LAYOUT, COLOUR, TYPOGRAPHY

O-CITY

Module II | Course Infographic | Topic Design process and visual design basics in UX | Lesson 3

Activity

- **Short Description**: Analysis and comparison of the use of basic visual elements, such as layout, colour, and typography, in User Interfaces and information visualizations about a natural or cultural heritage.
- **Methodology**: The methodology of this activity is based on learning by experience and inquiry-based learning, since by researching, analyzing and improving the use of the basic visual elements on existing information visualizations and user interfaces, the learners become familiar with the visual design basics needed for creating an infographic and reinforce their knowledge on the learning topic.
- **Duration:** 4 hours
- **Difficulty (high - medium - low)**: Medium
- **Individual / Team**: Individual
- **Classroom / House**: House
- **What do we need to do this activity?**
  - **Hardware** Smartphone or Personal Computer, or any other digital device, in the case of digital information visualizations.

- **Software** Web browser or mobile applications in the case of digital information visualizations.
- **Other resources** None

Description

● **Text description**: Analyze the layout and the use of colour, and typography in a User Interface (e.g. a website or an application) or infographic about a natural or cultural heritage and evaluate the adequacy of choices made by the visual designer. Then, collect and compare different alternatives in layout, colour and typography of similar contents (e.g. the same type of product or service) and define what are the bad and the good practices implemented.

● **Illustration**: None

Instructions

1. Identify a User Interface (e.g. a website or an application) or infographic about a natural or cultural heritage. You can choose a User Interface or infographic already analysed in the previous activities of Topic 1 or you can identify a new one, also starting from the natural and cultural heritage mapped by the O-City world.
2. Analyse the layout of the chosen User Interface or infographic.
   Identify its main characteristics and evaluate if it succeeds in creating a proper user flow and in supporting the User Experience? If yes, how? If not, why?
3. Analyse the use of colour of the chosen User Interface or infographic.
   Identify its main characteristics and evaluate if it succeeds in conveying the proper messages and in supporting the User Experience? If yes, how? If not, why?
4. Analyse the use of typography of the chosen User Interface or infographic.
   Identify its main characteristics and evaluate if it succeeds in making the content understandable and in supporting the User Experience? If yes, how? If not, why?
5. Lastly collect and compare different alternatives in layout, colour and typography of similar items (e.g. the same type of product or service or the same type of heritage). Observe them and define what are the bad and the good practices implemented. What should absolutely be avoided? What design choice works better? Are there any ideas inspiring you?

Expected outcomes

● Learn to analyze a user interface or information visualization by properly identifying and evaluating the basic visual elements that are useful to design an adequate user experience.

● Understand how adequately structuring the layout and how properly using colour and typography for creating an information visualization.

● Understand the User-Centered design way of thinking about a product, system or information visualization.

This activity can be used in other (module, course, topic, lesson):

● **None**

DIGICOMP (Competences developed):

1.   INFORMATION AND DATA LITERACY

1.1   Browsing, searching and filtering data, information and digital content

1.2   Evaluating data, information and digital content

5.   PROBLEM SOLVING

5.2   Identifying needs and technological responses

ENTRECOMP (Competences developed):

1.   IDEAS AND OPPORTUNITIES

3.   INTO ACTION

3.5.   Learning through experience

Example (when necessary): None