We also established a uniform grid once we made the decision on size.



LISTICLE DEVELOPMENT

WILD FACTS LIST ARTICLE

concept

For my article spread, I wanted to lighten the mood from the ominous tones that comes with our topic. So I created a list of funny, creepy, cringey facts about user data.

process

To the right you can see some sketches and initial spread drafts.



LISTICLE DEVELOPMENT

WHIMSICAL LISTICLE

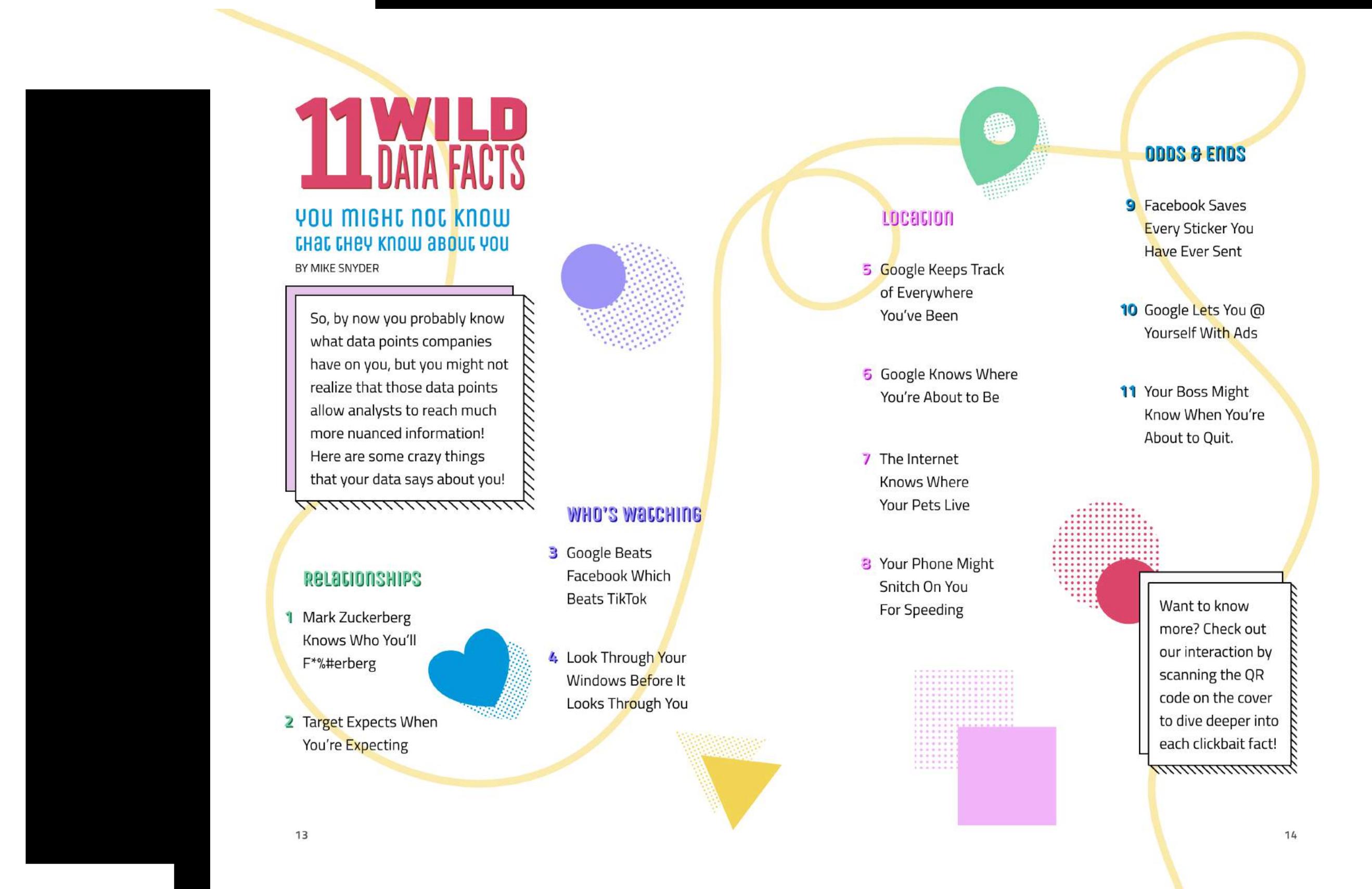
FINISHED SPREAD

My final design shows a lot of improvement, simplification, and improved hierarchy.

Our team was always there to lend a hand or an eye. It made our end products super cohesive.

ENCOURAGING ENGAGEMENT

My article also prompts users to interact with our app to learn more.



COVER DEVELOPMENT

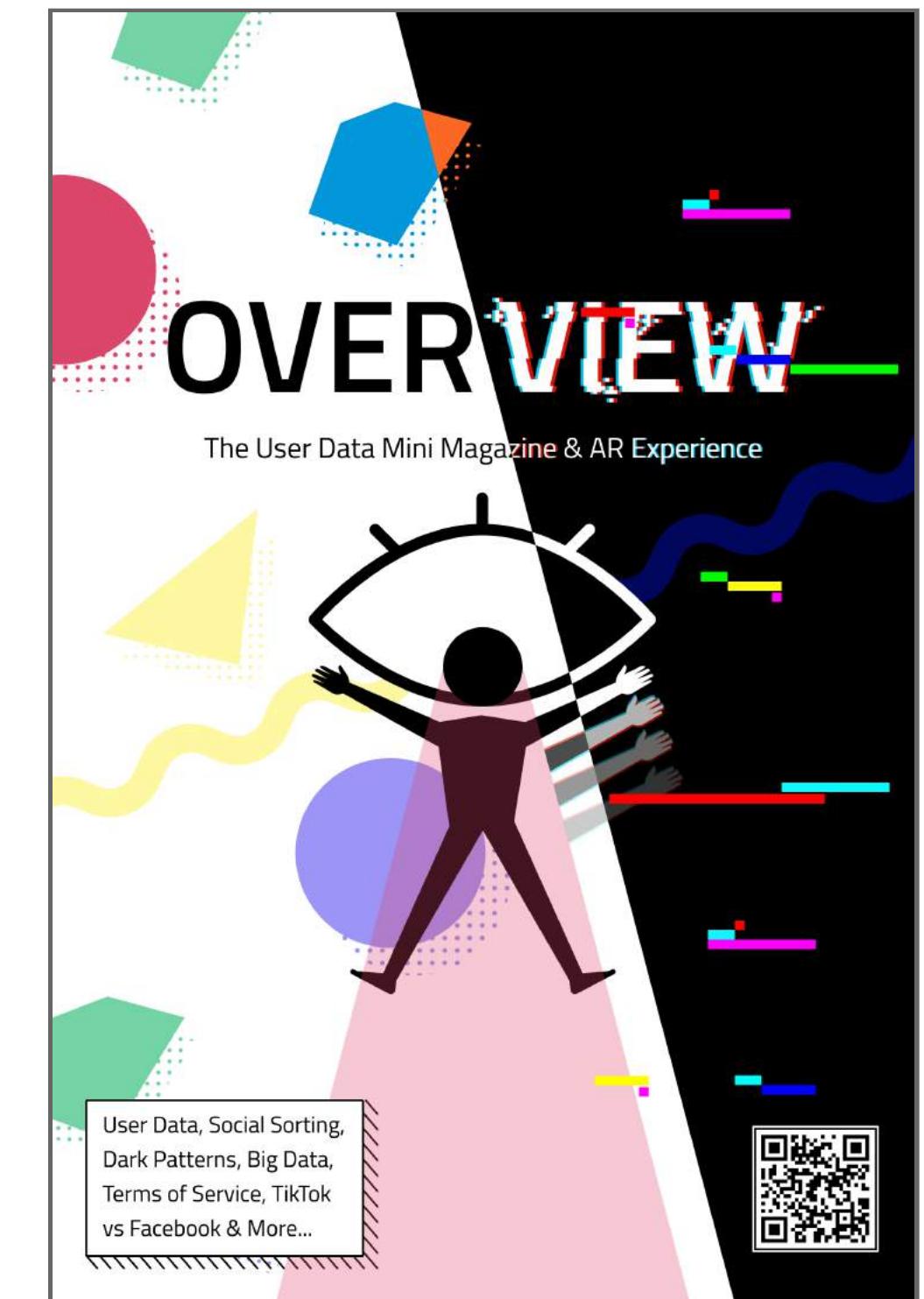
WHAT SAYS BIG BROTHER

concept

With our theme of user data I wanted to give "Big Brother is always watching" vibes.

I started sketching with some cubist style, but I saw **Kate's illustration** on her Namedrop spread and wanted to mimic it.

You can see my sketches, initial vector attempts, and Kate's inspiring illustration on the right.



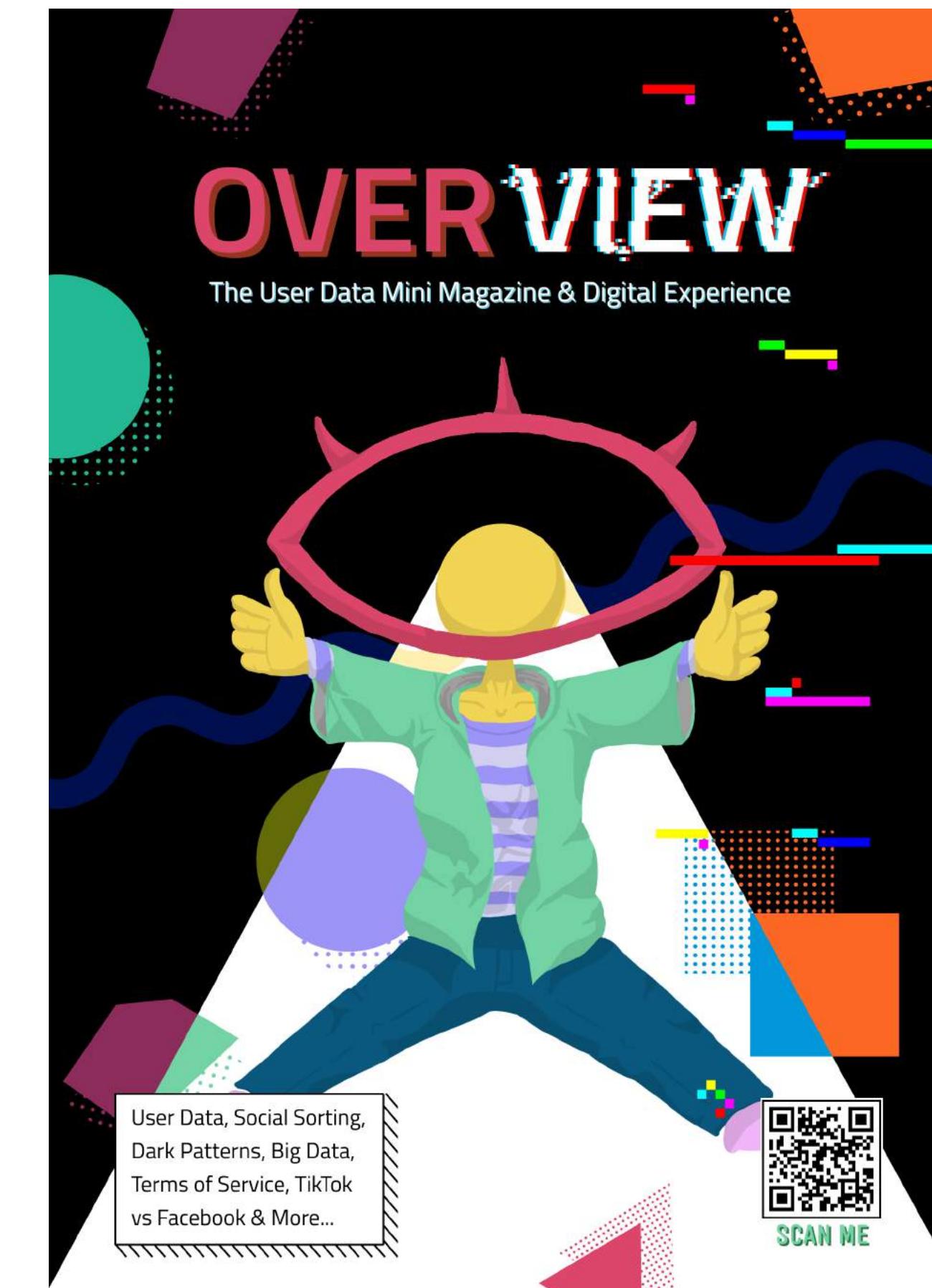
COVER DEVELOPMENT

THE Face OF overview! ...SORT OF

FINAL RESULTS

I'm super proud of my final cover illustration. I added all of our little page elements from both the light and dark styles to make the spooky illustration more fun.

Big thanks to Ben for getting the QR worked out before we sent the magazine off to print!



AUXILIARY PAGES

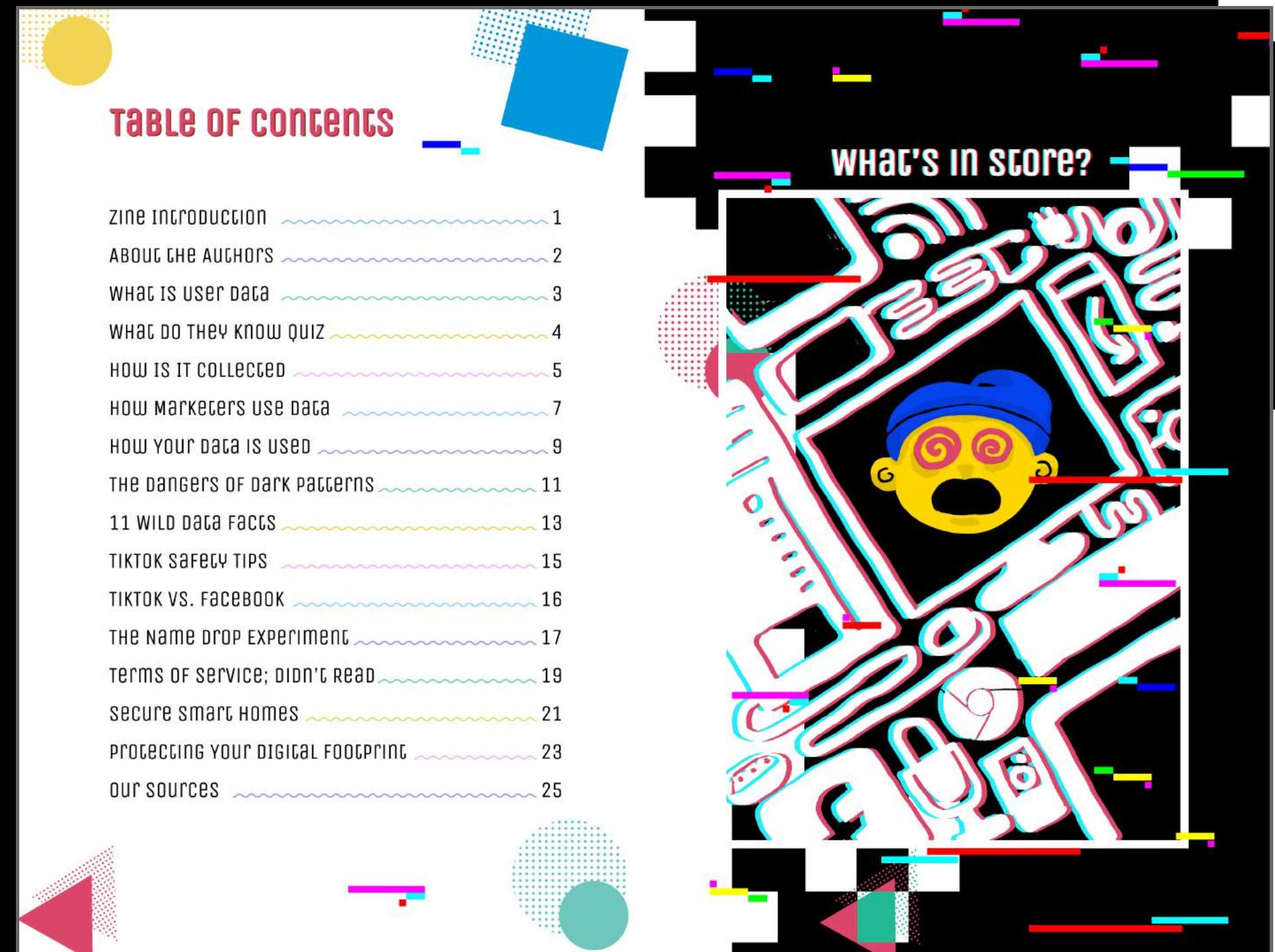
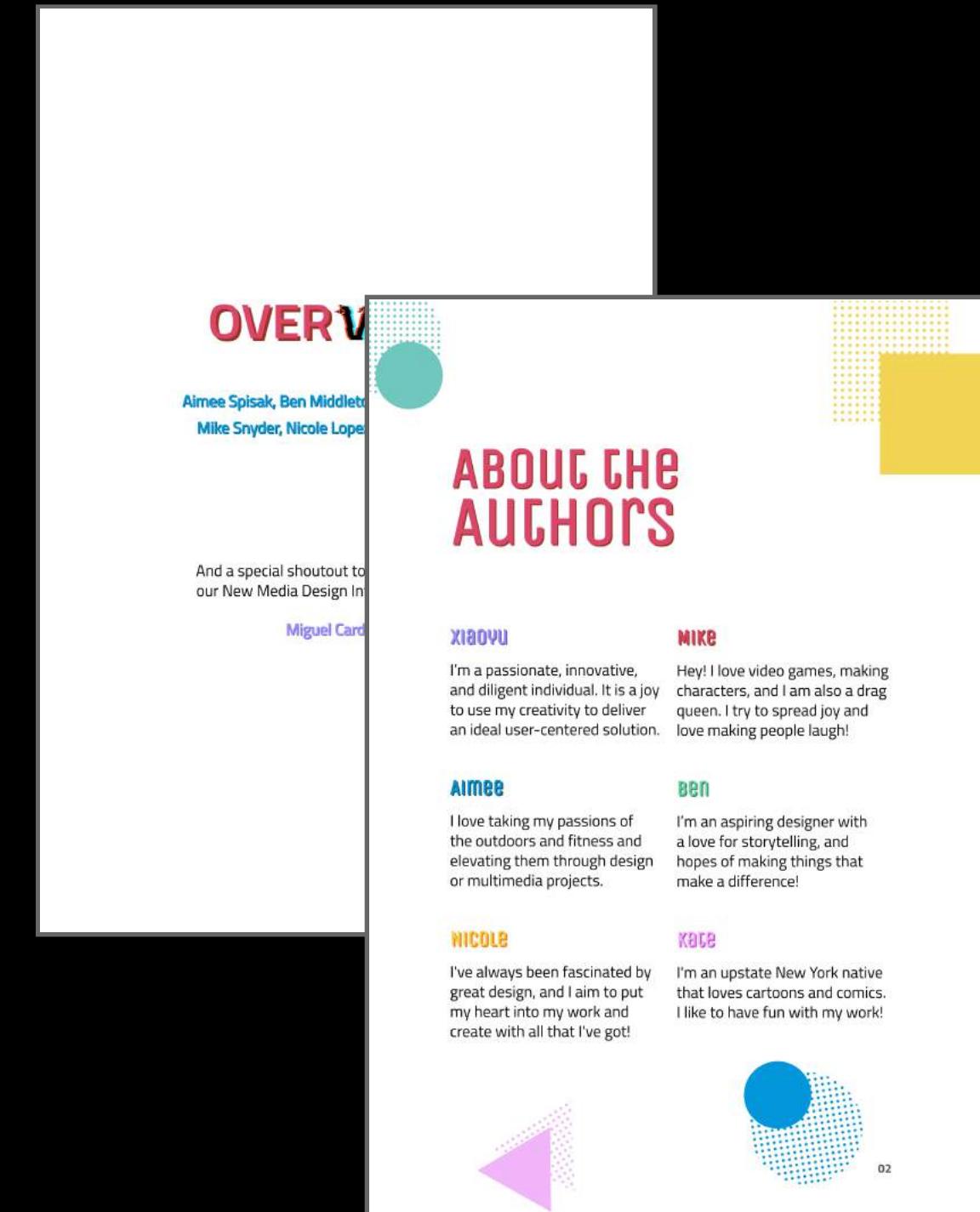
ABOUT US & Extra zine INFO

FILLING IN THE GAPS

Along with the cover, I took on the responsibility of designing the 'About Us' page and the Table of Contents.

When assembling the book we had to have an extra page, so I added a simple inner title page.

I'm super proud of my Table of Contents Illustration!





DIGITAL EXP*erience*

The background features a minimalist, abstract design. A thick teal line forms a curved path that starts from the bottom left, goes up and to the right, then turns back towards the center. This path is surrounded by various black geometric shapes, including circles, rectangles, and triangles, some with white centers or outlines. The overall aesthetic is clean and modern, with a focus on color contrast (teal against black and white).

DECIDING DIGITAL FORM

ARTICLES TO STORIES

Target device

With our target audience in mind the target device was a no brainer. We were designing for the iPhone!

GLOBAL NAV

After playing around with a few different menus, we decided to use a stories model. Our audience is familiar with this interaction and 'stories' are a good nod back to the physical zine articles.



MENU DESIGN

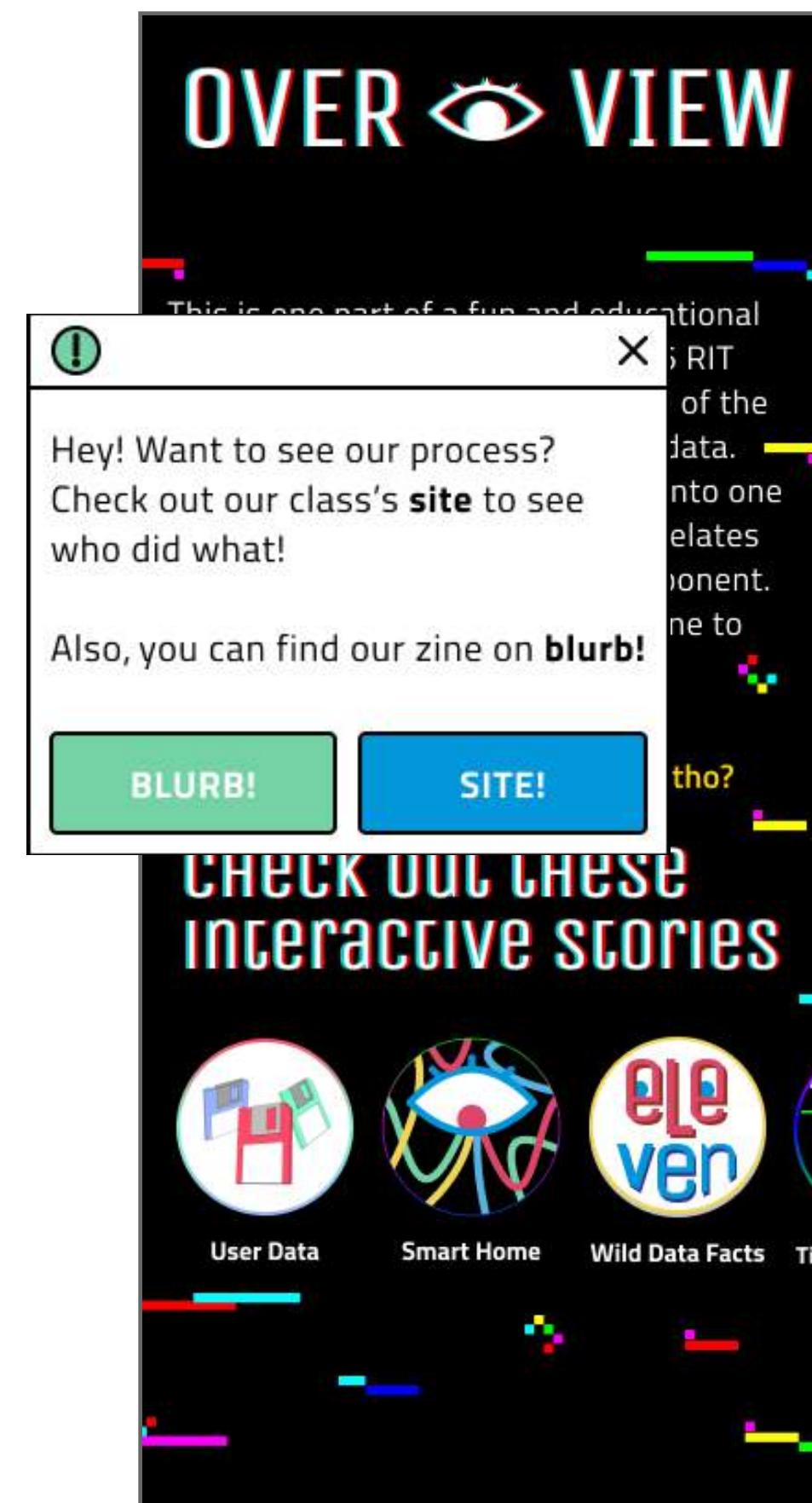
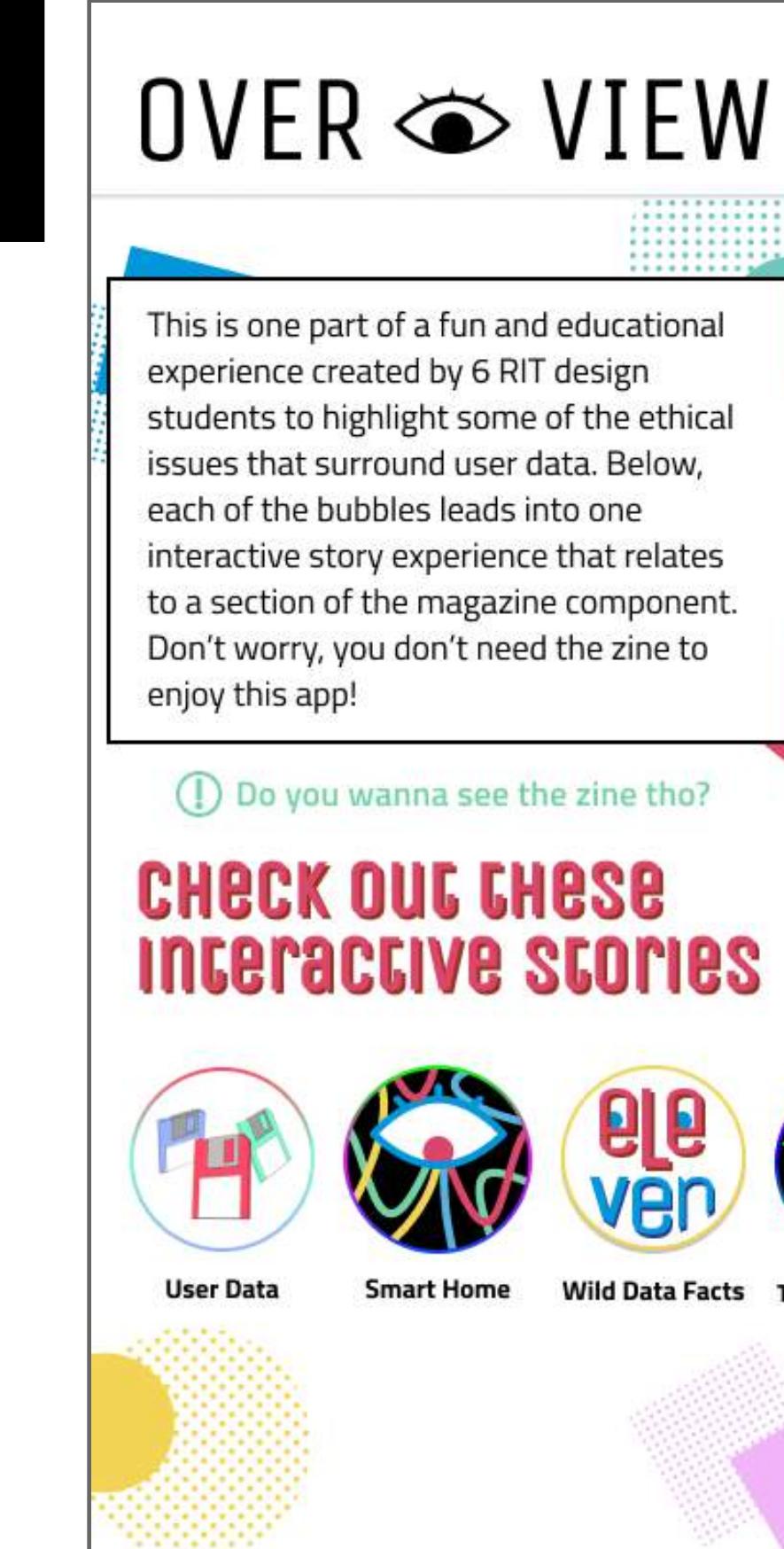
Menu & Global Navigation

ADDING THE STYLE

I wanted to open with an intro to what OverView is. I put the stories model toward the bottom of the page for easier ergonomic reach with the user's thumb.

I also included a link to both the blurb site and our process website.

The final touch that I'm the most proud of is an easter egg to switch from light to dark if you tap on the OverView the eye-con.



DIGITAL LISTICLE

TRANSLATING CONTENT

ADDING INFORMATION

In my article, I used 'click'-bait list items to encourage the user to try our app out. In the app I give them a deeper dive into each list item.

I turned the stories modal into a deck of cards. Each card is a fact from the listicle. I also added a short onboarding animation!

I'm most proud of how all of my animations turned out for swiping and flipping the cards!



conclusion

FIGMA COMMUNITY CONTRIBUTION

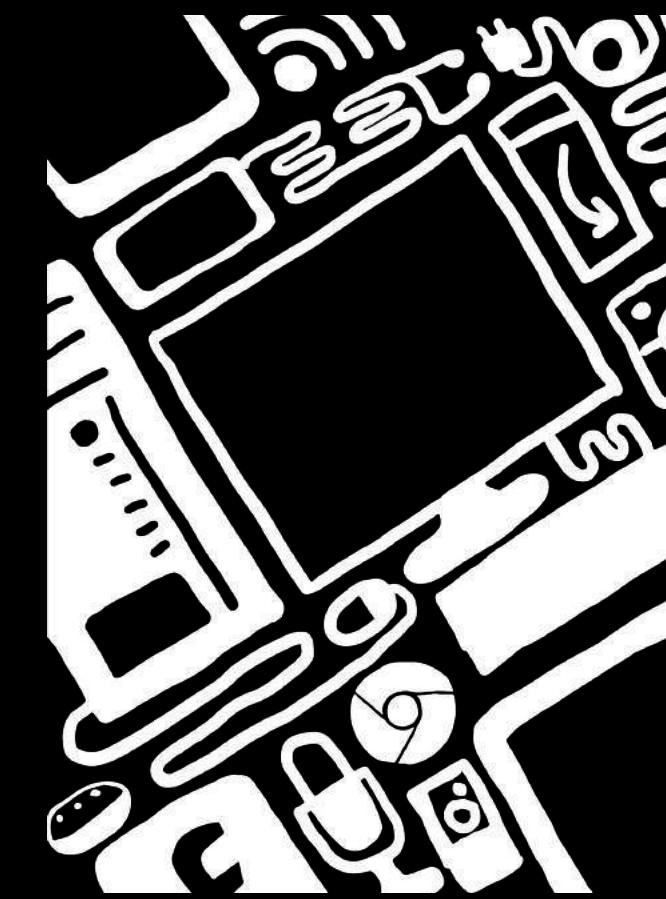
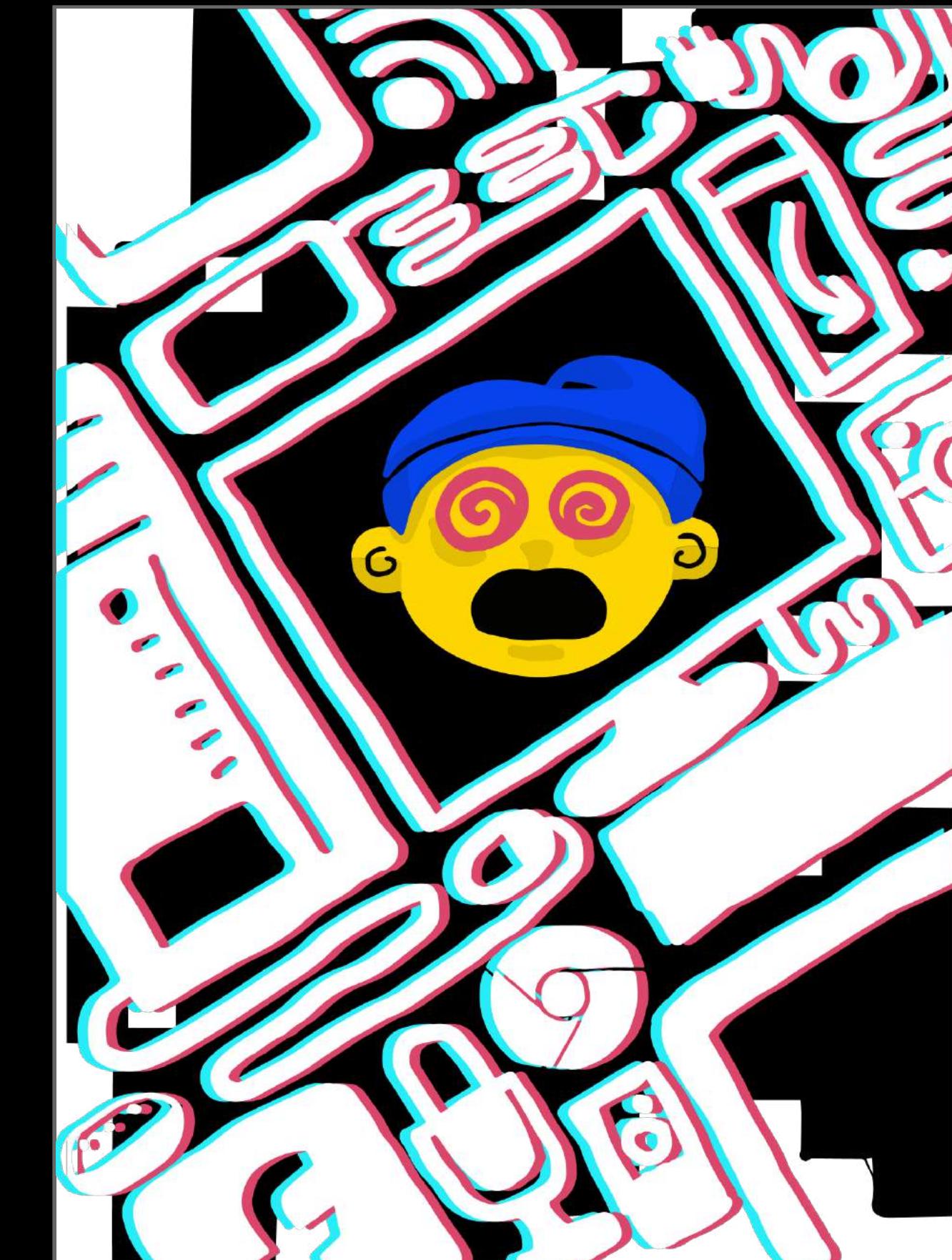
Free Design Asset!

OVERWHELMED ILLUSTRATION

We each also made a contribution to the FIGMA community since we were using it to collaborate all semester online.

I decided to make my Table of Contents illustration a free use asset. It's got many elements that anyone can make use of.

Happy Collaborating!





FINAL THOUGHTS

Lessons Learned

Print Protocols

This was my first time working toward such a high-fidelity print product.

It was a lot of fun and I learned a lot of new skills!

Contributive Collaboration

I owe a lot of thanks to my group; they made the semester so easy. The contributive style of the project also made things run so smoothly.

Proud of the Product

This is a new favorite portfolio piece. It shows a variety of design skills, my ability to work in a team, and a well-rounded, impressive end result.



THANKS FOR LOOKIN'

Mike Snyder | OverView Process Doc