Assignments — Week 03 | Design | Visual Design

In this assignment, you will practice using the visual design elements and principles you learned in class. Remember that the best way to sharpen visual design skills is to create checklists of elements, principles, and rules of thumb and to apply them to both analyze existing designs and to devise new designs. In the assignment, you will use a checklist provided and will practice both. To complete the assignment, you will identify an existing web page, such as a commercial product page, a home page of an individual or institution, or a portal (e.g., news, forums), first analyze the design to identify what elements are used and what principles are followed and violated. You will then redesign the page to apply visual design principles, justifying your choice and application of the principles.

Checklist

Step 1. Study the Checklist. Review the checklist below and what they represent from lecture slides and your notes from class. Internalize them such that you can immediately think of examples for each element/principle. Remember that elements are raw materials, and principles are ways of applying them. For elements, when you are looking at designs, ask the question, "what is this made of;" and when you are designing, ask, "what should I use here?" For principles, when you analyzing designs, ask the question, "where is the focal point;" and when you are designing, ask, "how should I direct user attention to important elements?" In the future, as a designer, you should create your own list with your set of elements, principles, and rules of thumb.

Elements of Design	Principles of Design
❏ Space	❏ Focal point
❏ Line	❏ Contrast
❏ Shape	❏ Balance
❏ Size	❏ Movement
❏ Pattern	❏ Rhythm
❏ Texture	❏ Perspective
❏ Value	❏ Unity

Target

Step 2. Identify a target page. Identify an existing web page, such as a commercial product page, a home page of an individual or institution, or a portal (e.g., news, forums), to analyze and redesign in this

assignment. If the page a lot of content, such as infinite scroll, focus on "above the fold" (the part of the page that you see in your browser without scrolling). Provide a link to the page below and describe in a couple of sentences on why you chose this particular page for the assignment.


I would like to choose the page that is the product description page of Beats Studio³ Wireless earphones. Here's the link: https://www.beatsbydre.com/headphones/studio3-wireless
Inspired by the designing a production page of a shoe, I would like to choose the page of Beats earphones because this product is attractive to young people, where a good design can attract more customers. In addition, this product itself is focused more on the design that its product page should be of good design.

Analyze

Step 3. Analyze the current design. In this step, you will analyze the current design by taking a screenshot of the current design and annotating it to highlight design elements and how the design principles are used. You can take a digital screenshot of the design and annotate it digitally, or printout the page, annotate it on paper, and include a photo of your annotation below. To capture the current window, on Windows, you can press "Alt + PrtScn" or "Alt + Fn + PrtScn." On the Mac, you can press "Command + Shift + 4" and then spacebar. In your analysis, first make a pass for all the design elements you see. Are there lines on the page? What shapes are used? Is a pattern used? How is space used? Is it positive or negative? Then make a pass for the design elements. See if the page has a clear focal point, whether there is clear use of contrast, to what extent the page has unity, and so on. Principles can be applied successfully or poorly— identify both good and bad uses. Remember to use your checklist.
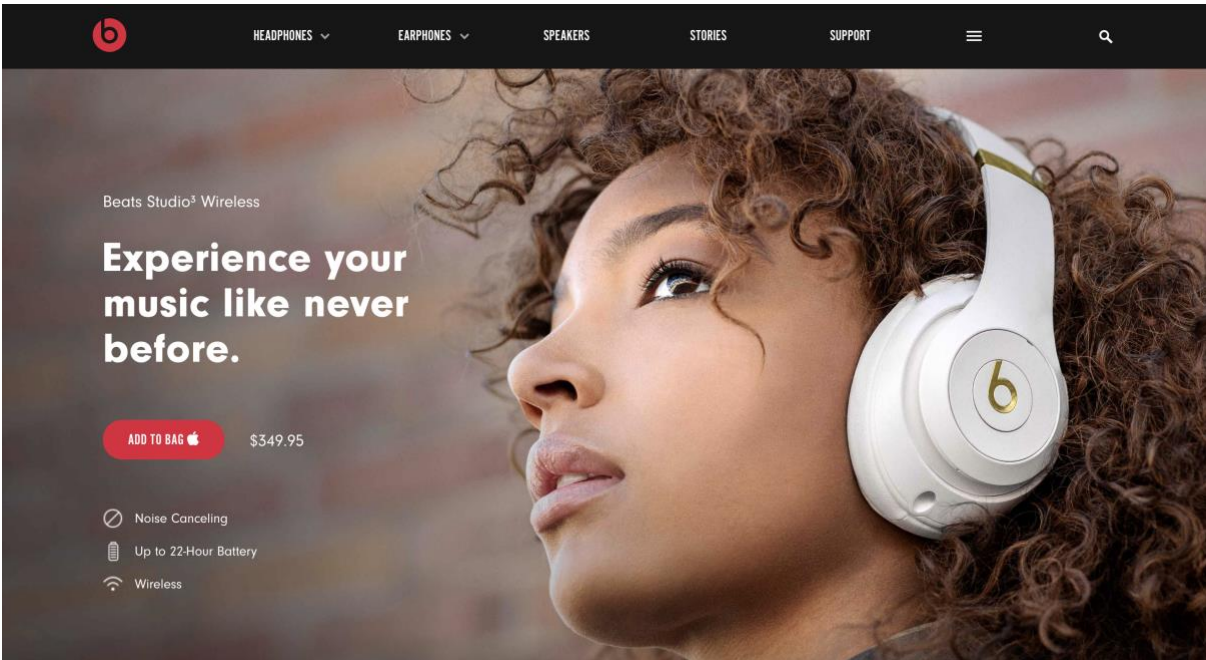
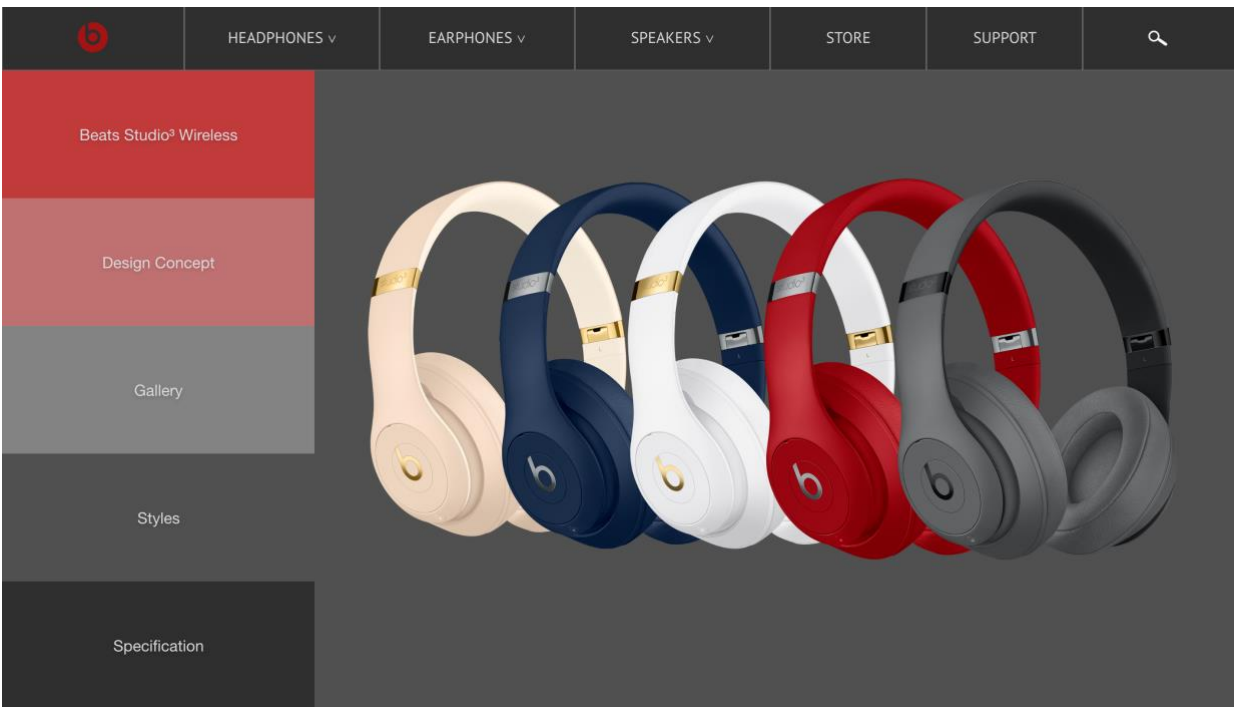| Elements	Principle
Space: The visual element in the page is the girl and the earphone, and the positive space occupies the majority of the page.	**Focal Point:** The girl and her earphones, the "Add to bag" button and the description of the product text.
Line: there's not too much lines can be observed in the page.	**Contrast:** The design contrasts the color of the earphone with the background: the earphone is bright, and the background is dark, which emphasized the earphone.
Shape: The navigator bars and "add to bag" button is made of geometric shape. The navigator bar is a long rectangle and the button is a mixed geometric shape.	**Balance:** The text in the left helped the design achieve a balance by creating an asymmetry.
Size: The size of the positive space, the product to demonstrate, is big in the design.	**Movement:** The design is static, and not of too much movement.
Pattern: There is no pattern can be observed in the design.	**Rhythm:** There's also not too much rhythm in the design.
Texture: The texture of the earphone can be seen to be plastic. However, in the whole page, the natural texture takes us the most.	**Perspective:** There's also not too much perspective observed in the design.
Value: The value is one for the main element – the product. The value of text description and text in the navigator bar is few, such as 5 text description and 7 buttons in the navigator bar.	**Unity:** Although the fonts on the page can be slightly different, the style of the fonts are in a unity, giving people a sense of modern and simplicity.

Design

Step 4. Redesign. Next, you will redesign the page you analyzed with the goal of improving its visual design. First consider what elements you must place on the canvas. All elements should have a function. If the original design included elements with no function or use, you can exclude them in your redesign. Next, consider the design principles, and ask yourself, "how can I direct user attention appropriately," "do I need to create contrast between elements," "how do I achieve unity," and so on. You will need to go back and forth between the elements and principles. For example, you must determine what user attention should be directed to, such as a product photo, a button, or a paragraph of text, in order to place the focal point to it. Similarly, you should think about the composition of elements to create an appropriate level of balance on the page. Your redesign should be in the form of a digitally- or hand-drawn wireframe with annotations that justify the use of the elements and principles.
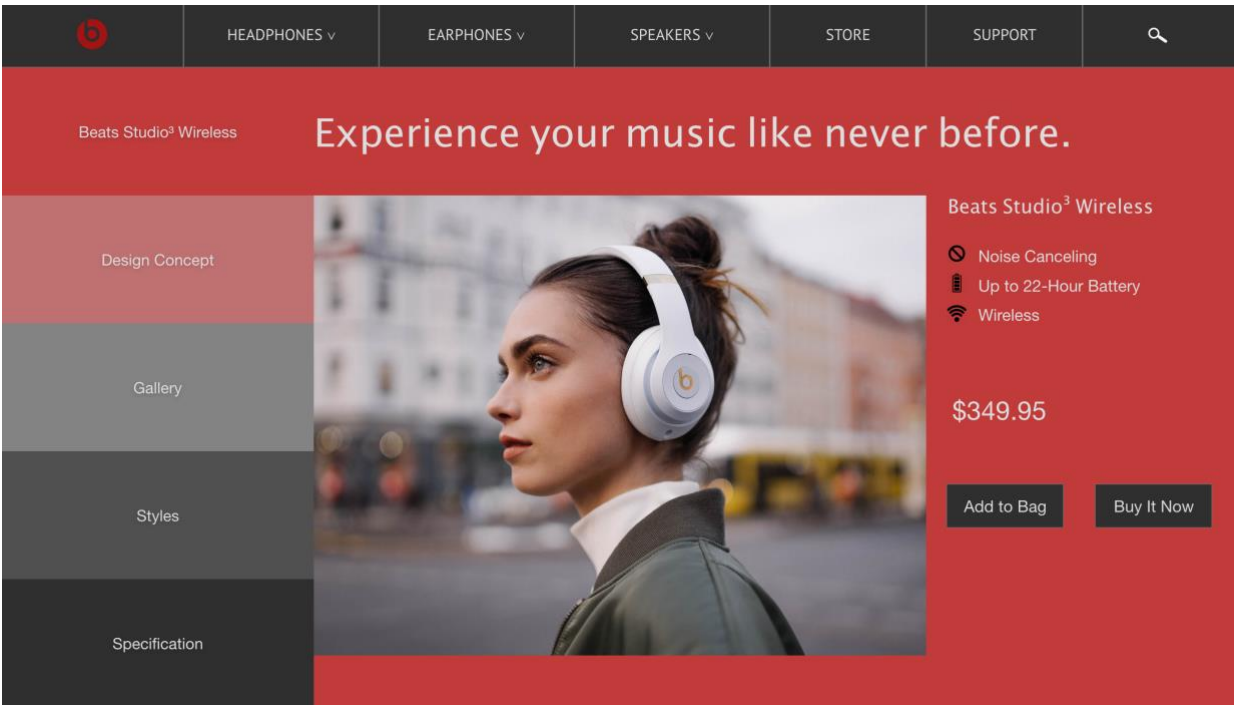
Navigator1: production description

Navigator2: Production Styles

Elements	Principle
Space: The positive space for the page remains the same in my design.	Focal Point: The focal points remains the same as the original one. I added one more button to the page.
Line: There still no obvious lines in the page.	Contrast: The application principle of contracts remains in my design.
Shape: In my design, I applied more rectangles in the page, such as the navigator bars in the left.	Balance: The text in the left helped the design achieve a balance by creating an asymmetry.
Size: The size of the positive space, the main product to demonstrate, is big in the design.	Movement: There exists several movements in the left navigator bar: the gradient of color from bright to dark.
Pattern: There is no pattern can be observed in the design.	Rhythm: The left navigator bar can also be considered as to have rhythm: the gradient of color from bright to dark.
Texture: The element of texture, the natural texture remains the same in my design.	Perspective: There can be a perspective be added to my design when shifting the left navigator bar, however, it is hard to demonstrate in the screenshot above.
Value: The elements in the original design remains the same. I added five buttons to the left navigator bar.	Unity: The unity remains the same in my design, the fonts, icons and the sense of simplicity. The gradient of color I used in the navigator bar keeps the page genre the same as the brand logo.

Color & Type

Step 5. Specify color and type choices. Finally, determine what color palette your redesign should follow. How many colors/shades will you use? Why will use these colors? Keep design principles in mind when you are choosing colors. For example, using contrasting colors, you can create contrast and manage user attention. Additionally, determine what category of typeface and what font you will use, whether or not you will use multiple fonts on the page, and how you will parameterize each font. You may review the fonts in your computer's fonts folder (on Windows, go to "My Computer > Control Panel > Fonts" and select "View > Details;" on the Mac use the Font Book app) or the Google Fonts collection to give you ideas and get familiar with available typefaces.

In my design, I used the monochromatic as the color palette, from red to black, the color of the brand logo and color of elegance. The number of colors I used is about 5, the number of types of product information that I would like to express to the user. To be specific, red and the light red should be in the same idea with the information, the product and the design. Next, the gallery, styles and technique specifications should be in elegant colors, from gray to a bright black. Particularly, using a color that relate to metal for technique specifications can give user a feeling of high-tech. Last but not least, thinking about the brand itself, a brand belongs to Apple, is full of high-tech, simplicity and design. I would keep the same genre of the font of the original page. I used similar fonts in the design such as PT Sans (top navigator bar), Helvetica Neue (left navigator bar) and STIXSizeOneSym(product information). There are more from the Google Fonts collection such as Heebo, Quicksand , Mansalva. The idea is that using modern and slab-serif fonts such as Heebo, Quicksand for sense of simplicity and use occasionally script fonts such as Mansalva to emphaisze the feature of the product, music, which is a kind of art.