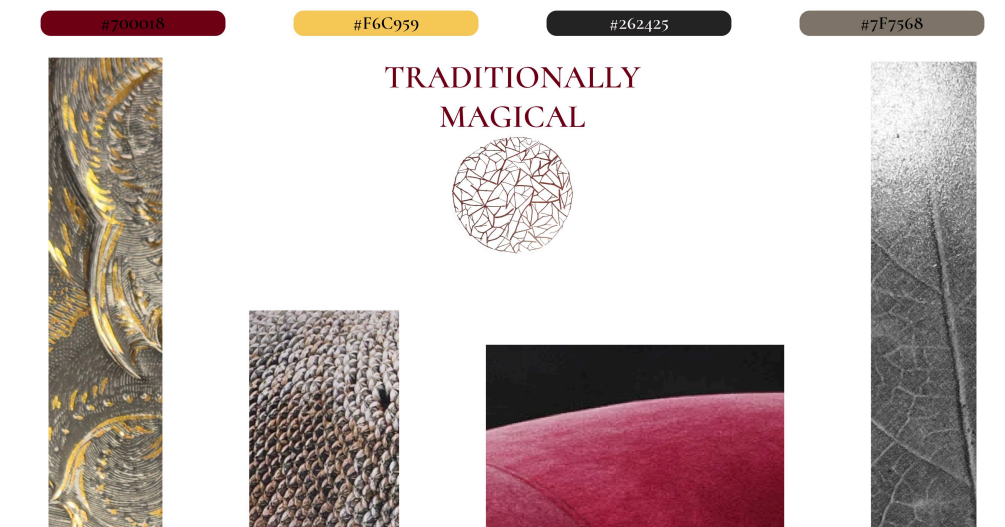
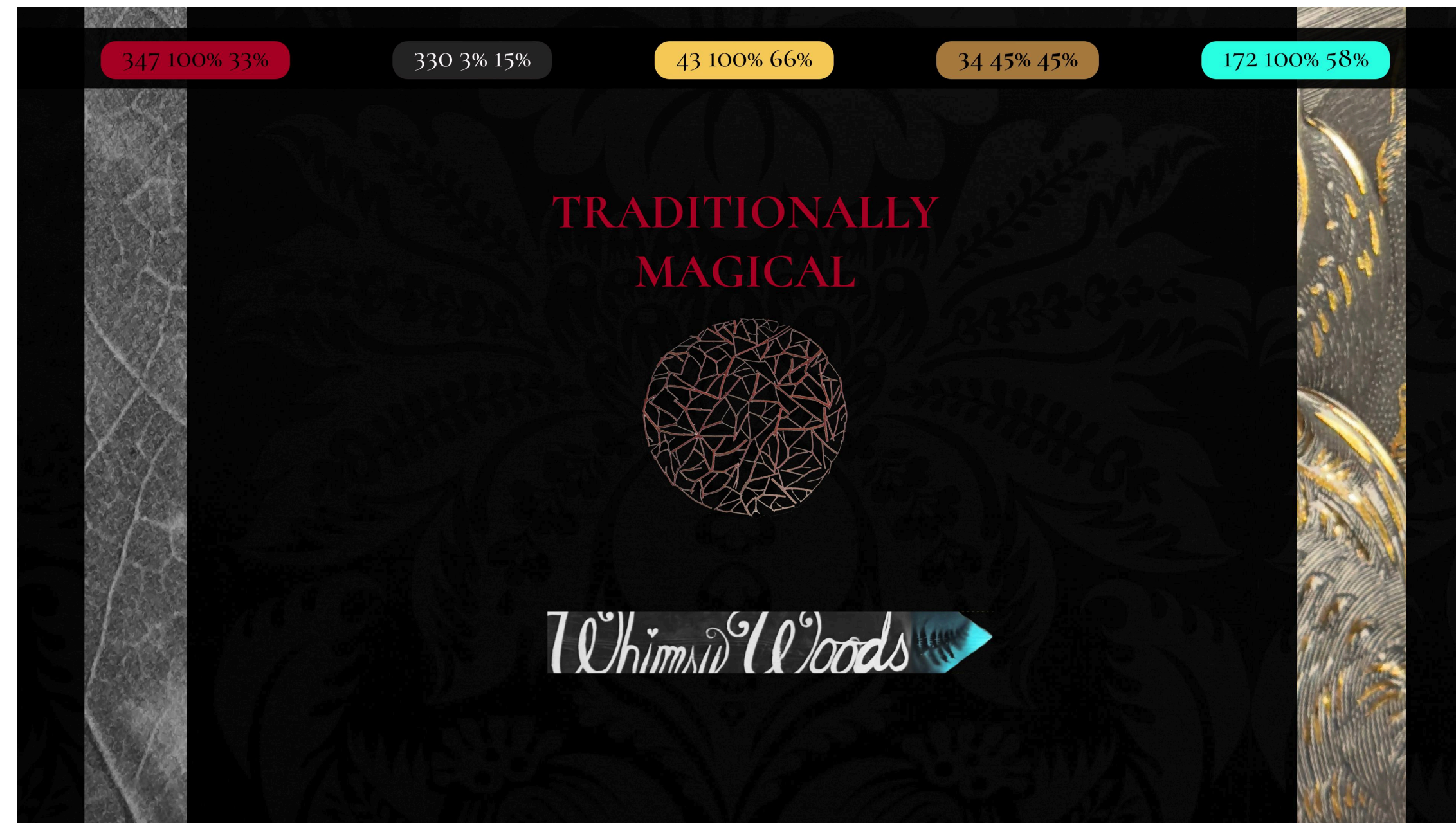


Visual Design Fundamentals Final

Caleb Monk – MPS in UX Design – Professor Aaron Cochran

CHAPTER 1: MOODBOARDS

- My first ever moodboard like this
- Didn't understand what I was doing yet
- After plenty of revisions came to this and was finally happy with it
- Final design took lots of inspiration from medieval culture and popular fantasy media



Side Quests

- Typography
- Colors
- Weights



DECIDED TYPOGRAPHY:

CORMORANT UNICASE 38PT

Large Title

CORMORANT UNICASE 32PT

Regular Title 1

CORMORANT UNICASE 25PT

Regular Title 2

CORMORANT UNICASE 23PT

Regular Title 3

ROBOTO BOLD 17PT

Heading

ROBOTO BOLD 15PT

Subheading

ROBOTO REGULAR 17PT

This is some body text

ROBOTO MEDIUM ITALIC 12PT

This is some callout text

Light	Regular	Medium	Semibold	Bold
Cormorant Unicase	Cormorant Unicase	Cormorant Unicase	Cormorant Unicase	Cormorant Unicase
CORMORANT SC	CORMORANT SC	CORMORANT SC	CORMORANT SC	CORMORANT SC
Cormorant Upright	Cormorant Upright	Cormorant Upright	Cormorant Upright	Cormorant Upright
Cormorant Infant	Cormorant Infant	Cormorant Infant	Cormorant Infant	Cormorant Infant
Cormorant Garamond	Cormorant Garamond	Cormorant Garamond	Cormorant Garamond	Cormorant Garamond
Cormorant	Cormorant	Cormorant	Cormorant	Cormorant

Light	Regular	Medium	Semibold	Bold	Extra Bold	Black
Roboto	Roboto	Roboto	Roboto	Roboto	Roboto	Roboto

MATH:

EX X

EX X

Roboto

This is a Large Title

This is a Title 1

This is a Title 2

This is a Title 3

This is a Headline

This is a Body

This is a Callout

This is a Subheading

Cormorant Unicase

THIS IS A LARGE TITLE

THIS IS A TITLE 1

THIS IS A TITLE 2

THIS IS A TITLE 3

THIS IS A HEADLINE

THIS IS A BODY

THIS IS A CALLOUT

THIS IS A SUBHEADING

Cormorant Garamond

This is a Large Title

This is a Title 1

This is a Title 2

This is a Title 3

This is a Headline

This is a Body

This is a callout

This is a Subheading

DECIDED TYPOGRAPHY:

Large Title USING AN HIGH X-HEIGHT AND CAPITAL TITLE FONTS SPACED OUT THE LETTERS A LITTLE BIT FOR LEGIBILITY

Regular Title 1

Regular Title 2

Regular Title 3

Heading

Subheading

This is some body text

This is some callout text

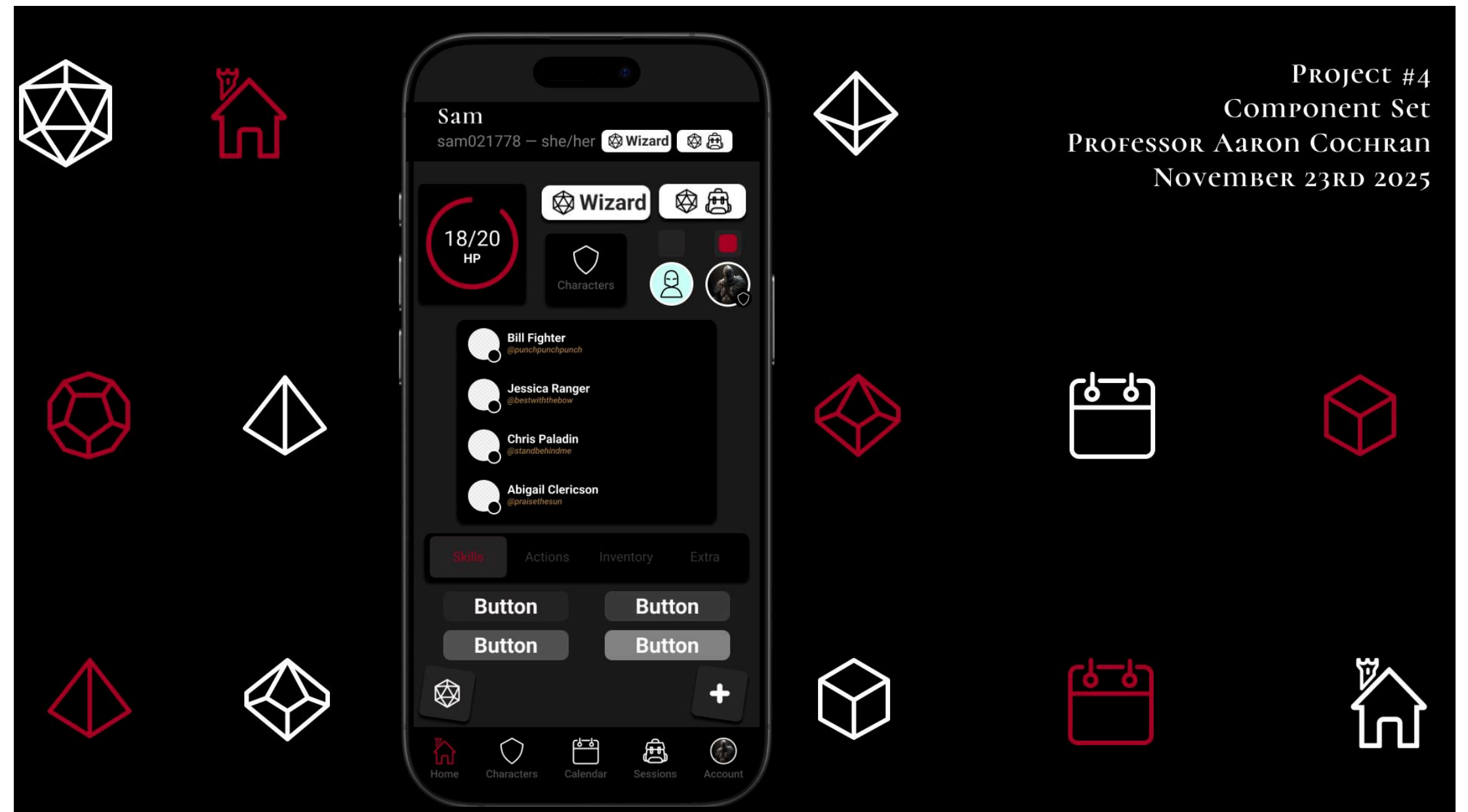
WE'LL USE A SIMILAR, SERIF FONT WITH A HIGH X-HEIGHT FOR THE HEADLINES BUT SEPARATE HEADLINES AND SUBHEADING BY 1PT FONT AND WEIGHT

WE'LL USE A MODERN SANS-SERIF TYPEFACE FOR THE MAJORITY OF BODY TEXT TO MEET MODERN STANDARDS AND EASE OF READABILITY. WE'LL USE A VERY SIMILAR FONT FOR THE CALLOUT TEXT OR QUOTES BUT BRING IT BACK TO FINANCY OR OLD TIMEY SCRIPT

FINAL UPDATE: UPDATED CALLOUT TEXT TO ROBOTO AS WELL FOR ACCESSIBILITY CONCERNS

CHAPTER 2: Component Set

Start of something good but was relying too much on color. On this phase I spent too much time focusing on detailing instead of wireframing.



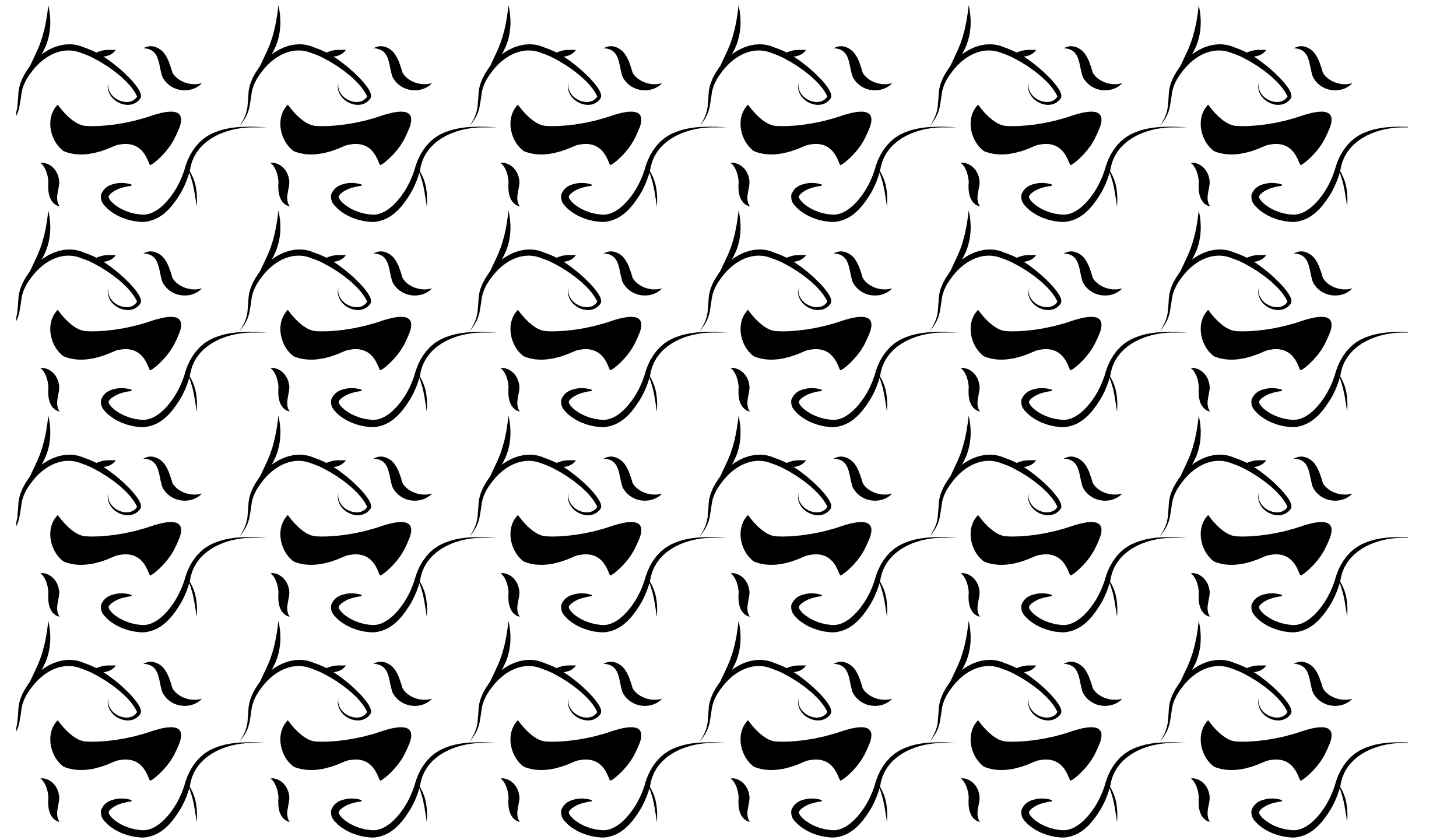
CHAPTER 3: THE BOSS BATTLE

- Simplified designs
- Corrected spacing errors
- Went back to paper roots for accessibility, while keeping the contrasting elements for user controls
- Your party's next TTRPG companion app



EPILOGUE

I still have a long way to go but I learned a lot this semester. Thank you for the great semester!



Questions?

Thank You!