

Major project

Final presentation

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Major Project

MA Web Design and Content Planning'21-22

University of Greenwich

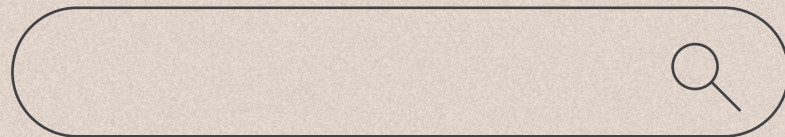
Twitter description

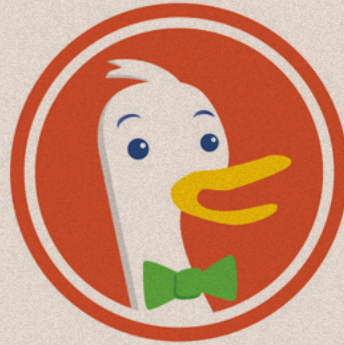
designtrampoline.org

A website for the newbies in design that presents fundamentals of design theory in a simple and fun way.

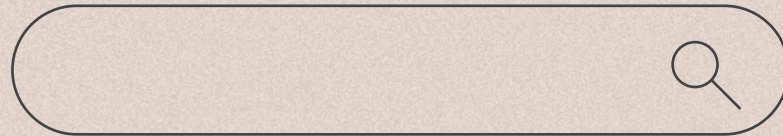
Let's imagine **you are new to design.**

Google





DuckDuckGo



Life-long learning
is one of the main
professional trends.

Design is a fast-paced
industry full of various
opportunities.
There always will be
someone new learning it.

Target Audience

Professionals who **face** some **specific design problems** in their work tasks and need to know the design basics to present their work more efficiently.

Design students who look for a **starting point** to dive into the subject, examples of themes and resources **to continue learning.**

Small business owners who tend to **do most** of the tasks **themselves** in the early stages of the business and **need** some **basic knowledge** on the subject.

User Personas

Sarah
SMM manager

Reasons to use product
Focus on outcomes, not features

Sarah wishes to learn more about design and typography basics. She wants to avoid using templates proposed by MS PowerPoint and Canva as they are widely used and not unique enough. Already took a couple of online courses on udemy but still doesn't feel confident enough when she needs to create design for her job tasks from scratch.

Knowledge and Skills
What do I know? What am I good or bad at?

Good and fast at making presentations, smart, proactive, good at making engaging social media posts and stories, use Canva for professional purposes and learning Figma as she heard is a relatively new programme in the industry.

Extra Info
Environment, demographics, etc. Only include insights that affect how we build the product.

26 y.o., works for a professional hair cosmetics brand as SMM manager, BA in advertising, has a strong interest in visual culture and design, collects vintage travel posters.

Biggest Frustrations

I feel

When

Today I solve this by

I feel

When

Today I solve this by

I feel

When

Today I solve this by

Attribute Scales
Rate this persona on the attributes you selected in steps 2 and 3.

Knowledge of MS Office & basic design software

Design knowledge

Experience

Interest on the subject

Online learning

Charlie
Design

Reasons to use product
Focus on outcomes, not features

Charlie studies visual communications and is interested in design. He has just started learning design and wants to know the basics of useful theory, and wants to jump to practical tasks for his studies as soon as possible.

Knowledge and Skills
What do I know? What am I good or bad at?

Learned Photoshop and Illustrator via online tutorials, but feel a lack of fundamental knowledge of design basics. The knowledge on the subject is quite fragmented.

Extra Info
Environment, demographics, etc. Only include insights that affect how we build the product.

19 y.o., an undergraduate student at visual communications, tech geek, loves comics and action movies, interested in repeating designs he likes by following online tutorials.

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Design knowledge

Experience

Interest on the subject

Online learning

Myra
Small business owner

Reasons to use product
Focus on outcomes, not features

Myra lost her job during the pandemic and decided to convert her life-long hobby into a small business. She loves sewing and giving new life to the old things, so she opened her small atelier, where she creates bags and pouches out of old outwear. She runs a small store on Etsy and an Instagram account. She wants her content to stand out with design but knows nothing about how she can improve.

Knowledge and Skills
What do I know? What am I good or bad at?

Active PC user, she often uses MS Office (PowerPoint in most cases) as the main instrument to create visual content for her online store and social media.

Extra Info
Environment, demographics, etc. Only include insights that affect how we build the product.

47 y.o., two adult children who are doing their BA, previously worked as an account manager at the event agency. Loves unique hand-made pieces and loves to create something with her own hands. In her free time loves to visit art exhibitions and flea markets.

Biggest Frustrations

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Experience

Interest on the subject

Online learning

One single rule: start with content

Images/Video

Text

Test the
knowledge (quiz)

Hosting **solved**



Domain **solved**



CMS **in progress**



What if designtrampoline.org is a person?

1 **Curious**

2 **Open-minded**

3 **Life long learner**

4 **Enthusiastic**

5 **Friendly**

6 **Experimental**

Logo

design 
trampoline

design 
trampoline

Visual style

/ warm and colourful palette

/ black and white as main interface colours

/ light beige as background

/ Roboto slab for various headings and accents

/ Roboto sans serif for main copy

/ thin lines for interface elements

Overall impression:
playful / fun / easy



Headings
Roboto Slab

Main content heading

Second level heading



If you want an element to be considered central, make it different from the others that surround it or from the background you put it on.

A dominant element likely has greater visual weight than the elements it dominates.

Content & interface copy
Roboto



Main content heading

Second level heading

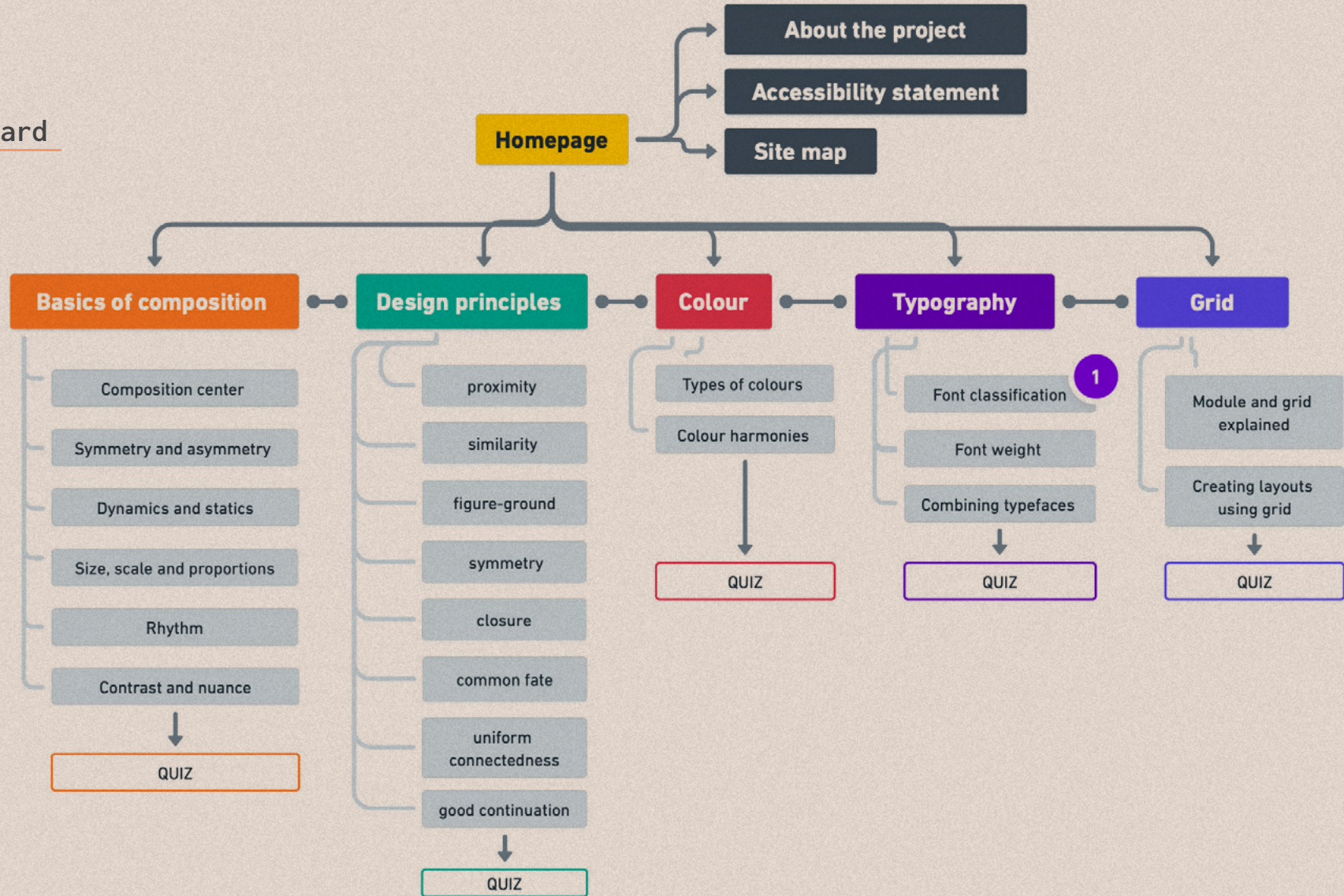


If you want an element to be considered central, make it different from the others that surround it or from the background you put it on.

A *dominant* element likely has greater visual weight than the elements it dominates.

Sitemap

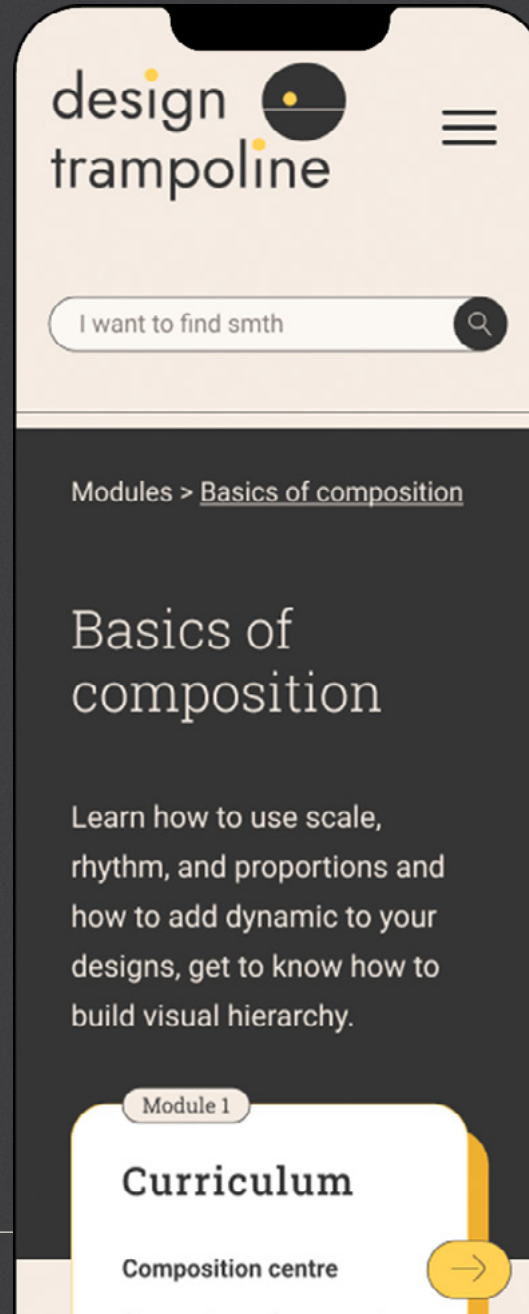
whimsical board



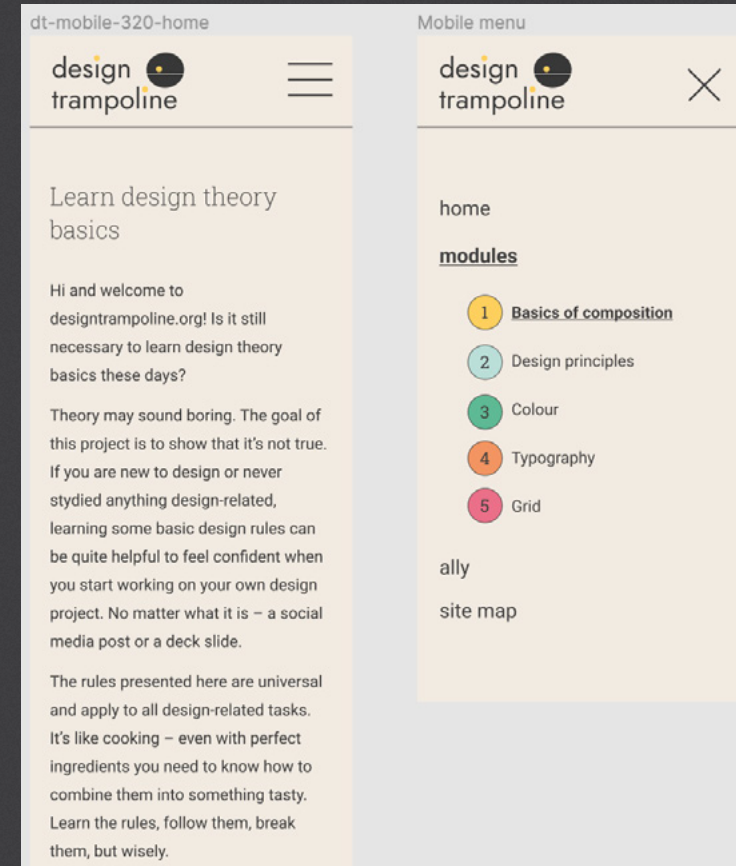
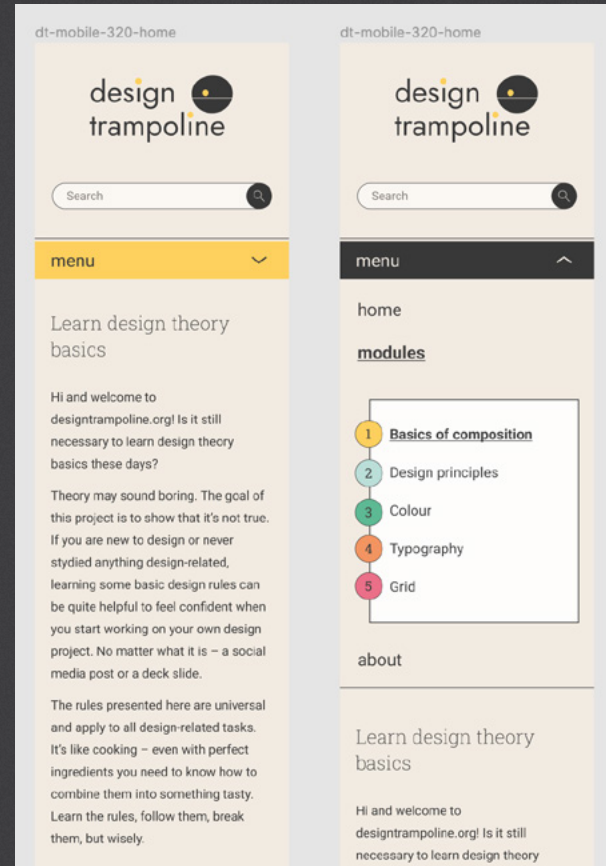
Prototype

Figma project

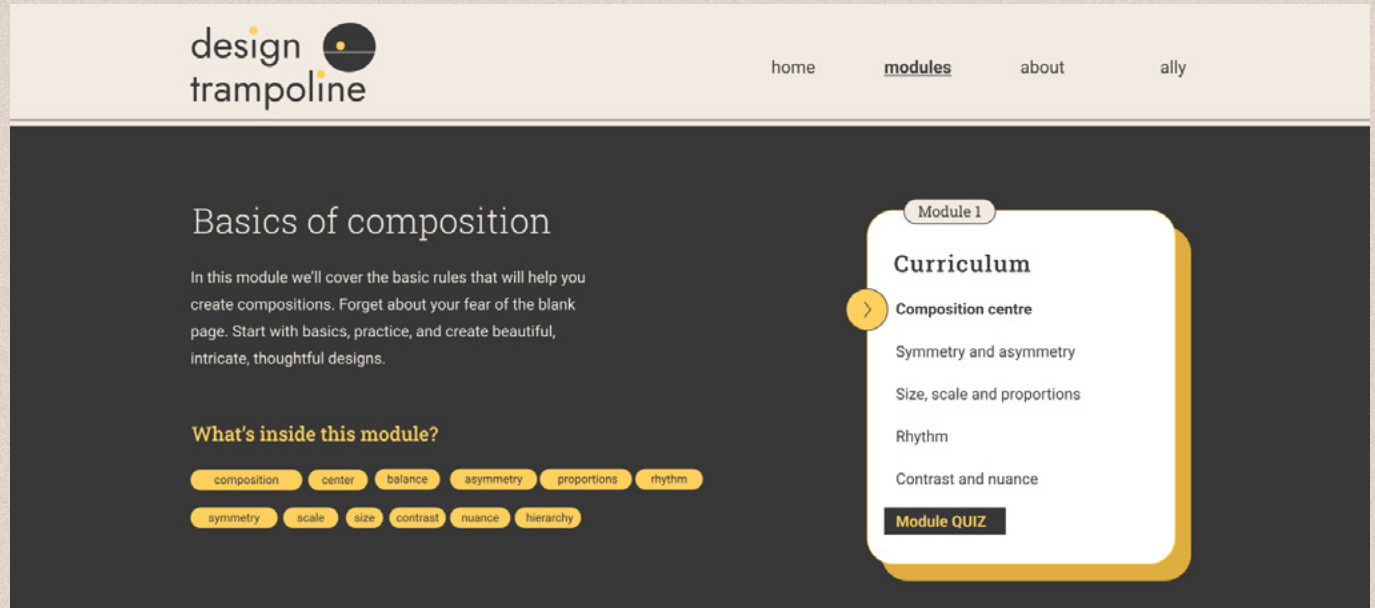
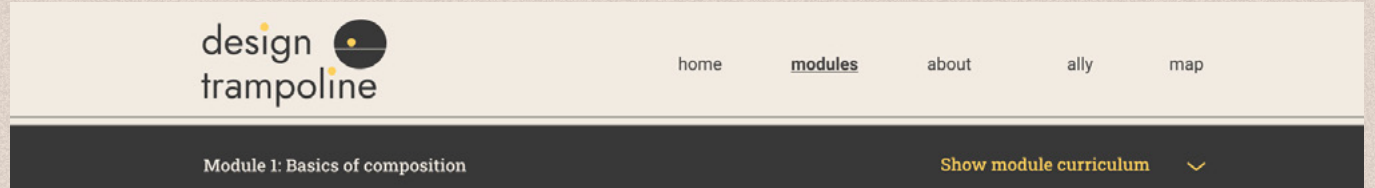
Figma prototype



Knowledge share: design decisions




Knowledge share: design decisions



Knowledge share: design decisions

Module 1: Basics of composition

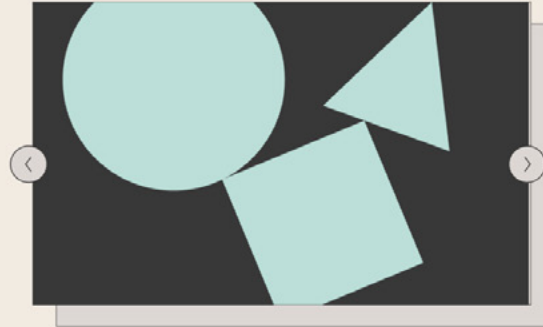
Show module curriculum 

Composition centre



Can you notice the difference between these two designs? They are showing

Use colour



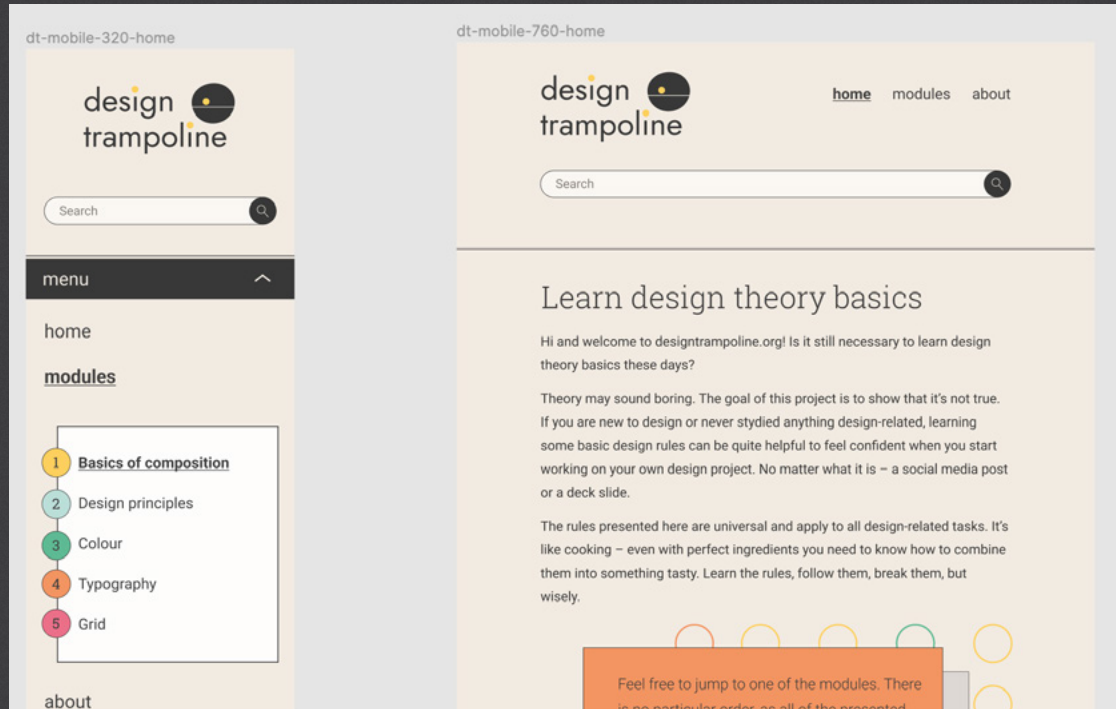
Choose the contrast colour on the colour wheel or make it significantly brighter or darker than all the other elements.

Use scale



Changing the size allows you to show the difference between the elements and guide your reader/viewer. If you want your heading to stand out, make it significantly bigger than the other texts on the page. If you need one tiny detail to be noticed, make it smaller than the others and use negative space to outline this difference. Why not!

Knowledge share: design decisions



I'm still working on

Theme edits and build

Accessibility

Knowledge share: advice

Don't be afraid to doubt
your own decisions.
That's ok!

Knowledge share: advice

Don't let the fact that
you don't know how to do
something limit your
creativity. Ask for help.
Learn.

Knowledge share: advice

Give yourself more
time.

Take a look!

designtrampoline.org

[check the page](#)

Thank
you.

