

FINAL PRESENTATION

TAMMY SHIH | DES 157

CHOOSING A TOPIC & BRAINSTORM

[HOW DEEP INTO DESIGN DO YOU WANT TO GO?]

- ANIMATION?
- PHOTOGRAPHY?
- etc.
- GRAPHIC DESIGN
- INTERIOR DESIGN
- FASHION DESIGN

students can explore overarching themes

detailed enough for them to get an idea but will need to do research on their own

have a search tool to look up?

possible careers option/page

- let students get an idea of what options are out there
- let students feel confident there is a solution & path for them to pursue
- helps students not feel lost

SITE DESIGN IDEAS

- simple/straightforward
- keep to the main ideas
- don't get lost in the details



emotional design

- rounded rectangles → seems friendly
- creating an experience your users want to go back to

careers already intimidating enough



want to make career exploration a friendly & approachable process

[Follow the UC Davis color scheme?]

or - uc Davis design dept colors

CREATIVE BRIEF

Project Summary

UC Davis Design Career Exploration Tool is a project that will focus on helping students explore their career options after graduating from college.

Perception/Positioning

Even after using this exploration tool, they don't have to know what career they want to go into right away but in a way, this tool will help them start somewhere and even let them take away a few ideas for them to do more research on on their own.

Communication Strategy

Explore your options on how you can turn your passion for design into a career.

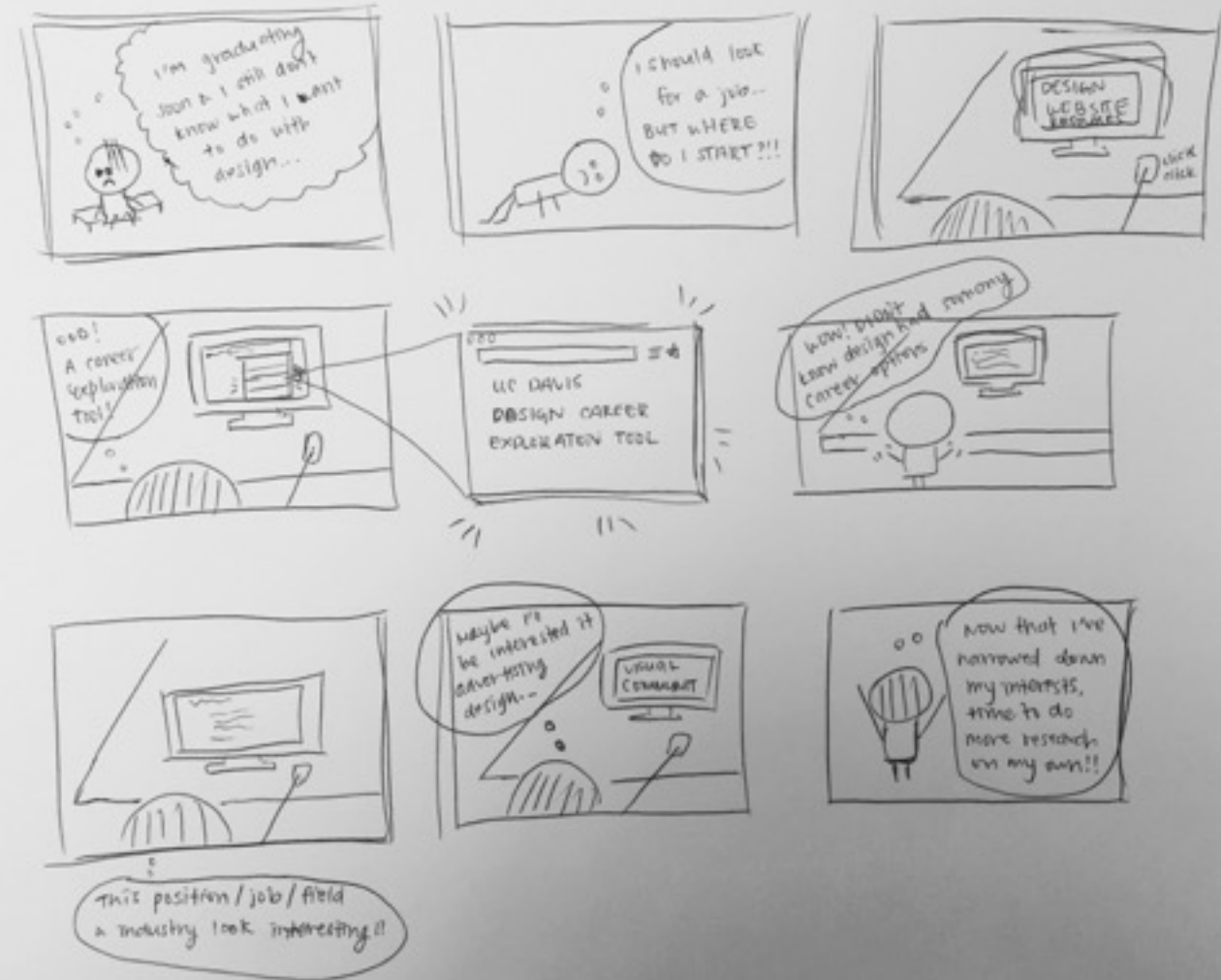
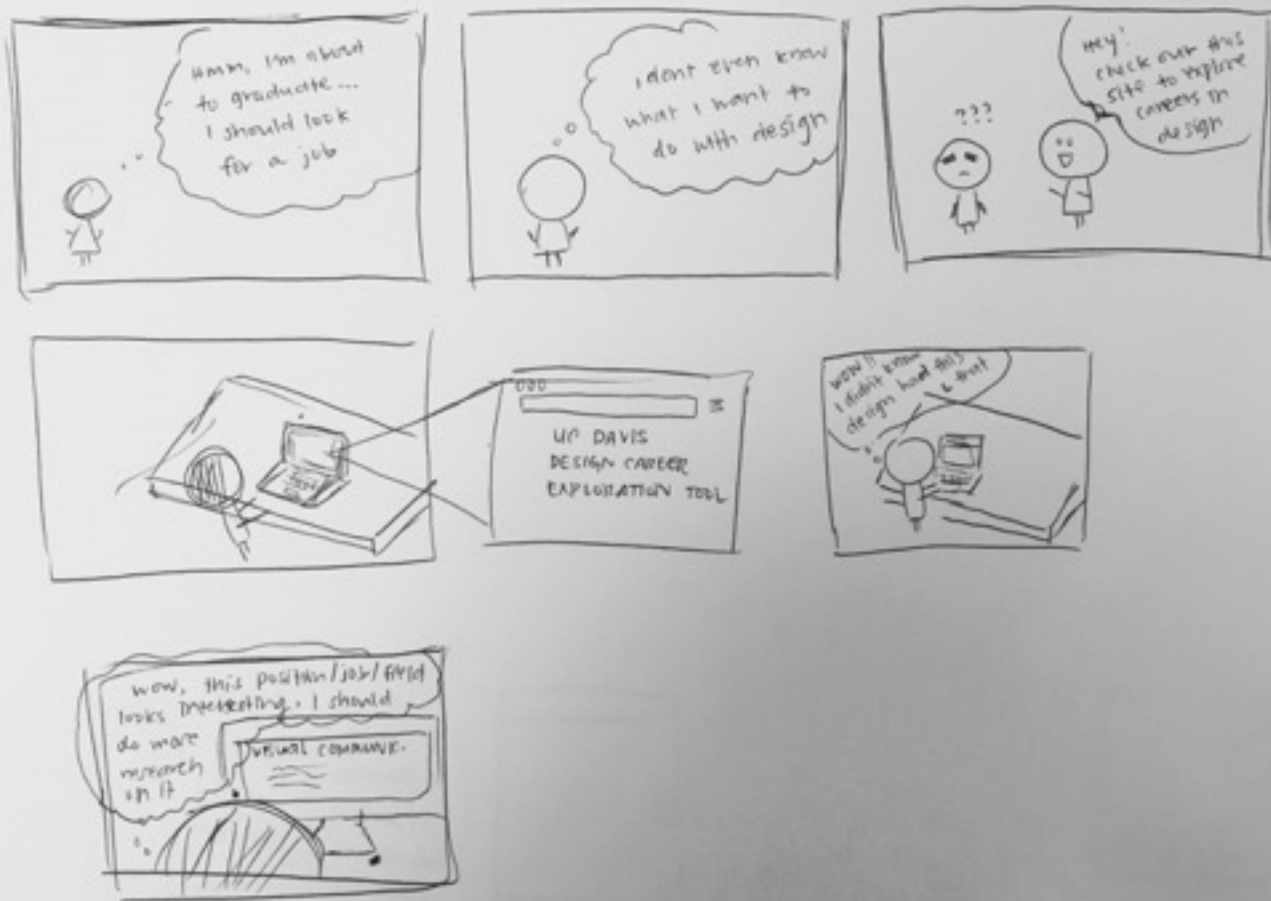
Look and feel

I plan to follow the university's graphic standard just so we have a sense of unity; I want to create an emotional design for this site, such as having rounded rectangles and soft colors so make the site seem more friendly. Job hunting is already a very stressful and intimidating process, so I want to make this process of exploring different careers a friendly and approachable one; creating an experience that users want to come back to and feel comfortable confiding in.

Targeted Message

Get started exploring your future careers in design here and see how expansive the design field really is!

STORYBOARDS



PROTOTYPES

UC DAVIS Design Career Exploration Tool

Interior Design

Job Level

Level of Experience

NEXT

DESIGN

Career Exploration Tool

Welcome! Explore your career options here to see how you can turn your passion for design into a career. This tool will help you discover possible industries and careers you may be interested in pursuing in the near future. Have fun!

Let's get started! Choose your emphasis:

[Visual Communications](#) [Interior Design](#) [Fashion Design](#)

UCDAVIS

Search

DESIGN

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Get started!

AUDIENCE TESTING

