Fall 2024 Time spent: 4 HOURS

#### Homework 6: Hi-Fidelity Mockups

**Goal:** Design high-fidelity concept mockups for your client (the same as HW 05). Review your identity guidelines. Follow the wireframes provided, fill your layout with the "real" content (images, icons, and headlines only; use dummy text for the body copy); you can resize information blocks but must not remove any of the content or functionality. UX path students may offer alternative wireframes - if you choose to do so, provide your wireframes along with your design. Allowed "3-rd party" content: photos, textures, icons. No screenshots of existing apps/designs, no templates or UI packs except the one developed during the lab. Screen: iPhone 14 & 15 Pro. Software: Figma for layout, Photoshop for image adjustments, Illustrator for working with graphic assets.

#### Deliverables:

- Page 1 Submission checklist
- Page 2 Concept: a brief description of your visual choices.

Page 3 – UI Style guide. Atoms, molecules and organisms: typographic hierarchy specimen, colour palette, UI elements, icons (use more pages if needed)

Page 4 – Layout - organize all screens on one page (use tabloid, landscape). Make sure to scale you work down for submission

Deliverable	%
Visual Concept: practical, appropriate, consistent with the current design trends and your identity guidelines. Layout is coordinated with the wireframes provided. Effective use of visuals	20
Ideation: concept and design (color palette, typography, images choices) explained.	10
Identity: Color, typography, and visuals are coordinated with your identity guidelines.	20
Content & Style: meaningful content - replace placeholders with "real" information. Images are coordinated in terms of their style, shot/zoom/crop, color, exposure, saturation. Icons have uniform style, weight, stroke	10
Style guide: styles for hierarchy (body text, headlines 1,2,3, etc.) labels, buttons, and other UI elements, and icons in use are provided. On the mockups, styles are rendered in consistency with your guide.	10
Design principles: Readability Hierarchy Free space Balance Effective use of modular, column, and baseline grids. Consistent, logical alignment Gestalt: continuity, proximity, common region Unity	30

Total 100

Technical perfection: images, typography, icons are free of distortions; other technical errors.



# Concept

# Design Guidelines

I followed a 4 column grid system.

All spaces between UI elements is within multiples of 4px, keeping consistent spacing throughout the entire design

# Visuals

All images used follow the style guide, which is focused on using warm tones and enjoyable environments.

All iconography comes from the same icon library, Lucide icons.

# Typography

The typeface used is Montserrat. This is part of the University of Michigan style guide. It is clean and easy to read, and has a classic look.

I used a mixture of Medium and Regular weight, with occasional variance.

## Color

I used Strong Purple as my primary color, as it has a great amount of contrast on the light background. I used Peaceful Purple and Maize in light transparencies for the background, to tie the other colors in and bring a more joyous feel to the app.



## **Atoms**

# Headline 1 Headline 2

Headline 3

Headline 4

<u>Hyperlink</u>

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut et massa mi. Aliquam in hendrerit urna. Pellentesque sit amet sapien fringilla, mattis ligula consectetur, ultrices mauris. Maecenas vitae mattis

Pellentesque commodo lacus at sodales sodales. Quisque sagittis orci ut diam condimentum, vel euismod erat placerat. In iaculis arcu eros, eget tempus orci facilisis id.

### Large Primary Button

Small Primary Button





## Molecules





Watch out!
You often will feel okay or sad
when you have 3 or more
assignments due.









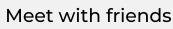
**V** 

Choose emotion

2 3 4 5 6 7 8 9 10

Start typing...





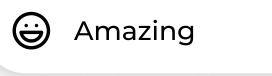


Spend time outside

## Organsims

# How well do you manage stress?

Please select one option.



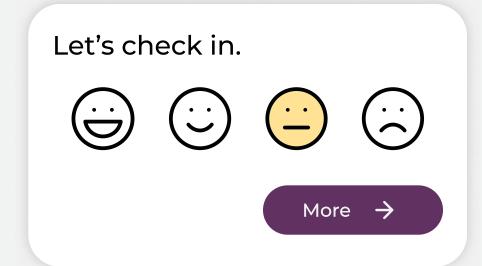






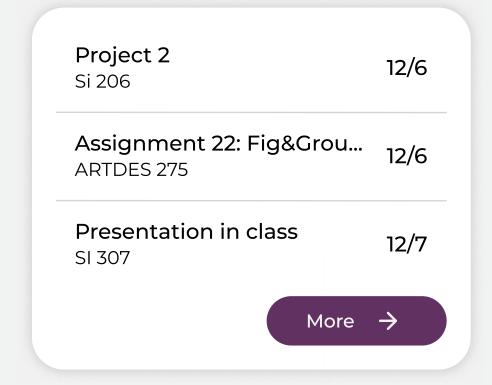
### Welcome

How are you feeling today?



### **Upcoming Events**

Keep an eye on your calendar



### Featured



Spend Time Outside

Being outdoors releases endorphins and can boost mood!



