

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
<input type="checkbox"/> Space	<input type="checkbox"/> Focal point
<input type="checkbox"/> Line	<input type="checkbox"/> Contrast
<input type="checkbox"/> Shape	<input type="checkbox"/> Balance
<input type="checkbox"/> Size	<input type="checkbox"/> Movement
<input type="checkbox"/> Pattern	<input type="checkbox"/> Rhythm
<input type="checkbox"/> Texture	<input type="checkbox"/> Perspective
<input type="checkbox"/> Value	<input type="checkbox"/> 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 used the yahoo news (<https://news.yahoo.com/>) as the webpage for this assignment, because I use this website to check the news for most of the day. When I started use this website, I found the layout makes me a little bit confused and uncomfortable. However, after using it for a long time, I start to familiar and get used with its design. After listening the lecture on Tuesday related to the elements and principles of the design, I felt that there are many things need to be changed and improved for this website. In addition, sometimes it may take a while to load the front page of this website, which I guess it may cause by different components or modules.

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.

Answers on next three pages. First page is an screen shot, and second, third pages are my answers.



Search

Search News

Search web

Sign in

Mail

News Home US World Politics 2020 Candidate Tracker Skulduggery The 360 Conspiracyland ...

Follow Us t t f i

GET 25% OFF IF YOU FIND A LOWER PRICE. EXPECT BETTER. EXPECT HILTON. **BOOK NOW**

Terms and conditions apply. Rollover for brands.



Gunmaker Colt suspends production of AR-15

The company is suspending production of military-style weapons for civilian use, with CEO Dennis Veilleux saying the market is oversaturated with sporting rifles.

'Committed to the Second Amendment' »

386 people reacting



Is Felicity Huffman's punishment fair?



"Instead of making endless excuses, trying to justify her behavior, and directing blame at others, she has owned her actions."

Read the 360



What's the impact of the new Kavanaugh claims?



Why Trump had a wad of cash in his back pocket



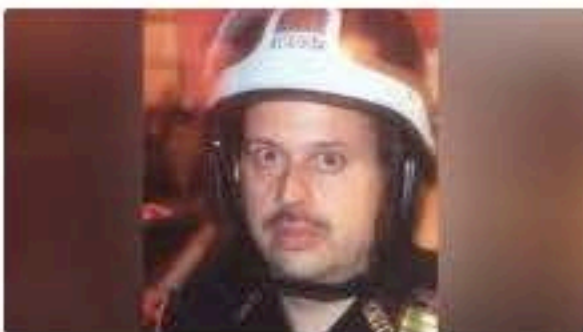
Trump says costs to run Guantánamo are 'crazy'



Meet the attorney for the Trump whistleblower



Democrats 'rush to judgment' on Kavanaugh?



News AOL.com

Death of troubled officer whose gun wasn't taken away marks record number of suicides in NYPD

A New York police officer's recent death has disturbingly highlighted the record number of suicides among members of the New York Police Department this year, according to the Ne...

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Don't like this news source?



Elements Analysis

Elements 1: Space

There are many white space on the canvas of the front page which are served as **negative** space. It could be improved by changing the layout.

Elements 5: Pattern

There are many repetition on the shape of the information box and the header. This is really useful, especially for a news website, since there are many news categories and many information needed to present for users.

Elements 2: Line

This page uses few lines which have different functions.

1. Call attention to the search box which use can easily find the place to search the new they want
2. Divide the descriptive information with the graph
3. Serve as a text box line to organize the information

Elements 6: Texture

The page use different colors on dividing the header and the rest of the page. Since the background color is white, the user could easily read the sentence or word printed in the dark color

Elements 7: Value

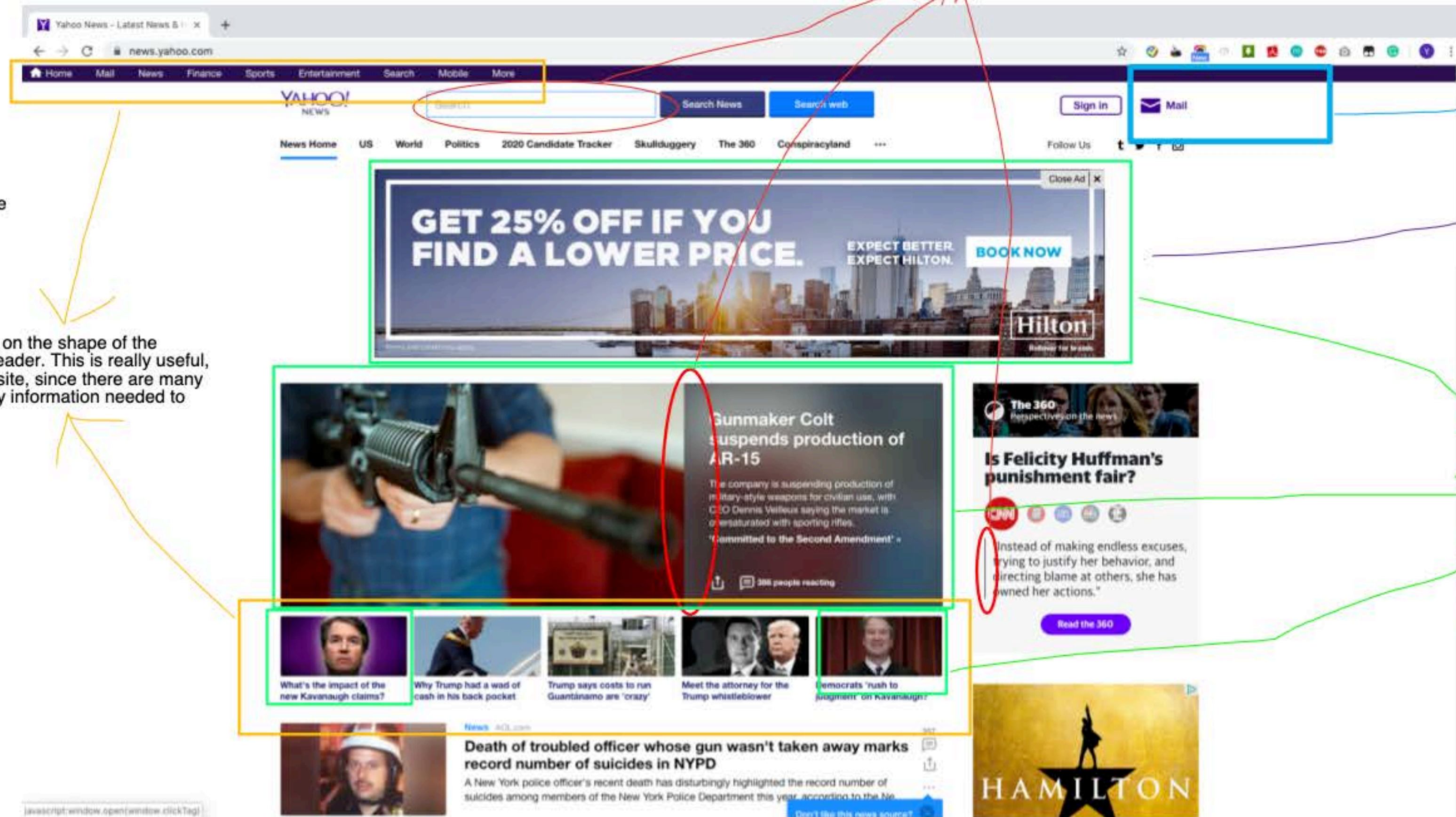
Different size of the information box represents the intensity of different information. The largest one is the most important and the smallest one is least important. As we can see the Hilton hotel is the second largest information box in this page, this is a smart strategy to make money from the ads.

Elements 3: Shape

This page use geometric (rectangle) as its shape style. A great way to explain this design is that there are many different news or information with photos. Using rectangle is a great way to organize layout without looking too distracting.

Elements 4: Size

The size of the information box or shape is appropriate and fits coherently to the page. In addition, designer use different size of the shape to prioritize the information. Use different size of the shape will help user to make their own focus point.



Principle Analysis

Principle 1: Focal Point

Yahoo news put the most popular or hottest news on the center of the front page with a largest information box. Definitely, it will be the first part caught by the user. In addition, since the website needs to make profits, it also put the Hilton ads on the top of the focal point which became the second focal point. I think this decision is good for company but it's not very user friendly since it's really a distraction for people who just want to read the news.

Principle 2: Contrast

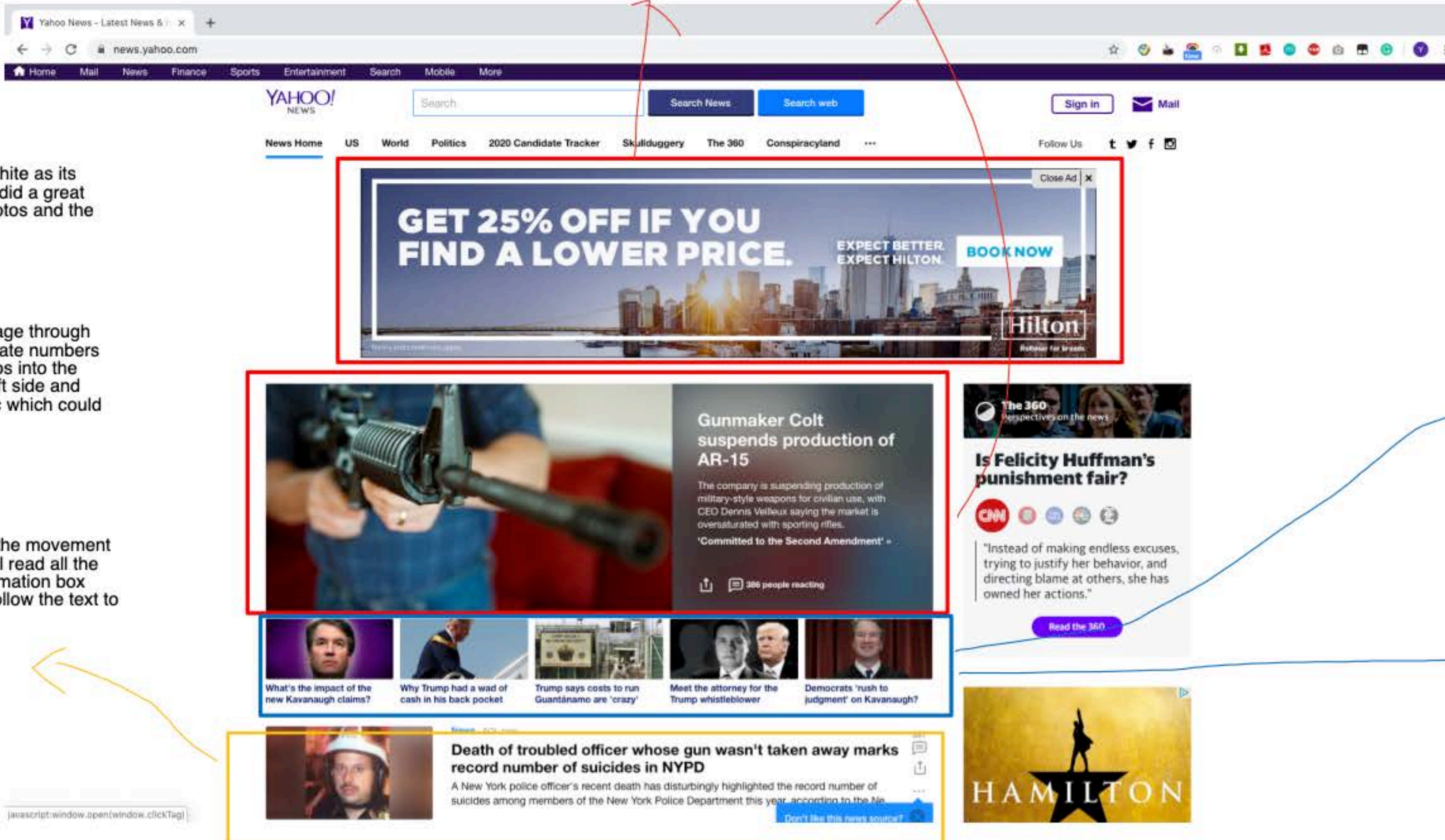
Since the page using the white as its background color. I think it did a great job on emphasizing the photos and the information from the news

Principle 3: Balance

This website balance the page through asymmetry. It puts appropriate numbers of the information box/photos into the front page. However, the left side and right side are not symmetric which could be improved in the future.

Principle 6: Movement

The text below suggests the movement for the page. The user will read all the information from the information box first. After that, they will follow the text to read the rest of the news.



Principle 7: Rhythm

This front page shows a progressive rhythm. There are less information or news in the front. And then it starts to show up with more news and detail information.

Principle 4: Unity

Strong unity in this case. Repeatedly using text/information box on the page makes the page concise but also give the chance to include many information. However, it would be a strong unity if all the text box are symmetric.

Principle 5: Perspective

These five info box provides a great perspective, since along with the depth of the canvas, it use the horizontal space to show the information. It's a good way to design the page especially for the front page with limited depth.

javascript:window.open(window.clickTag)

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.

Answers on next four pages

The first page is a wireframe, and the second page is the redesign by using photoshop. The third, and the fourth pages are the explanations.

Yahoo! News

Sign In

Top	Topic/Story	Link
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Text box (Input) | Search

Ads

Graph Top	Story/Text Story.
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360°
Some news from different agency.

Ads

Latest News Graph	Latest News Graph	Latest News Graph	Latest News Graph
Text	Text	Text	Text

Graph

Text Information.



Sign in Mail

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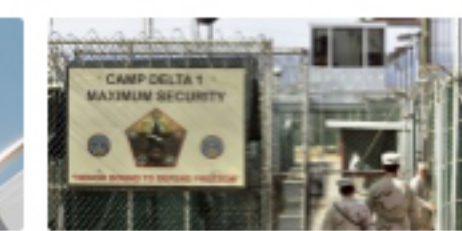
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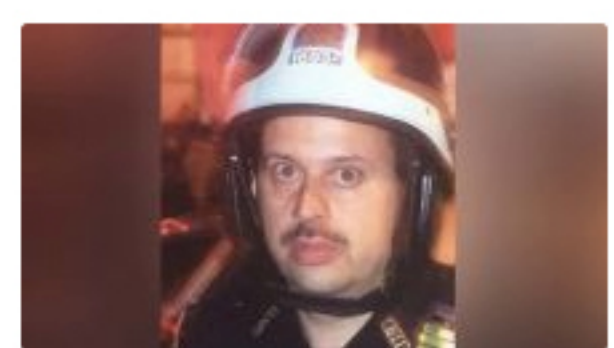
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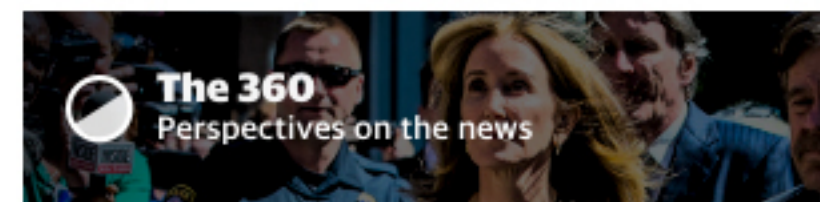


Death of troubled officer whose gun wasn't taken away marks record number of suicides in NYPD

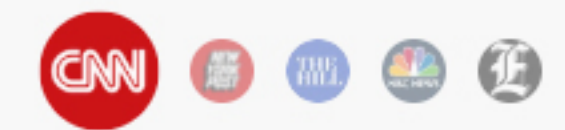
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Read the 360 »



Elements Analysis

Elements 1: Space

There are less white space compared to the original website. However, the white is still served as a negative space and it helps to provide a great contrast and divide the section.

Elements 3: Size

The redesign enlarge the logo of Yahoo news, hottest new bar, and the search bar. To enlarge the size of logo, it will reinforce the brand reputation. Since the hottest news and search text box will be the function that user want to use when visiting a news website, we increase the size of them and put into the center of the page.

Elements 5: Value

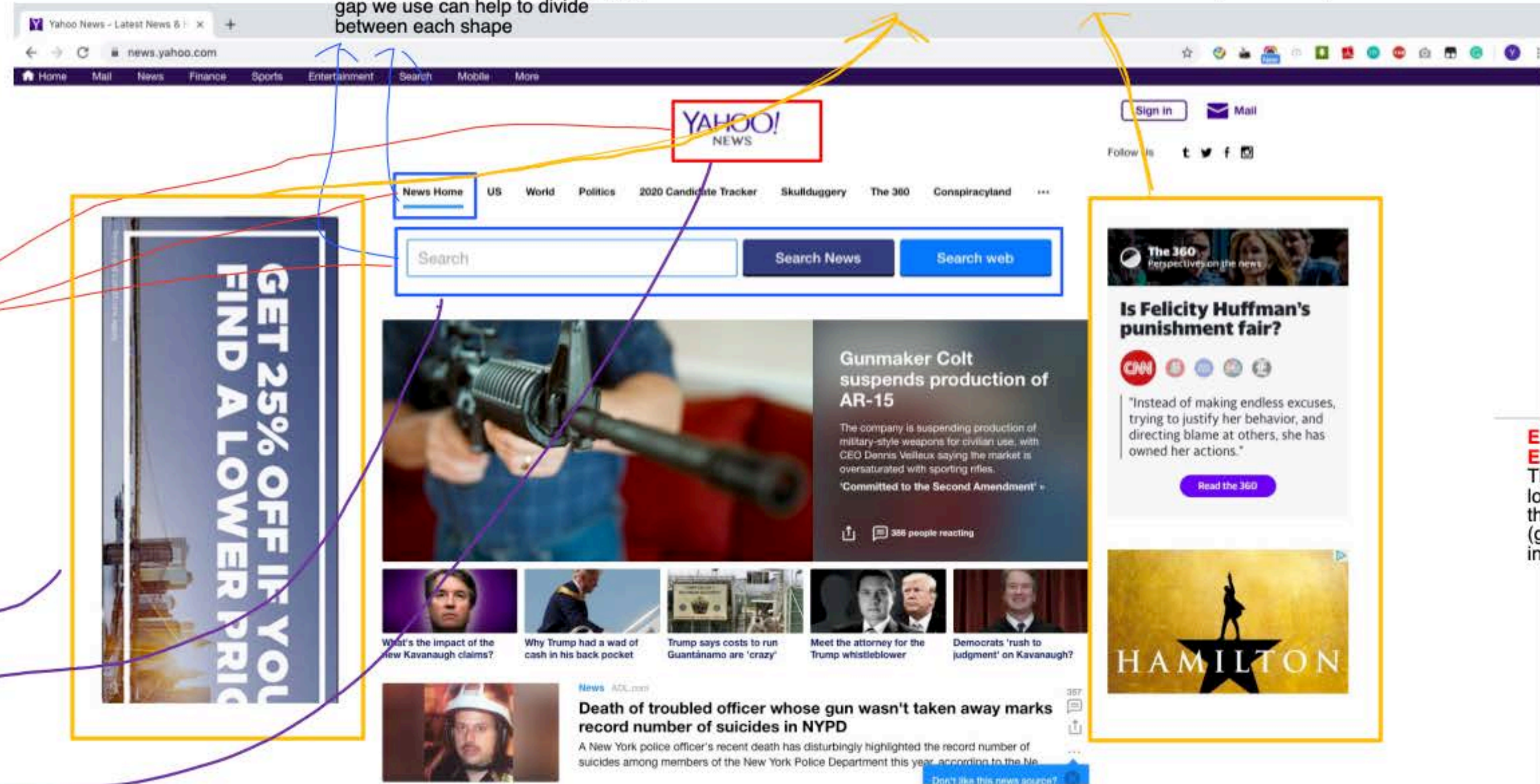
This redesign shift the value for certain section, including ads, logo, and the text box. Since we enlarge the logo, and the search text box, definitely we want increase the value for those section in order to brand marketing and let user find the function they need. In addition, we shift the ads to left side, this will weaken the value of its ads. However, as a news website, Yahoo should still focus on the content of news.

Elements 2: Shape

Basically the new design put each section as a rectangle geometric shape. Some of the section have the boundary line and some of don't have it. However, by using the white gap we use can help to divide between each shape

Elements 4: Pattern

This redesign has more repetition than before, especially on the use of shape and symmetry. As we can see the shape pattern of the left side and the right side are same. In addition, the width of the center section are same. Thus, it has a really consistent pattern.



Elements 5: Texture

Elements 6: Line

These two elements do not change a lot compared to old design. However, in the new design, we use more white line (gap) to divide the section of the information.

Principle Analysis

Principle 2: Contrast

The page still use the white color as its background color which provides a great contrast for user to retrieve the information.

Principle 3: Balance

Before the ads section is on the center of the page which really distract users attention and waste many space on each side of the page. This redesign put the ads on left and right side of the page. User still can focus on the news, but will have the chance to see the ads on both sides. Thus, this design provides a symmetric balance.

Principle 4: Perspective

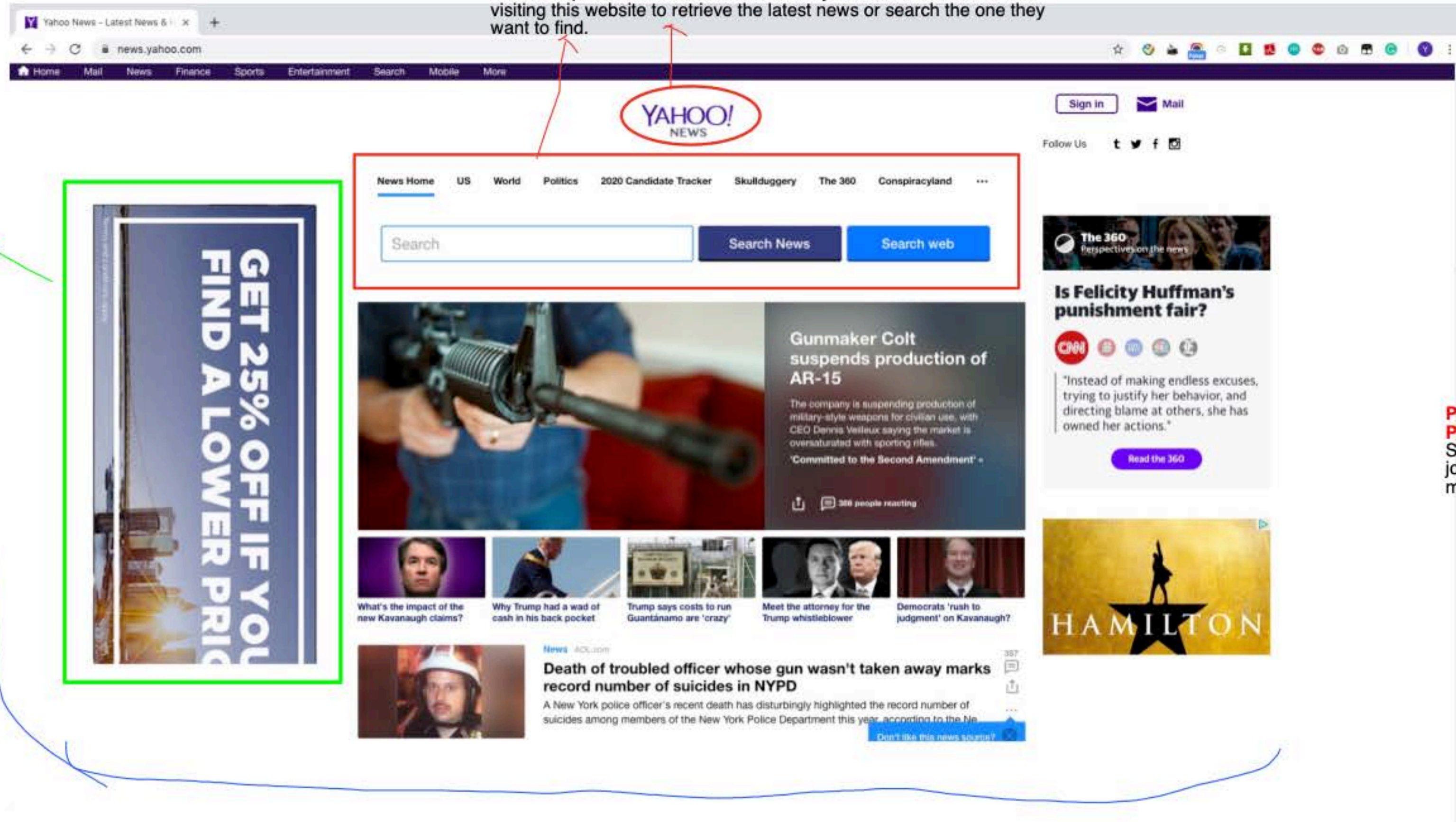
This redesign provides a more horizon design perspective. Compared before, we use more horizon space and leave the less important information to each side.

Principle 5: Unity

The new design with extra balance brings also brings more unity. Since the webpage is more consistent compared to before, especially the column on the left and the column on the right are more about the ads, and the center is about the news.

Principle 1: Focal Point

The focal point for this new webpage is the center column area. This redesign put Yahoo!news on the center of the page, which highlight the brand name and make sure it's on the users' focal point. In addition, the hottest news selection bar underneath and the search section is also on the center of the focal point which will give user the option to find the information they need, since most of user visiting this website to retrieve the latest news or search the one they want to find.



Principle 6: Rhythm Principle 7: Movement

Since the original website did a great job on these two principle, there are not many changes happens on these parts.

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.

Color: We will choose purple (#720e9e) for the webpage, since this webpage is for Yahoo news, it should have some culture influence from Yahoo. As we can see from the original page, the logo color, sign-in button, mail button, and the top stories are using purple as its color. Thus, I think my redesign will involve change the color in text box underneath from black to purple. In addition, another smart way to do it, is using purple as the background and use white color as the text color.

Font: I will choose Helvetica regular as the font for this webpage, since it's the most popular font for news agency. In addition, since it belongs to Modern & slab-serif typeface, it has very thin serifs. Compared to scripts or other fonts, the user will be easily read and understand the meaning of each letter and word. Moreover, since this font was released in 1957, most of the digital devices can support the fonts and the website will have chance to cover more users.