

SENG 4640 - Lab 10 - Design for the Web

Exercise 1: Evaluating Graphic Design (15%)

Pick two of the graphic design principles we focused on in class, one from group A (Contrast, Alignment, Simplicity) and one from group B (Repetition, Proximity).

For each, find an example around you that **violates** it and an example that **follows** it. The examples could be either printed materials (stationary, flyers, posters, magazines, books etc) or websites.

These do not have to be different, you can use the same example for multiple principles.

For each principle, explain (in a sentence) how the example you picked follows or violates it. If it violates it, how would you improve it? (1-2 sentences)

Make sure to include photos, videos, or screenshots for the examples you pick.

Deliverable: A directory with a page for your writeup and any assets in folders like [videos](#) and [images](#).

Exercise 2: Evaluating Learnability of a vector graphics editor (25%)

You are going to start exercise 3 (below) in [Figma](#) (free [education plan](#)). If you have used Figma, use [Sketch](#) or [Inkscape](#). It is important that you pick an application you have no experience in, since [you cannot unlearn what you know](#).

While doing exercise 3, keep notes and screenshots (or screencasts) about every aspect of the interface of Figma that you struggled with, everything you had to google for, and anything else that was non-obvious to you. How long did the task take you? Do you think the app could have been more learnable?

You do not need to use that editor for the entirety of exercise 3 (but you're welcome to), only until you finish the business card design. If you use it for more than that, please keep track of the pain points throughout your experience.

In your writeup, make sure to mention which other vector graphics editors you have used before (if any). If you have used other vector graphics editors, how does the new tool compare to them? What was easier and what was harder?

Deliverable: Write your experience in your report.

Exercise 3: Practicing graphic design principles (60%)

wify.me is a fictional startup around a website for crowdsourcing public wifi passwords. They already have a logo (below) and they need a corporate identity that is based on that logo (business cards, letterheads, envelopes).



Their brand colors are #B3CC1F, #553F2E and #f7ecdf (all in sRGB) and the typeface used is Museo. You may know that print design should use CMYK colors instead of RGB colors, but for the purposes of this exercise, don't worry about that!

Design a corporate identity for this company, putting the graphic design principles we discussed in class into practice. The corporate identity needs to consist of at least:

- A 3.5 × 2 in business card with the following info:
 - Name: John Doe
 - Job title: Manager
 - Phone: 555-123-4567 (this is the direct line; not the company switchboard)
 - Email: johnd@wify.me
 - Company website: wify.me
 - Address: 32 Vassar St, Cambridge, MA 02114
 - The information above is for a sample employee. Do keep in mind that what you design needs to work for a variety of names, job titles etc.
 - The business card needs to be double sided, but it's up to you whether both sides will contain information, or whether one side will merely consist of unifying visuals.
- A letterhead for the same person, which can be single or double sided
- An envelope, which can be single or double sided. The envelope only needs to contain the company logo, address, and URL, no employee information.

Use the design principle of **Repetition** to visually unify the three designs. Pick at least **three other** design principles that we discussed in class and apply them to your design.

You may use any **vector graphics** editing application you prefer. Beginners may prefer Figma over other applications.

Note. Make sure to convert text to outlines before exporting your visuals, otherwise fonts may not show up right:

- **Figma convert text to vector paths**

Only do this at the very end; after converting text to outlines you cannot edit it anymore!

Deliverable: A report with the three (or more) visuals, saved in an **images** folder. Please save/export your visuals as SVG, to preserve details. In the report page, also describe:

- the various ways you used the design principle of Repetition to visually unify the three assets.
- the principles you picked and a sentence about how you feel they have enhanced your design.