



DESIGN & DEVELOPMENT PROCESS BOOK

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HARTFORD ART SCHOOL
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How can a clearly designed medium link all students to themselves and to their communities to enrich learning and promote collaboration and learning?

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See how the Gradient user experience was developed during the production of this project.

INITIAL BELIEFS



This geographic map shows the distance boundaries between the north and the south, and how those geographic locations can spark disconnections between people and ways of thinking.

The rungs indicate how ideas centralized in each region of the country traditionally get spread; Downstate New Yorkers, for example, have a certain local mentality unique to their region.



Even different areas of the state of Connecticut can think differently. Perhaps industries, population amounts, and access to certain jobs and resource can affect a population's beliefs. There are clear boundaries in Connecticut; for example the state has the highest pay gap in the country.

The rungs of each color indicate how ideas centralized to certain regions get spread traditionally.

THEORY: PROBLEMS WITH COMMUNICATION, THINKING & GEOGRAPHY

A Country with Thinking Contrasts & Barriers

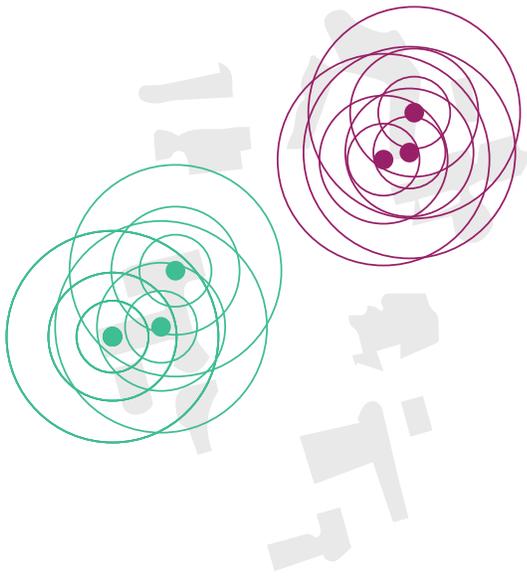
Are we divided in our ways of thinking because of geography and influences around a geographic location? For example, if you're from the northeast (green), your norms and way of life is extremely different than of those from southern states (magenta). Traditional communication sometimes can

inflame these boundaries and cause generalizations to be made about certain regions of the country, particularly northern states disagreeing with southern ones. What if an website could break down these barriers?

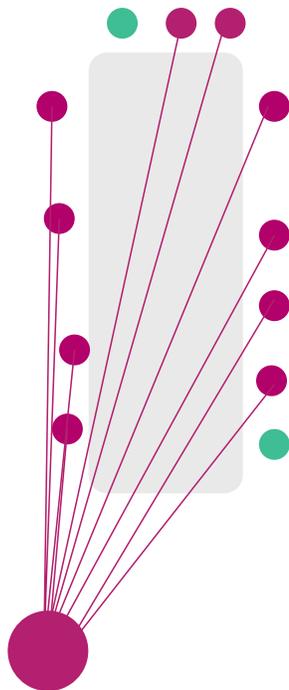
A State with Thinking Contrasts & Barriers

Likewise of a national level, you probably think differently if you're from Enfield, Connecticut (green) or if you're from New Haven, Connecticut (magenta). Geography plays a huge role in thinking and the way ideas communicate. Citizens may think very differently in rural

areas of Enfield, Connecticut versus those in downtown New Haven, a city on I-95, which connects New England to New York City.



Dots indicate students' ideas about their own course of study; the magenta rungs would be **Visual Communication Design** thoughts spreading while the green rungs indicate **the thoughts of ISET students**. These rungs rarely cross paths because of geographical location.



This represents a conference-style classroom layout. The larger dot indicates the professor of a traditional classroom layout. Magenta dots would be, for example, **communication majors**, learning from a Communications professor. The green dots indicate where **mixed major students** exist in the classroom, who are often outnumbered.

For example, if this were a communications class (not in the design department), I would be a green dot, adjusting to the curriculum, in one of my communications minor courses.

THEORY: PROBLEMS WITH COMMUNICATION, THINKING & GEOGRAPHY (CONT'D)

A Campus with Thinking Contrasts & Barriers

Even the current setup at University of Hartford creates barriers for nontraditional thinking and learning. For example, most students share classrooms in near proximity that are around a centralized area of that subject; for example, the Hartford Art School (magenta) or the ISET (Integrated Science, Engineering and Technology) Complex (green). The Visual Communication Design

department of the Hartford Art School only has classrooms for it's major courses in one space; other subjects do not share this space often. The ISET Complex shares similar classrooms involving Science, Engineering and Technology. These two subjects rarely meet except for AUC Courses (the University of Hartford's All-University-Curriculum).

A Classroom with Thinking Contrasts & Barriers

Additionally, thinking barriers may occur due to the professor-student hierarchy of the classroom. While an increasing number of education professionals are using more discussion-style approaches, traditional lecture-listen style of the classroom sometimes does not evoke discussion, and provides only a one-way communication setup.

THEORY: ANALYZING MULTIPLE THOUGHT PATHS

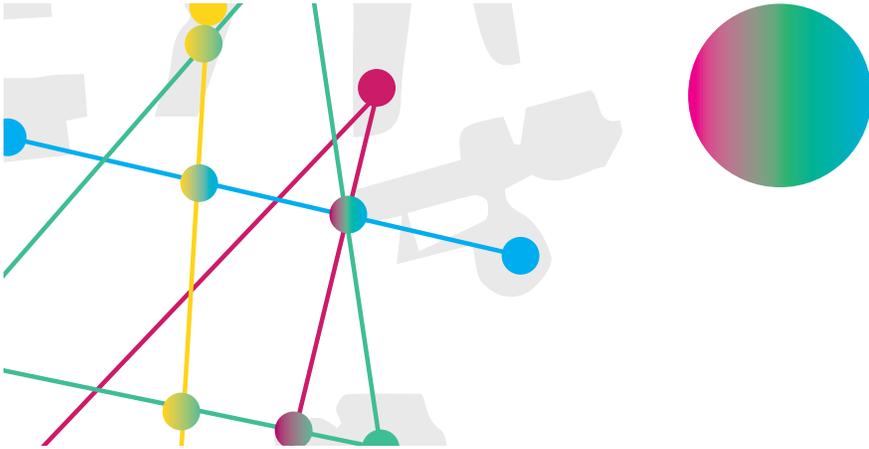
Lots of Thoughts, Departments, and Motivations

Google defines the word “University” as “an educational institution designed for instruction, examination, or both, of students in many branches of advanced learning, conferring degrees in various faculties.” These “many branches” produce many theories, projects and motivations by willing students. The idea is that there are many more paths of ideas besides

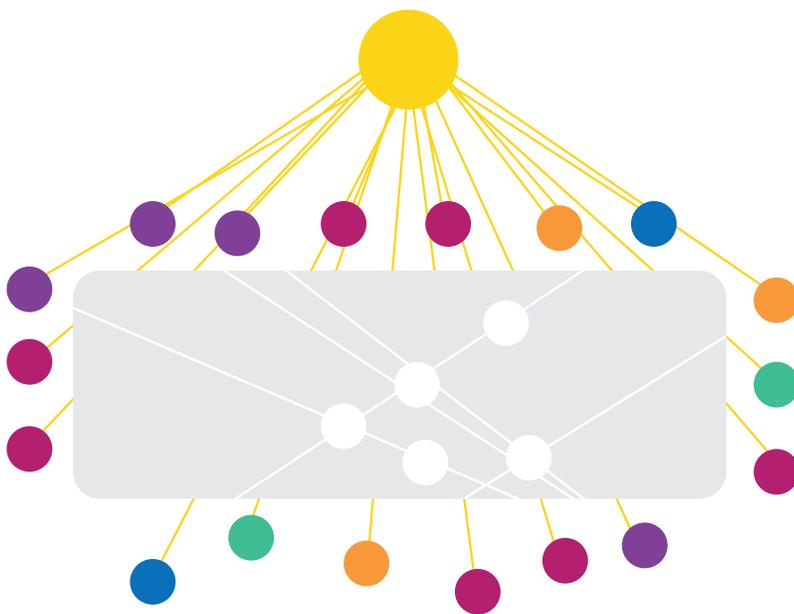
just students of the same major talking about their own major. Often times, students don’t minor in a subject or they aren’t exposed to exploratory curriculum that doesn’t delve into topics other than the textbooks provided by that department.

A Classroom with Connections

Classes, particularly those that combine many different students from many different programs, unlock potential to see problems of the world from many different backgrounds and perspectives.



It is where student interests cross paths where opportunity exists for nonconventional problem-solving and learning (indicated by gradients on this illustration). This is the opportunity we need to embrace. For example, this gradient represents a project that **Design Students**, **Hillyer Students**, (liberal arts) and **Hartt School** (music) students could collaborate. These types of lessons provide to be most novel which results in more learning.



Different colors indicate different interests and strengths of different students within a classroom. Students may connect on a level deeper than the curriculum being offered. White circles represent opportunities where learning can be most potential.

The rungs indicate how extremely important professors are, they just need to allow conversation between many diversified students of interests coming from different places, for example, different majors.

TAKE ACTION: CONNECTING WITH OTHERS IS THE SOLUTION

The Key is to Get Out of Your Major

By 'get out', I mean explore. If we can utilize the different things in each department that makes students excited, like designing a campaign for a local official, the learning is relevant and thought paths converge, possibly developing new solutions that did not

exist before. For example, the branding could come from design majors, social media management from communication majors, and economic tactics from accounting majors.

Talk with Other Non-Majors

When possible, the most learning and opportunities to explore other subjects is by talking to other majors that are not from your own school. For example, I met a communication student in one of my Social Media classes (communication), who wants to learn about design.

How can we utilize these connections to provide non-conventional solutions to difficult problems?

CORE MEANING

MISSION & VISION STATEMENTS

Mission Statement

Gradient is a digital platform designed to link members of research communities to form new relationships to increase learning, inspire solutions, and promote community awareness. There needs to be a platform that is targeted towards research, not just LinkedIn (networking) or Facebook (often recreational).

Gradient provides a set of tools to enhance researchers and their communication tactics.

This project is currently proposed in the United States but could grow into an international and/or global platform.

Vision Statement

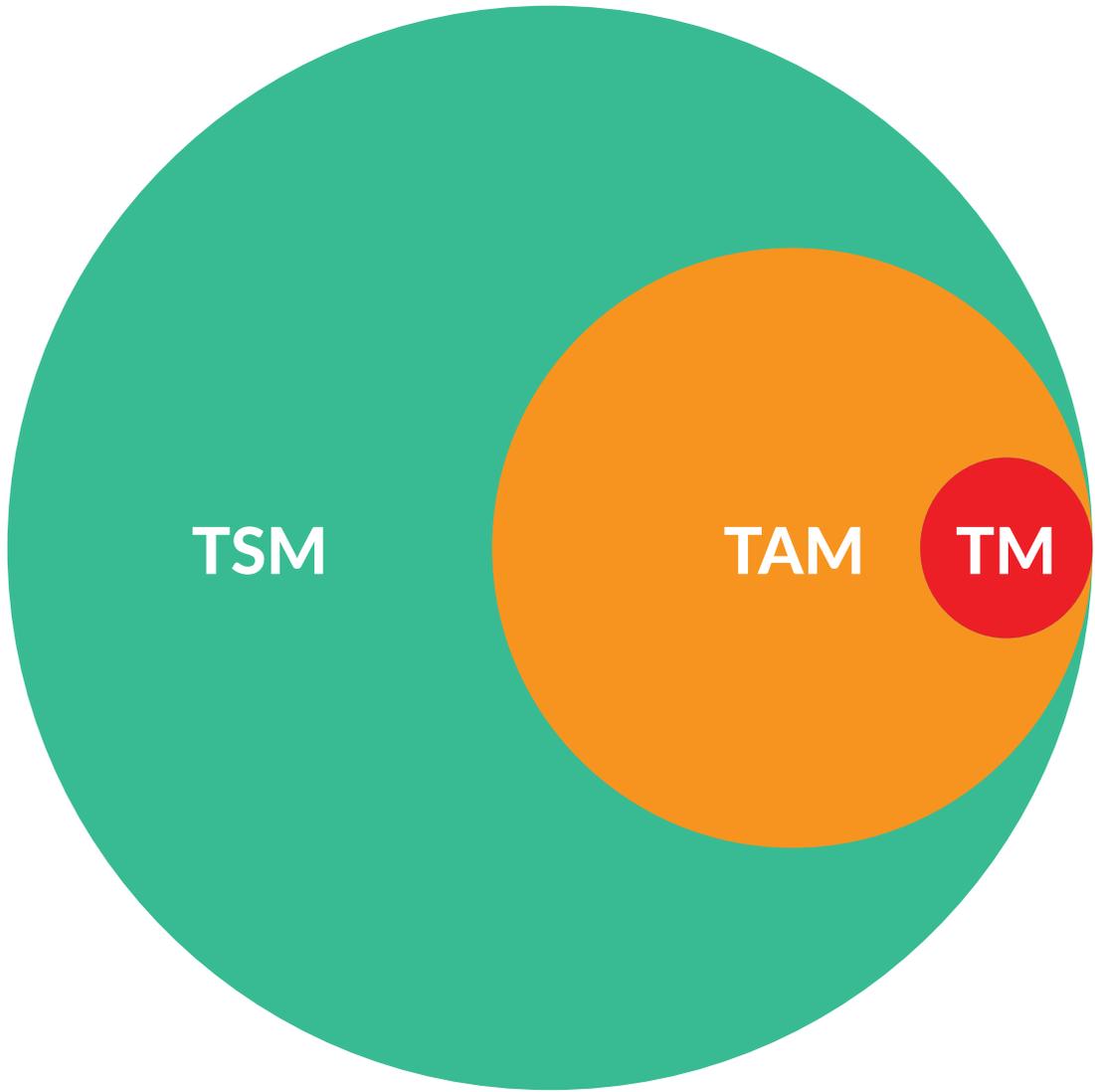
The way student communicate needs to be changed. Email (and the Internet in general) has revolutionized how we communicate. However, let's build upon the ideas of collaboration, social networking and academics and provide a platform that brings these elements in an easy-to-use interface.

Student isolation is a current problem: based on interviews at one particular school, students reported being isolated in a number of different schools. If technology is increasing in use and features, let's build a platform that promotes education.

Strengths and assets of the platform

include a highly social medium: the Internet, and highly motivated student users who would provide life and vibrancy to the platform.

In a dream end-state, more outstanding thesis projects could be executed, resulting in more of today's complex problems being solved. Success would be more involvement of isolated students being aware of the projects executed around them, whether that be on a local or global level.



LET'S PROVIDE A TOOL THAT NOT ONLY PROVIDES A PLATFORM FOR LEARNING, BUT CHANGES THE ATTITUDE OF KNOWLEDGE.

Providing a Platform

Google defines the word "University" as "an educational institution designed for instruction, examination, or both, of students in many branches of advanced learning, conferring degrees in various faculties." These "many branches" produce many theories, projects and motivations by willing students. The idea is that there

are many more paths of ideas besides just students of the same major talking about their own major. Often times, students don't minor in a subject or they aren't exposed to exploratory curriculum that doesn't delve into topics other than the textbooks provided by that department.

Getting Social with Knowledge

Classes, particularly those that combine many different students from many different programs, unlock potential to see problems of the world from many different backgrounds and perspectives.

Marketing Study

Target Market

University undergraduate, graduate students and researchers

Total Serviceable Market

General professional interest and those interested in helping students, members of collegiate communities

Total Addressable Market

All students and researchers

GRADIENT: A CORE MEANING VISUAL

Wonder

This concept is for students who experience new ideas that motivate and challenge them to come up with nonconventional solutions to problems they've never been exposed to before.

Community

This concept enhances the feeling of community and establish more connections between students on campus, or a larger community such as city, state, country or global.

Enlightenment

More students can get a clear understanding through viewing other projects logically, regardless of their department. Viewing universally available quality projects and being able to contribute may enable more enlightenment academically.



WONDER

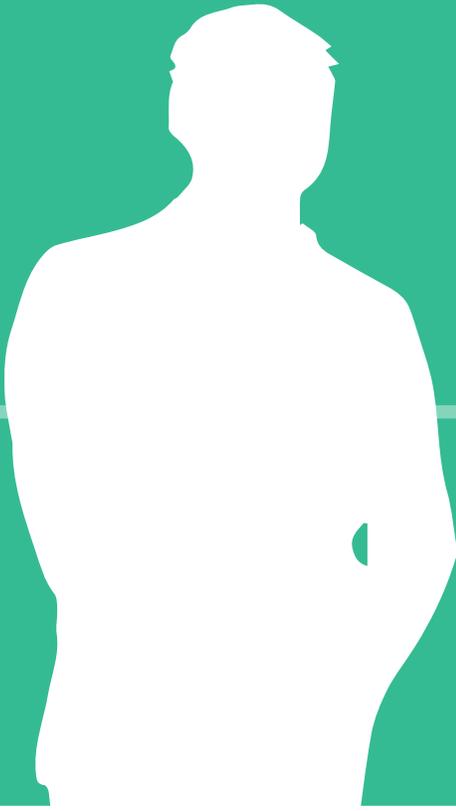
ENLIGHTENMENT

COMMUNITY

RESEARCH

"I FEEL THAT MOST
PEOPLE IN MY CLASSES
ARE MY OWN MAJOR."

-BARNEY SCHOOL OF BUSINESS STUDENT



5,750,417

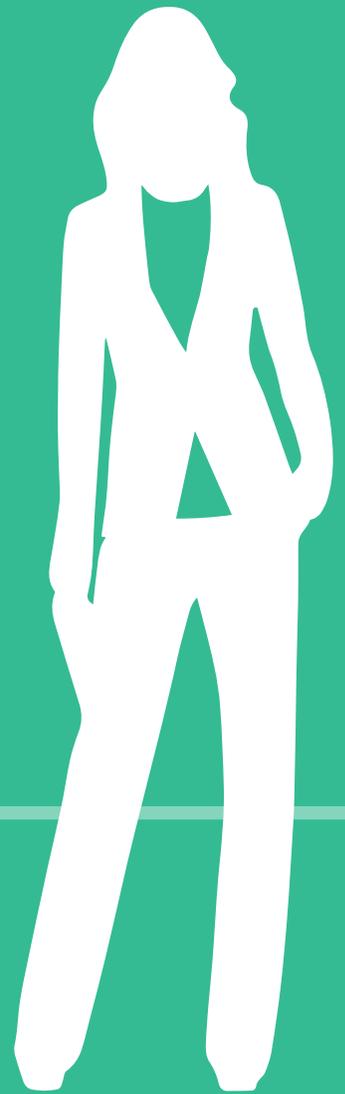
*Students Enrolled In Any Distance Education
Courses at Degree-Granting Postsecondary
Institutions, Fall 2014 (NCES)*

"I PRIMARILY USE THE
INTERNET TO DO RESEARCH
FOR MY PROJECTS."



"COLLABORATION IS
ABSOLUTELY NECESSARY
ON CAMPUS."

-SCHOOL OF COMMUNICATION PROFESSOR



"I WOULD PUBLISH
MY WORK ON THIS
TYPE OF WEBSITE."

General response when asking students from different majors if they would use the Gradient platform; students said they would publish their work online.



Learning in informal settings may help knowledge absorption (learn.org)

The University of Hartford's School of Communication has actively pushed interdisciplinary learning.

BRANDING EVOLUTION

BRANDING COLOR SYSTEM EVOLUTION

The Original Color System

The original color system for gradient contained a different set of CMYK colors. The color system was reorganized so that the colors appear more simplified and could be categorized easier.

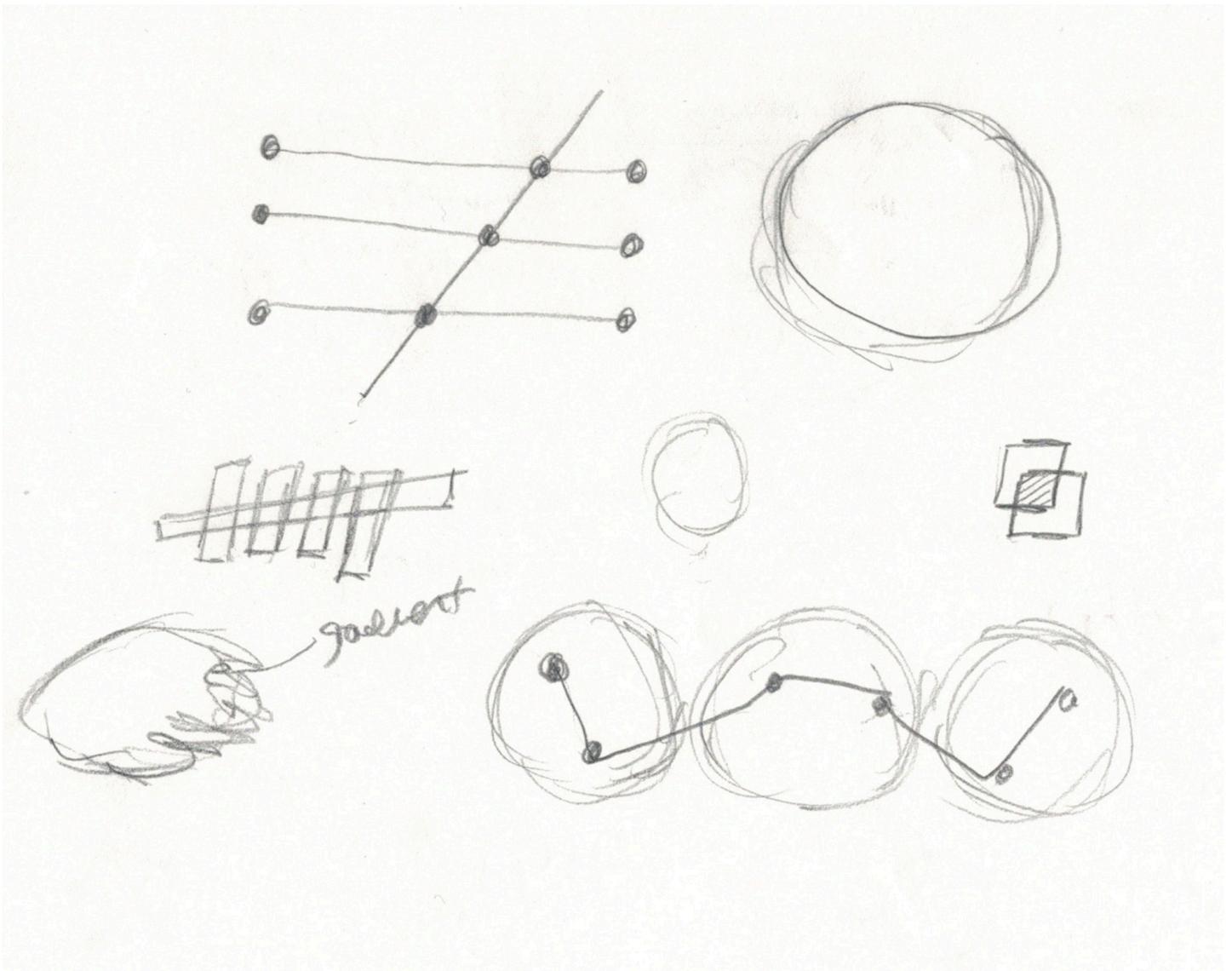




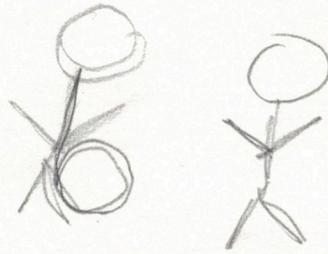
The Revised Color System

The revised color system refines the number of colors that are being used in the branding system and provides a smoother transition in the gradient.

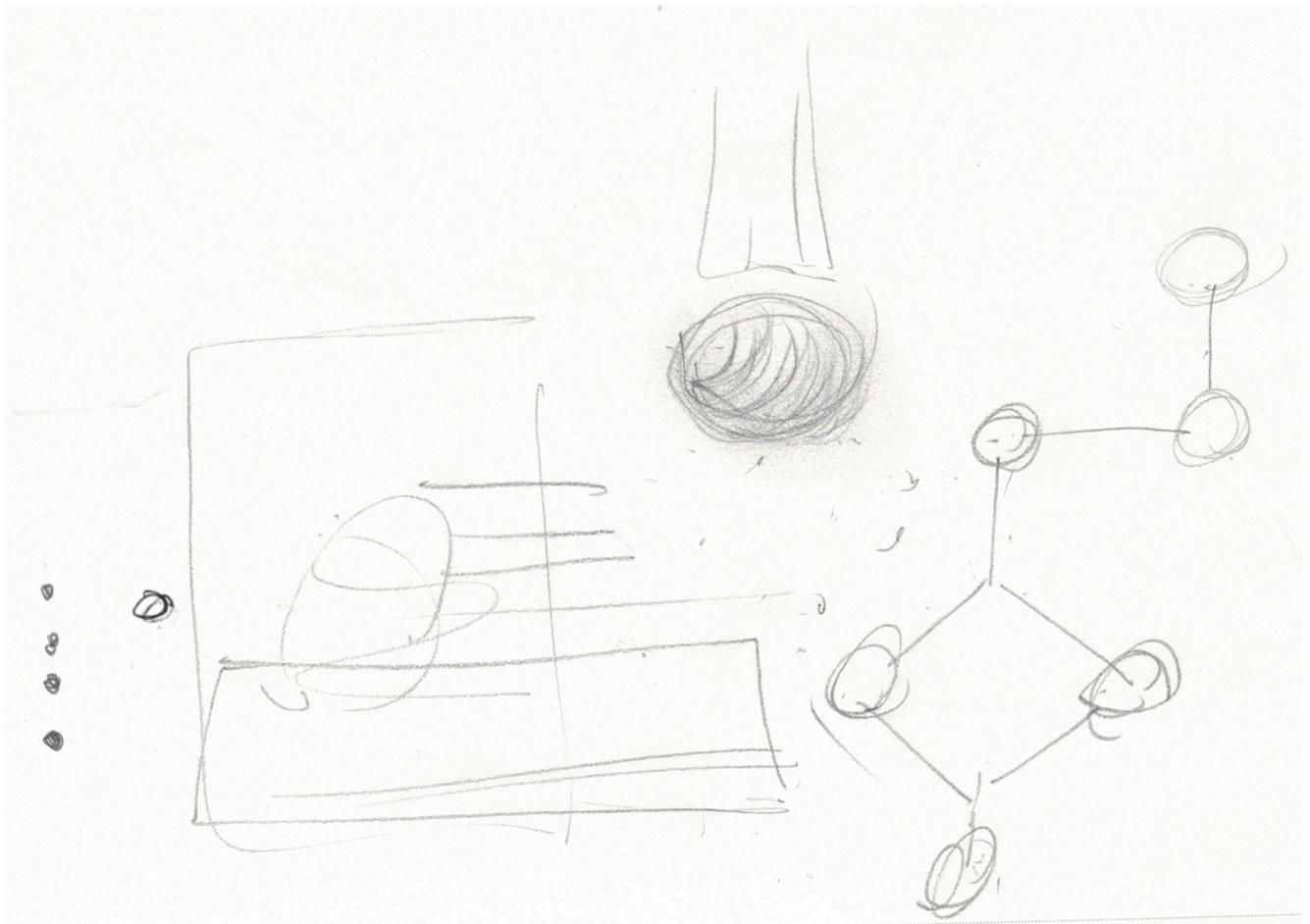
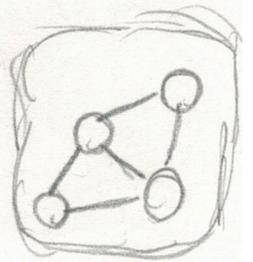
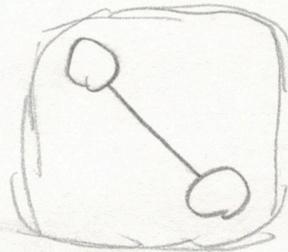
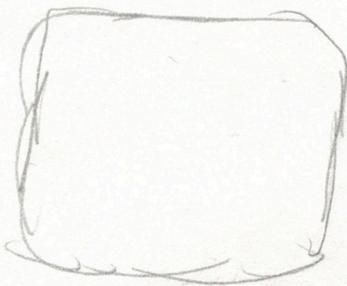
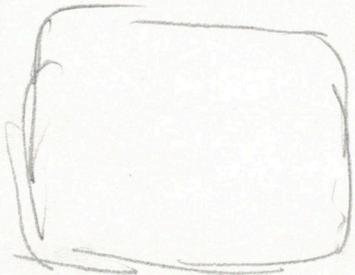
LOGO EVOLUTION: SAMPLE INITIAL SKETCHES



tiobiti



tiobiti



LOGO EVOLUTION & TYPE STUDIES

1



2



3



4



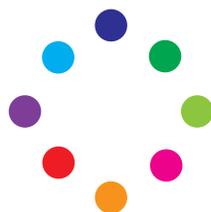
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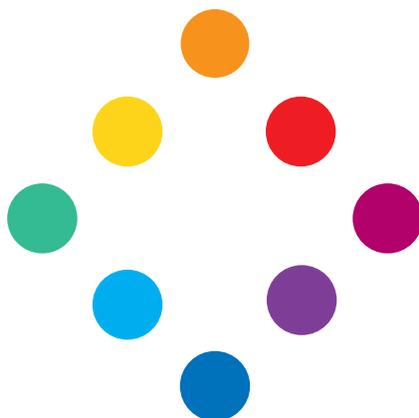
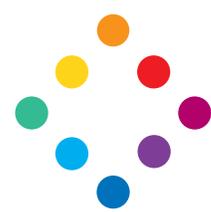
6



7



8



⊙ gradient

LOCKUP EVOLUTION

1 gradient

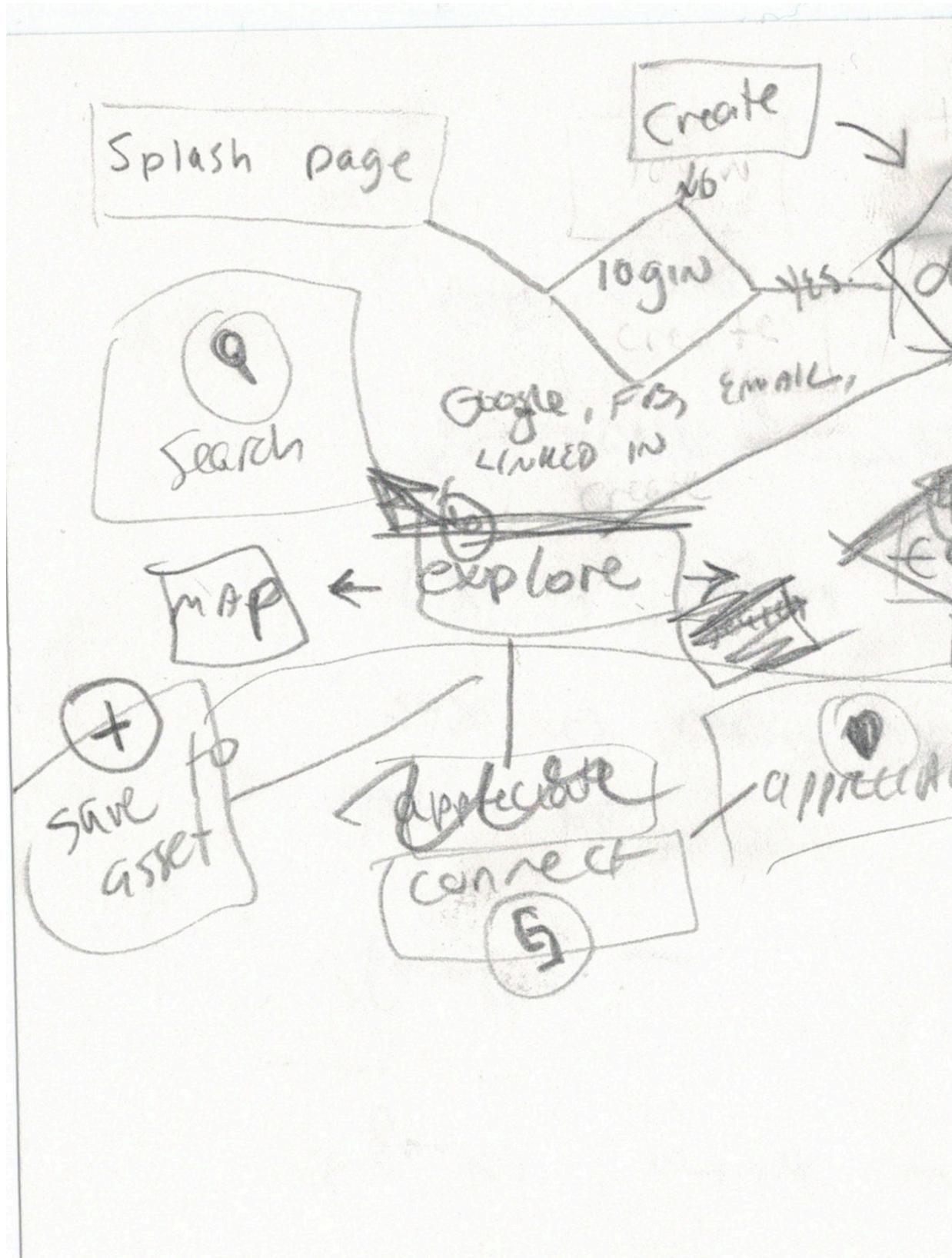
2 gradient

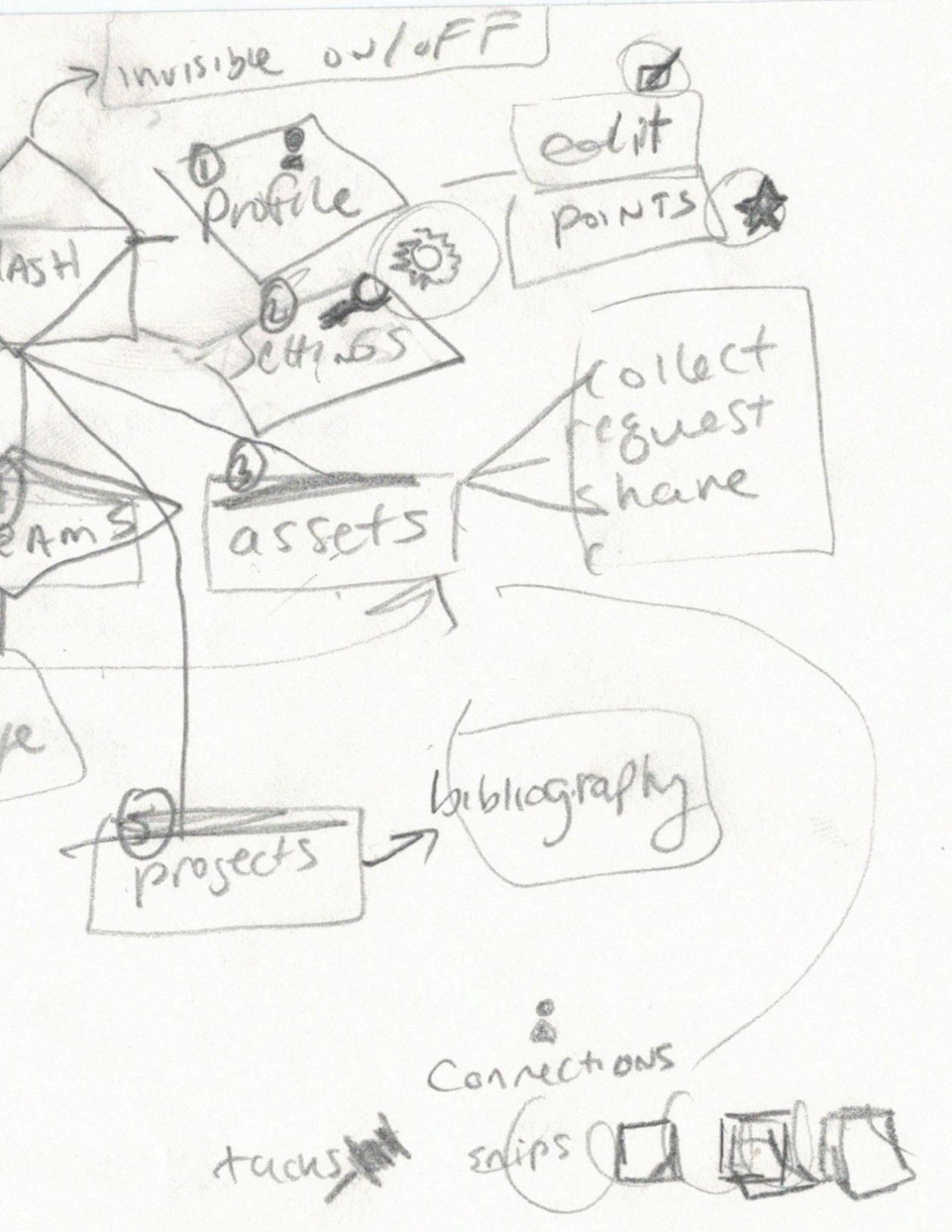
3 gradient



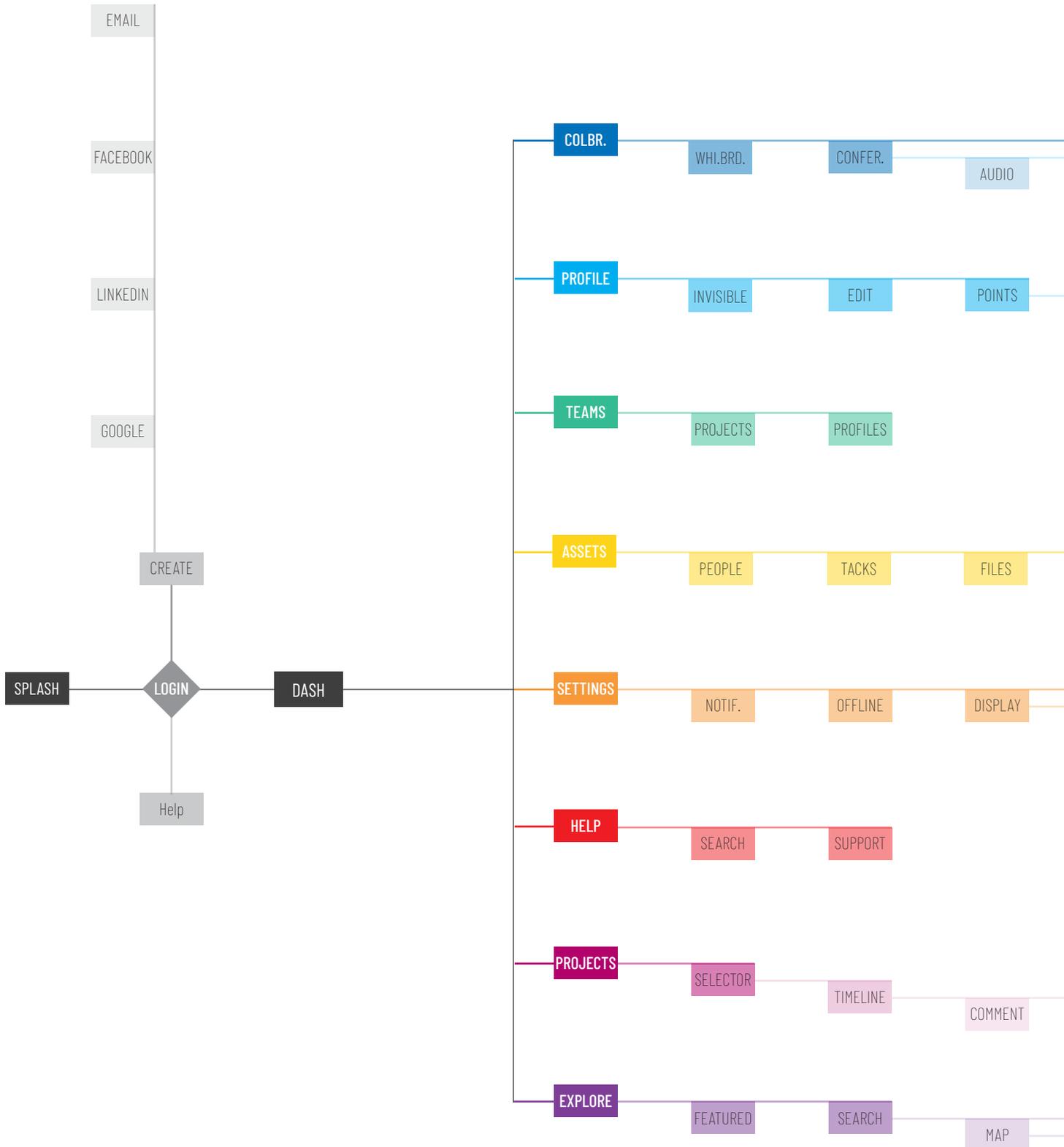
UX / UI EVOLUTION

INITIAL FEATURES SKETCH





FEATURES FLOWCHART



VIDEO MESSAGE

REDEEM GET FEAT. CREDITS

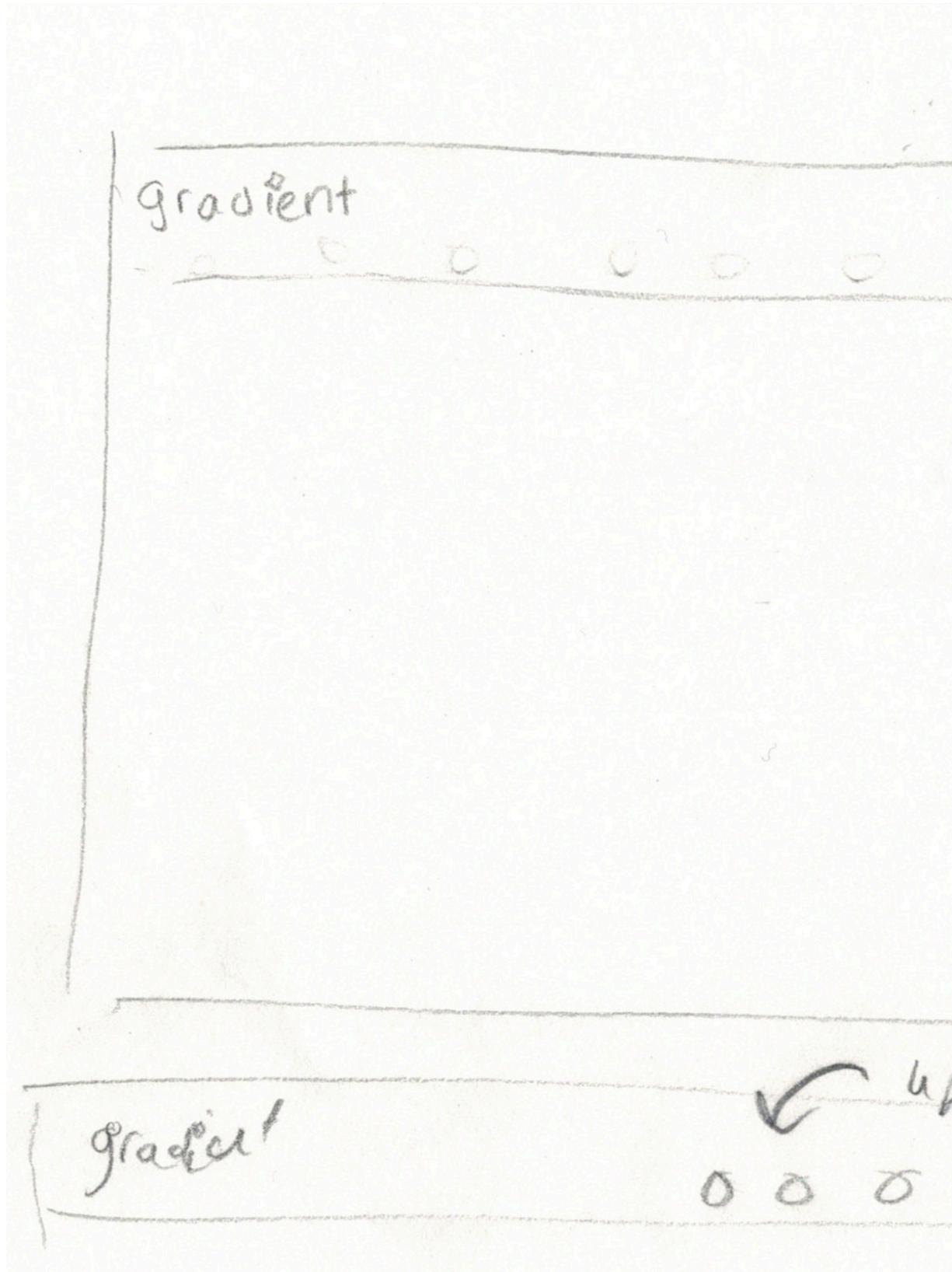
BIBLIOS. OPTIONS REQUEST MESSAGE SEND BROWSE **W.S.S.*** FROM APP

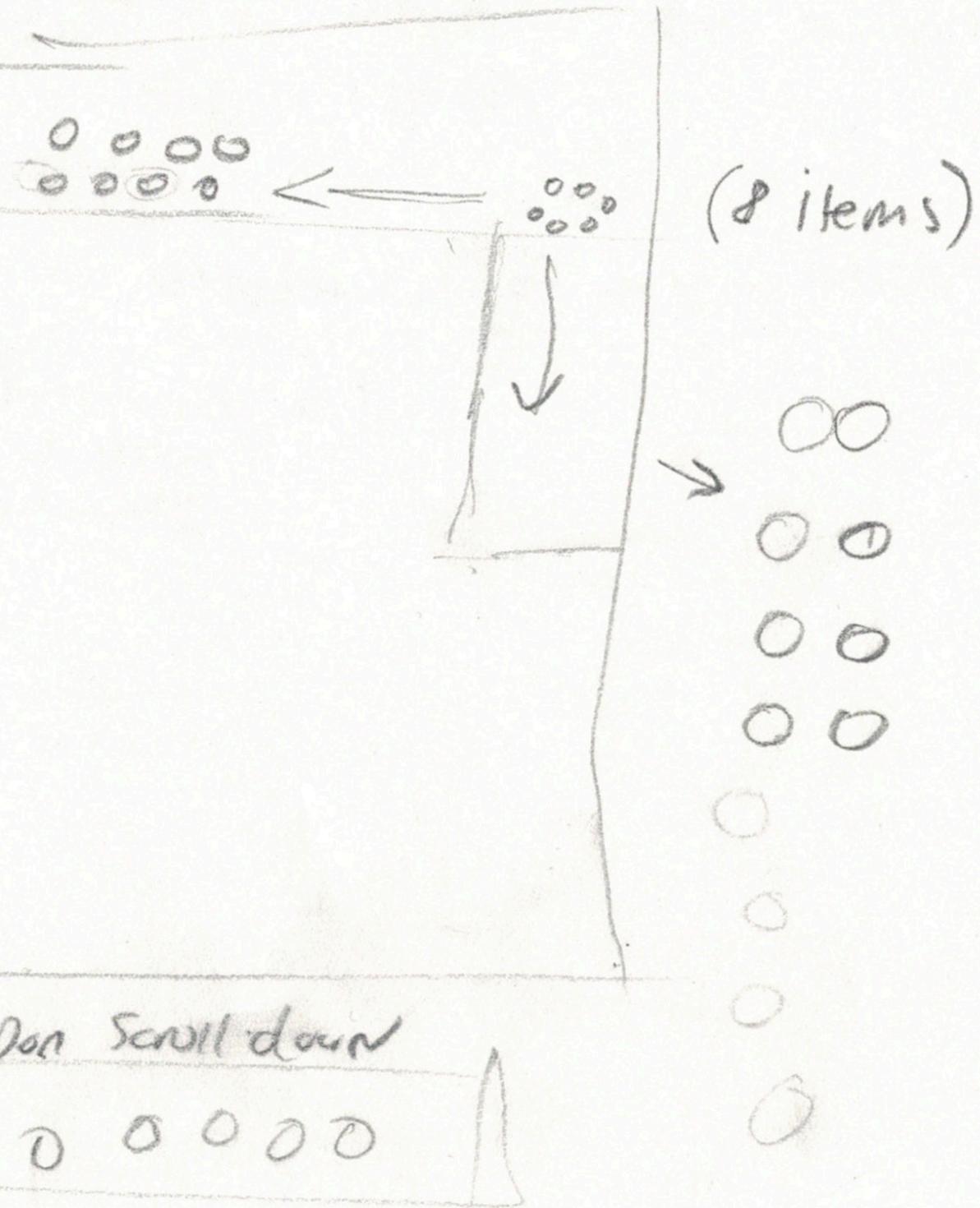
FONT NIGHT ACCOUNT EDIT INFO SUBS.?

WRITE

VIEW CONNECT APPREC. KEYWORD VIEW CONNECT APPREC.

INTERFACE SKETCH SAMPLE

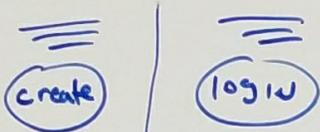




INITIAL WIREFRAME SKETCHES

Goals: kinetic km.
community aced. awareness

gradient
welcome header.



gradient assets
groups folders file select
assets → files

gradient assets
links groups links preview
assets → links

gradient teams
LOCAL →
REMOTE →
scroll ↓

gradient projects
Prospect. inputs Comp. Status
on Hold →

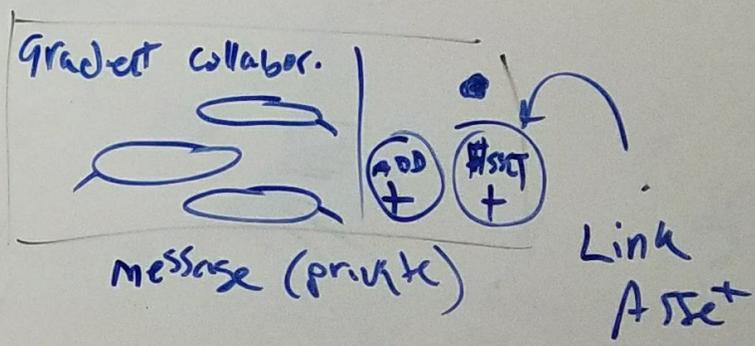
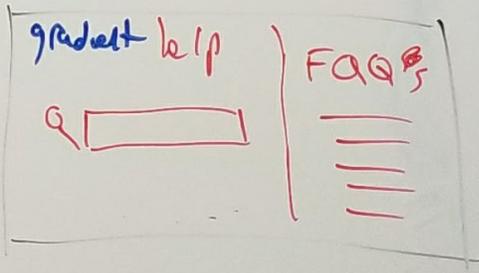
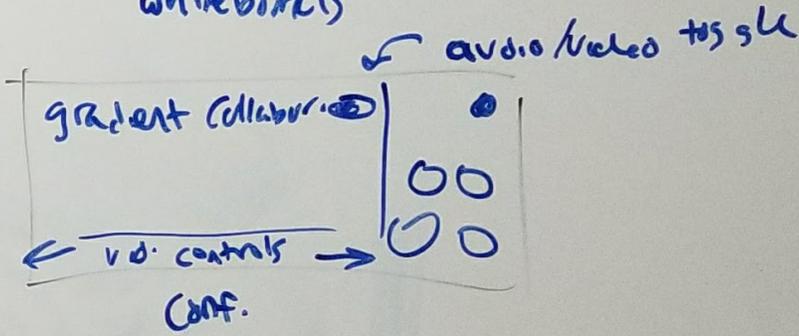
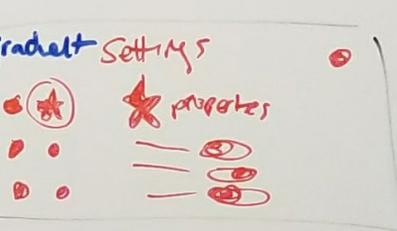
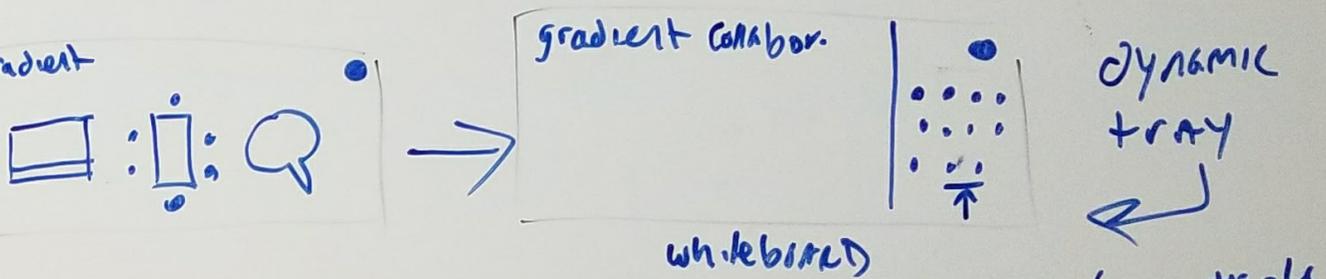
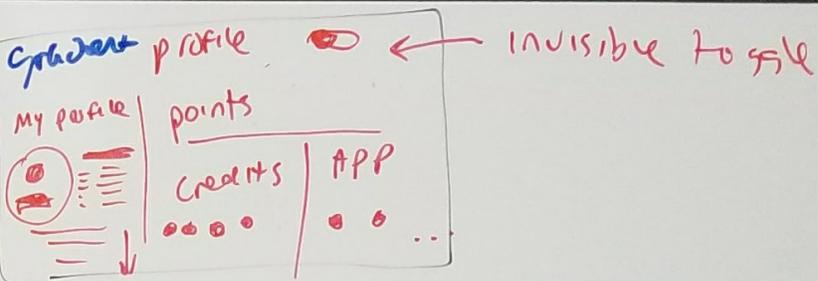
gradient projects
[icons]

gradient projects
[icons]
dynamic timeline

gradient explore
SEARCH
text

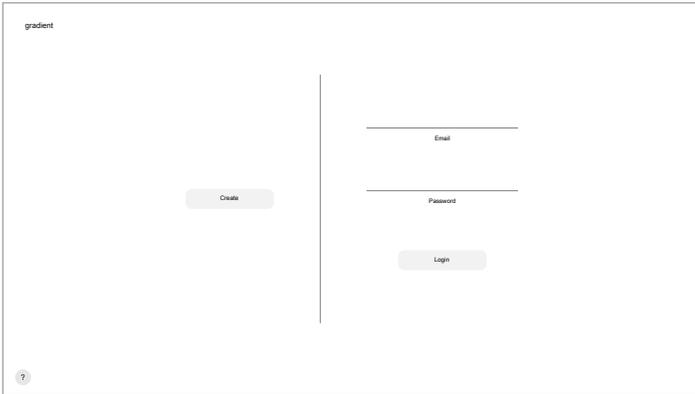
gradient explore
SEARCH
map



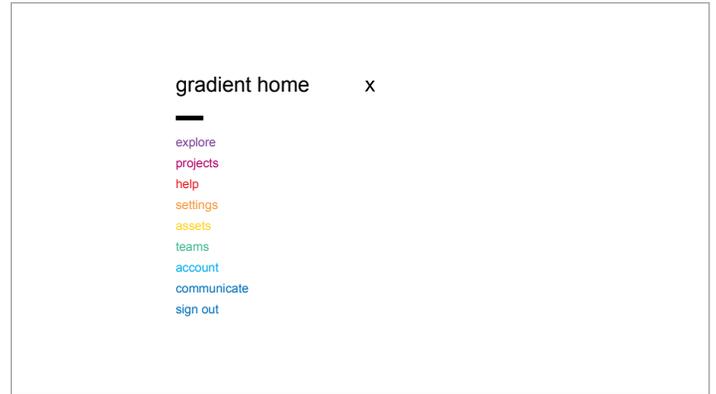


...
 when
 loads
 or ratings
 complexity,
 time)

INITIAL WIREFRAMING SCREENS



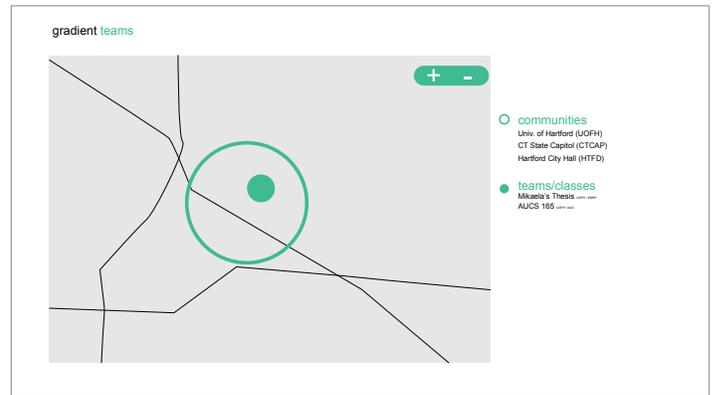
The initial login screen where the user begins the experience.



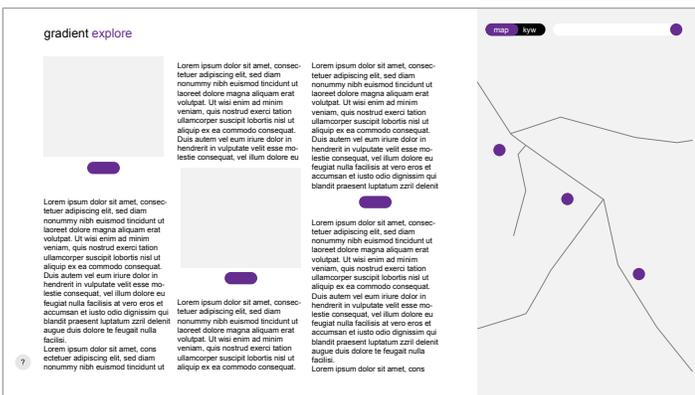
The dashboard where all features converge.



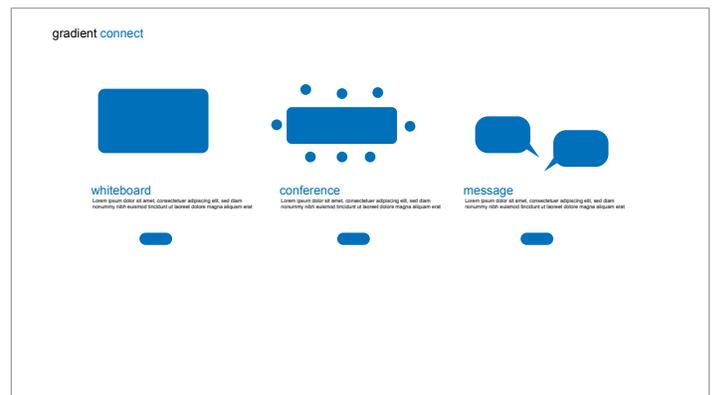
Tacks are snips from other reports, organized in visual levels.



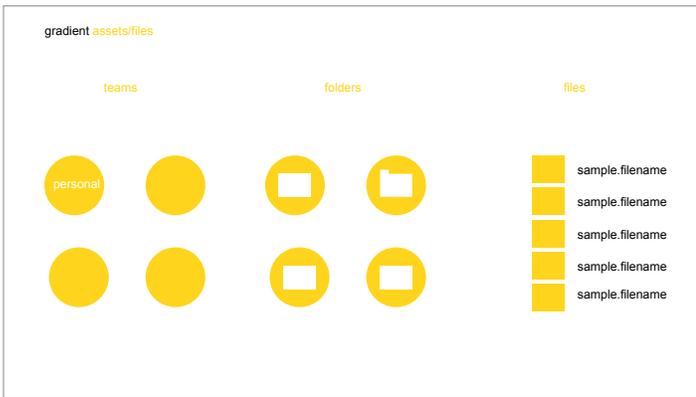
Teams are empty circles, then contacts are solid circles.



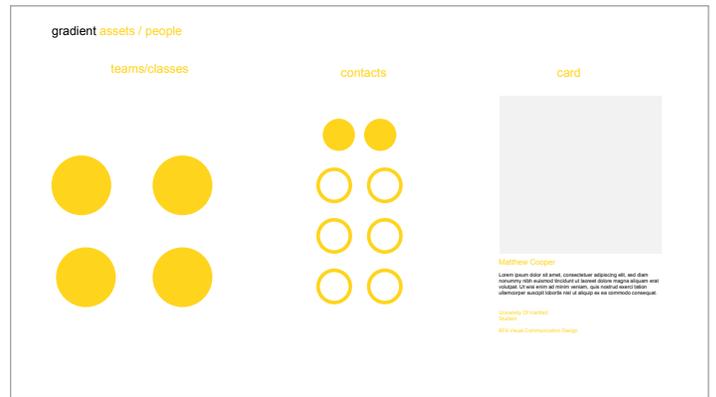
A captivating interactive exploration of projects utilizing full-screen width.



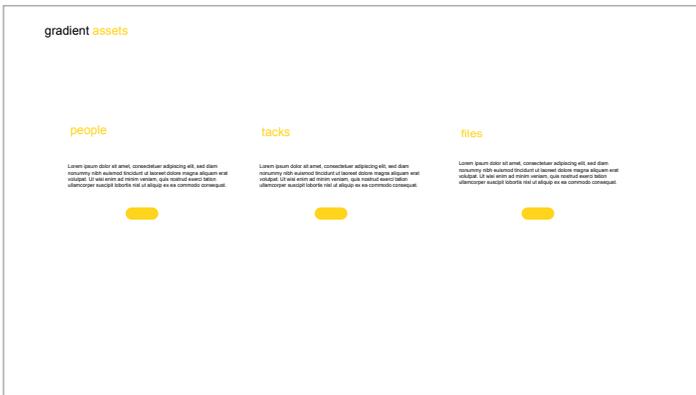
The communications home screen with all features.



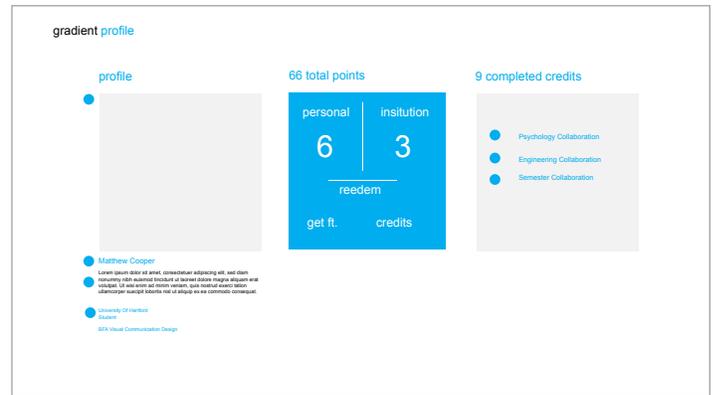
The files page for user asset: organizing a file structure visually.



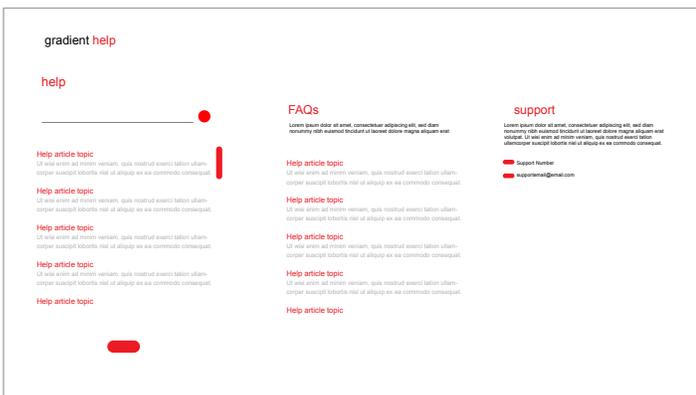
Profiles are organized by levels: projects, then contacts, then card.



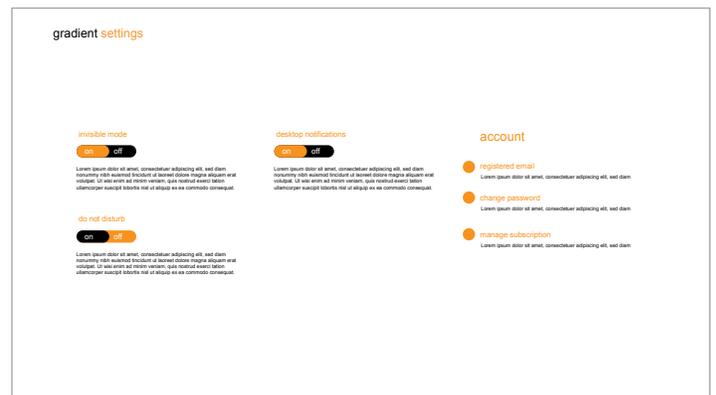
The style of all feature home pages, organizing sub-options.



Clear and concise profile page showing your info.



The help page which divides help, FAQs and support into 3 columns.



The settings page divided into three columns.

REFINED WIREFRAMING SCREENS

