

Design Documentation Final Draft

Haley Apicella and Bryonna Gordon
Professor Caruso

- **Summary statement (25pts)** – A brief one or two paragraph statement about the purpose of the project.
 - **The purpose of this project is to enlighten people of the dangers of littering into the ocean. Littering and plastic pollution have been a reoccurring problem for many years and at this point in time, if people do not realize the true dangers of what it is doing to our ecosystem, we are in big trouble. This presentation will go into depth about the dangers of plastic pollution, where it comes from, what it effects and alternatives/ways consumers can help this horrible epidemic stop!**
- **Technical deployment document (25pts)** – one page that describes the technical environment that this project is meant to exist on. Is it a kiosk with a touch screen? A desktop or tablet app? An interactive display in a museum? Sketch how this project will be mounted and deployed.
 - **Our project will be able to be used on many different mediums. We are creating it on Microsoft Powerpoint so that it can be seen from different platforms. One of the biggest platforms that this presentation can be viewed on is a desktop. If transported as a PDF it can be used on many different platforms!**
- **User Personas (50pts)** – a description of **three** potential users of the system that will be used to guide your design process, and **two** considerations for **each** persona that you took into consideration while developing.
 - **The system will be designed for non-environmental friendly people (know nothing about the keeping the environment clean). That could potentially be anyone of any age but mainly young children and older adults. It will also be for people who are environmentally friendly (16-33). Young children who know absolutely nothing about the environment but are learning (5+). We will take into consideration that some users may not know anything about conserving the environment and may need us to go into extreme detail on specific things. Additionally, we'll consider that some of our users may be extremely young or up in age and will need a system that will keep them interested in what we are discussing.**
- **UI/UX Specifications (100pts)** – explain the major elements of user psychology and design principles (C.R.A.P.) that you took into consideration while building your interfaces, and the flow of your presentation. Provide visual examples where appropriate.

- **Contrast – Dark blue will be the background for the Powerpoint. We wanted to choose this certain color to make everything stand out and not blend in, making it hard to see. We also made the font color white. White against the dark deep blue will make the viewer interested and keep reading the PowerPoint.**
- **Repetition - We will be using different layouts to explain the information presented. Instead of just following one layout for the entire presentation, we will be mixing up the slides by putting different information in places that was not similar to the last. Each slide will look completely different then the last.**
- **Alignment - The way we will be creating our presentation will always be aligned correctly. We will make it easy on the eyes to look over and make sure the viewer is not confused by putting layouts that are hard to understand. We will make it pleasing to the eye by adding certain amounts of images to each slide and make sure everything is in line with each other for easy reading.**
- **Proximity & Grouping - In our presentation, we will make everything have its own space. When creating a presentation for viewers, we recognize that it is important to make sure everything is where it should be and in an organized matter. We will put information together and images separately so that it will not be confusing for the consumer. We will make sure that after giving the information, an explanation and image will be followed to guide the viewer.**
- **Screen Wireframes (75pts) – device appropriate placement guidelines for your main content and navigation elements. These should be screen accurate. Rulers if hand drawn or using an appropriate mockup tool or library.**
 - **Wireframe found in folder.**
- **Screen Flows (Block Diagram) (75pts) – a map of navigation systems that allow users to navigate the project. If there is more than one navigation system, the screen flows should be broken down to describe how the different navigation elements work. (ie, show a hierarchy for your menu and linear or interconnected web for sub-sections with arrows that show how the user can maneuver between each screen)**
 - **Block Diagram found in folder.**
- **Typography (25pts) – typefaces, point size, weight, colors and how they are used. Include a font sheet to show off your typefaces and weights.**
 - **Typeface – Century Gothic, Point Size -Titles=36, Body text=24, Colors - Aqua Hex-00FFFF RGB (0,255,255), Paleturquoise Hex-AFEEEE RGB (175, 238, 238). Weight - Light**

- **Color schemes (25pts)** – with RGB, Hex code, and usage guidelines.
 - **Colors - Aqua Hex-00FFFF RGB (0,255,255), Paleturquoise Hex-AFEEEE RGB (175, 238, 238).** These colors are being used because they resemble colors of the ocean or the sky near the ocean. They're light and fun so they won't weigh the system down or make the users feel bored while viewing the system. Using more than one color will help avoid our system feeling stale or bland.