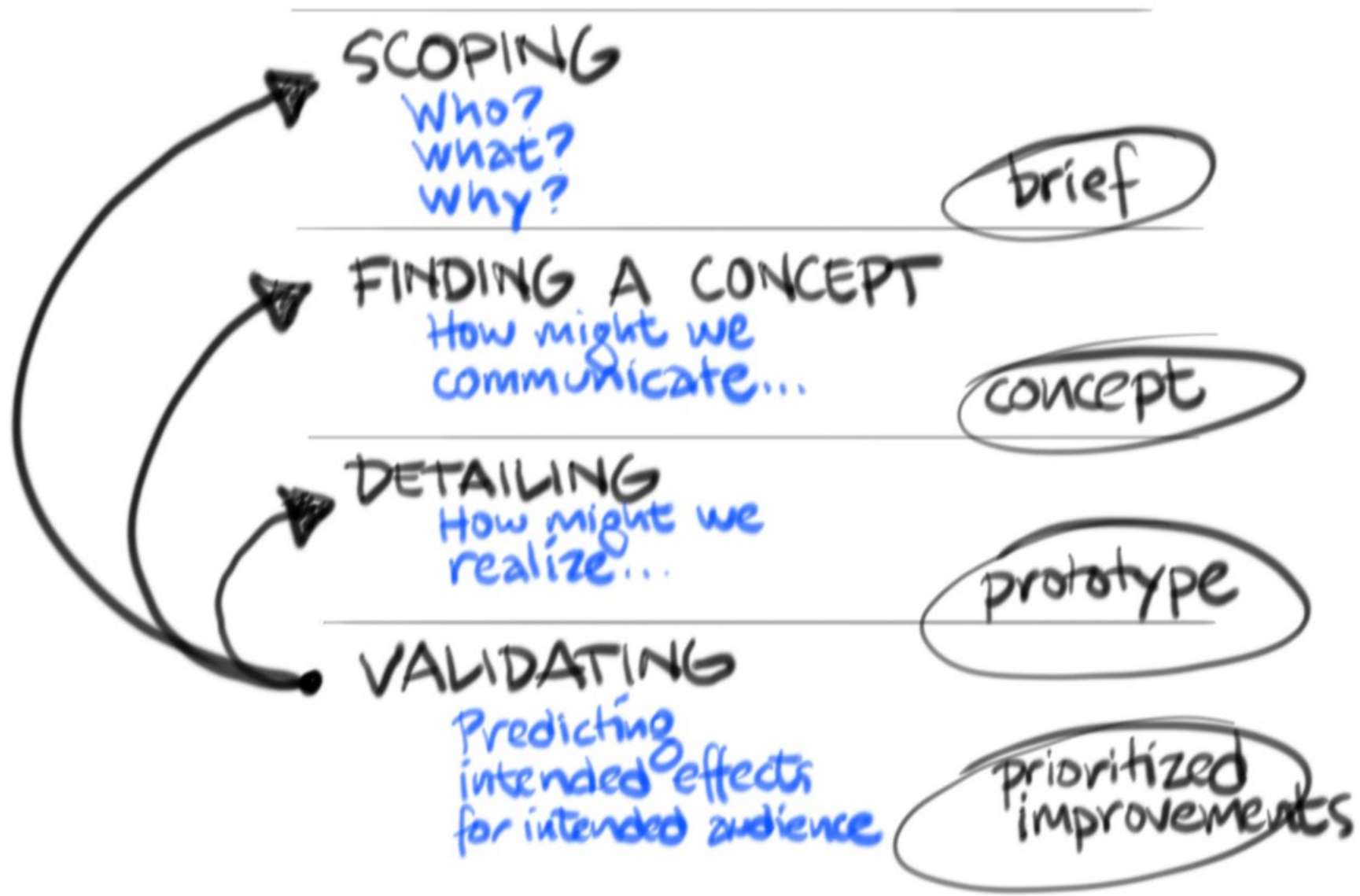


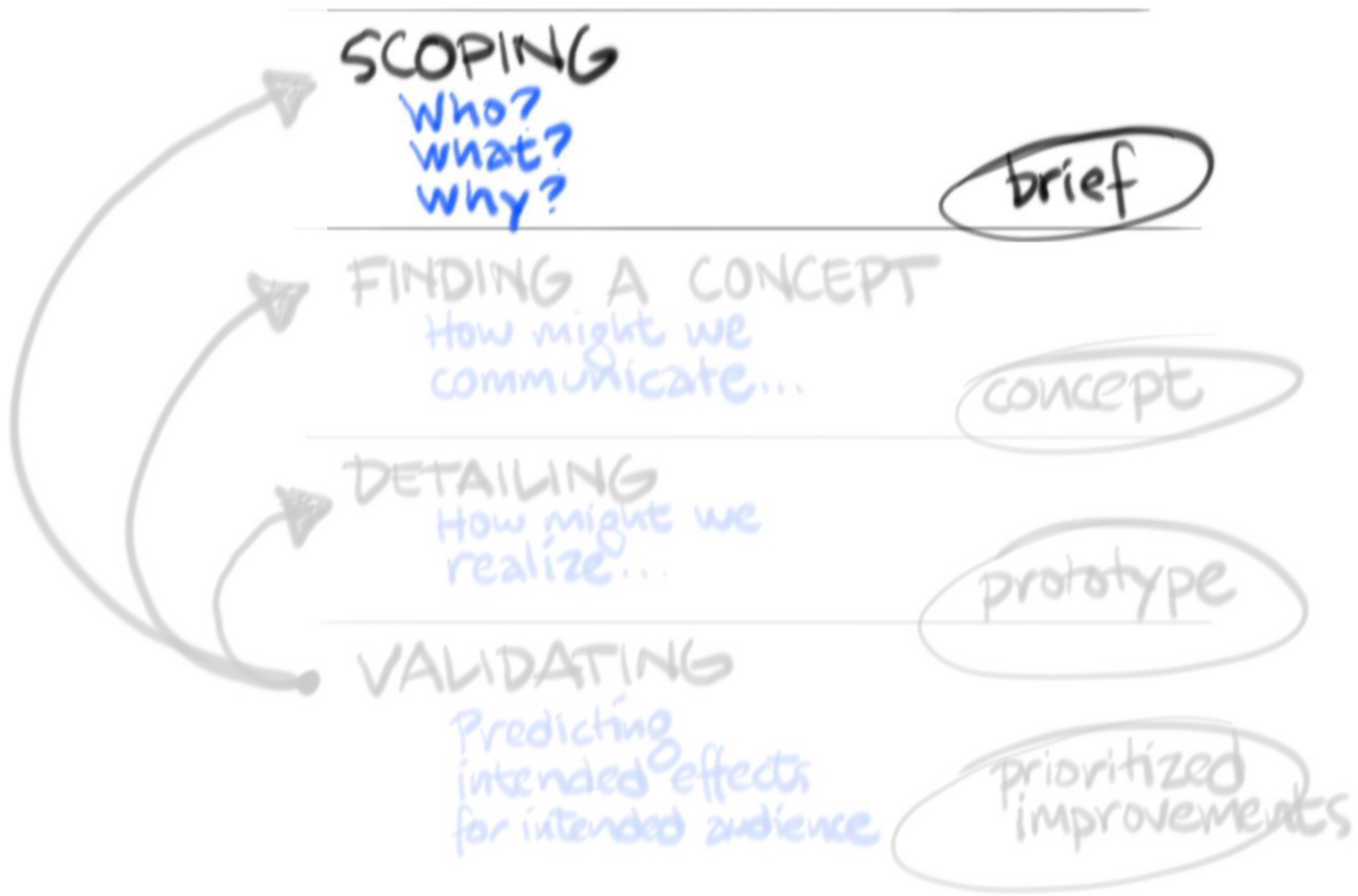
# Foundations of communication-oriented visual design

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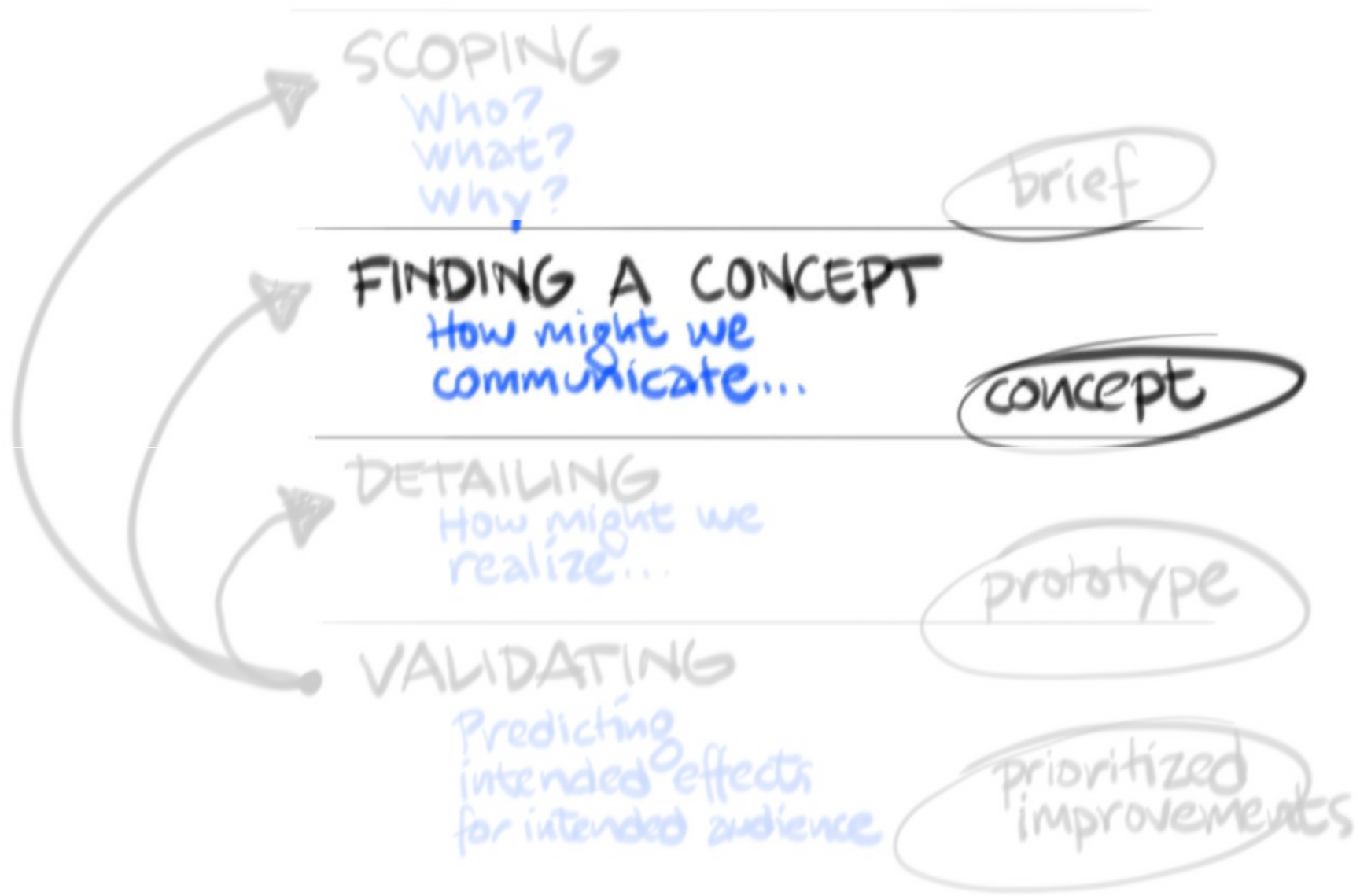
A typical process for communication-oriented visual design.



Who: the **audience**.  
What: the **message**.  
Why: the **intended effects**.

Client instructions may influence the project scope.

**Typical MTT:**  
explorative fieldwork;  
personas.

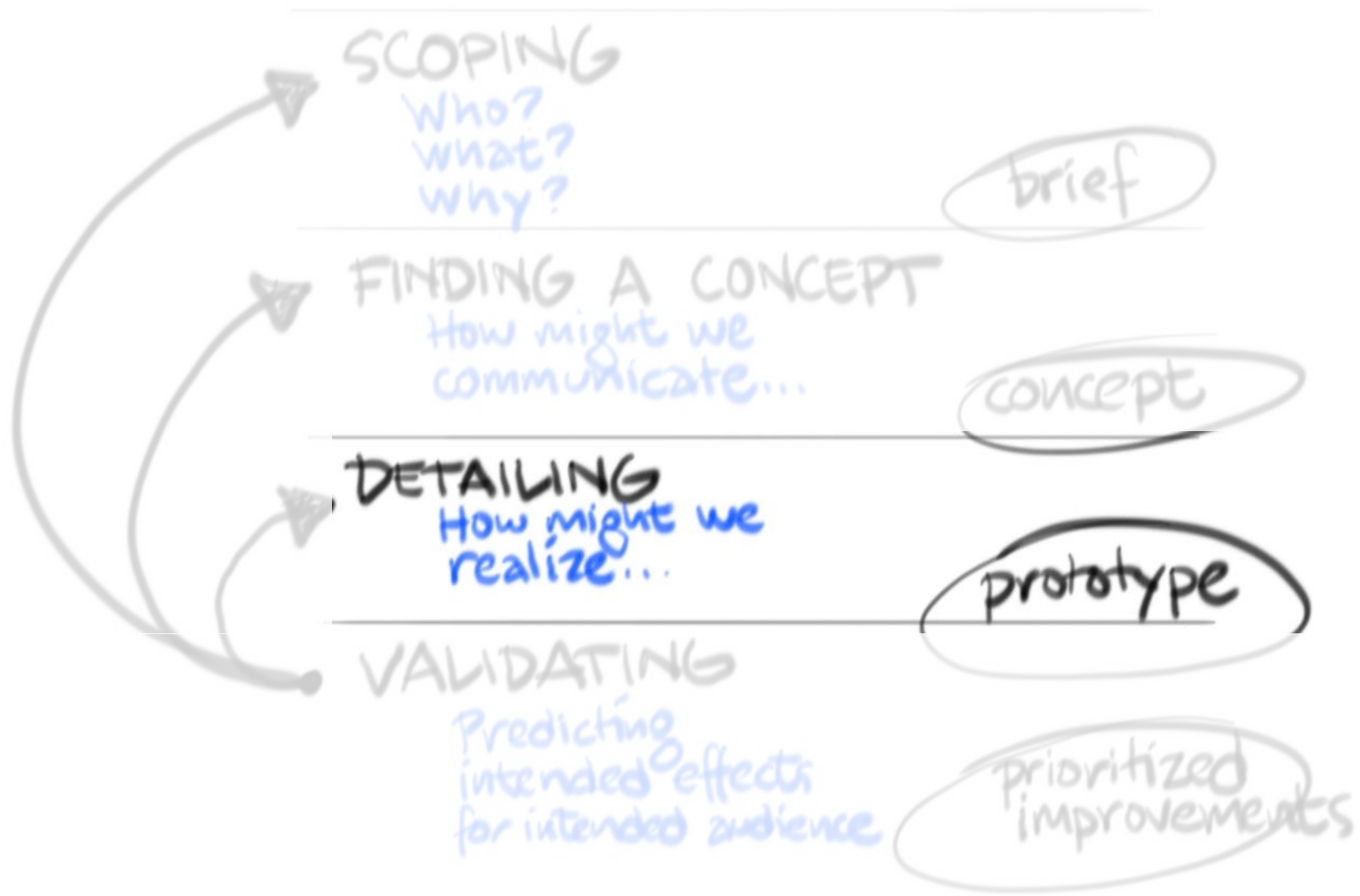


How might we communicate the message to the audience with the intended effects?

Platform knowledge influences the ideation.

Ideally a divergent-convergent process.

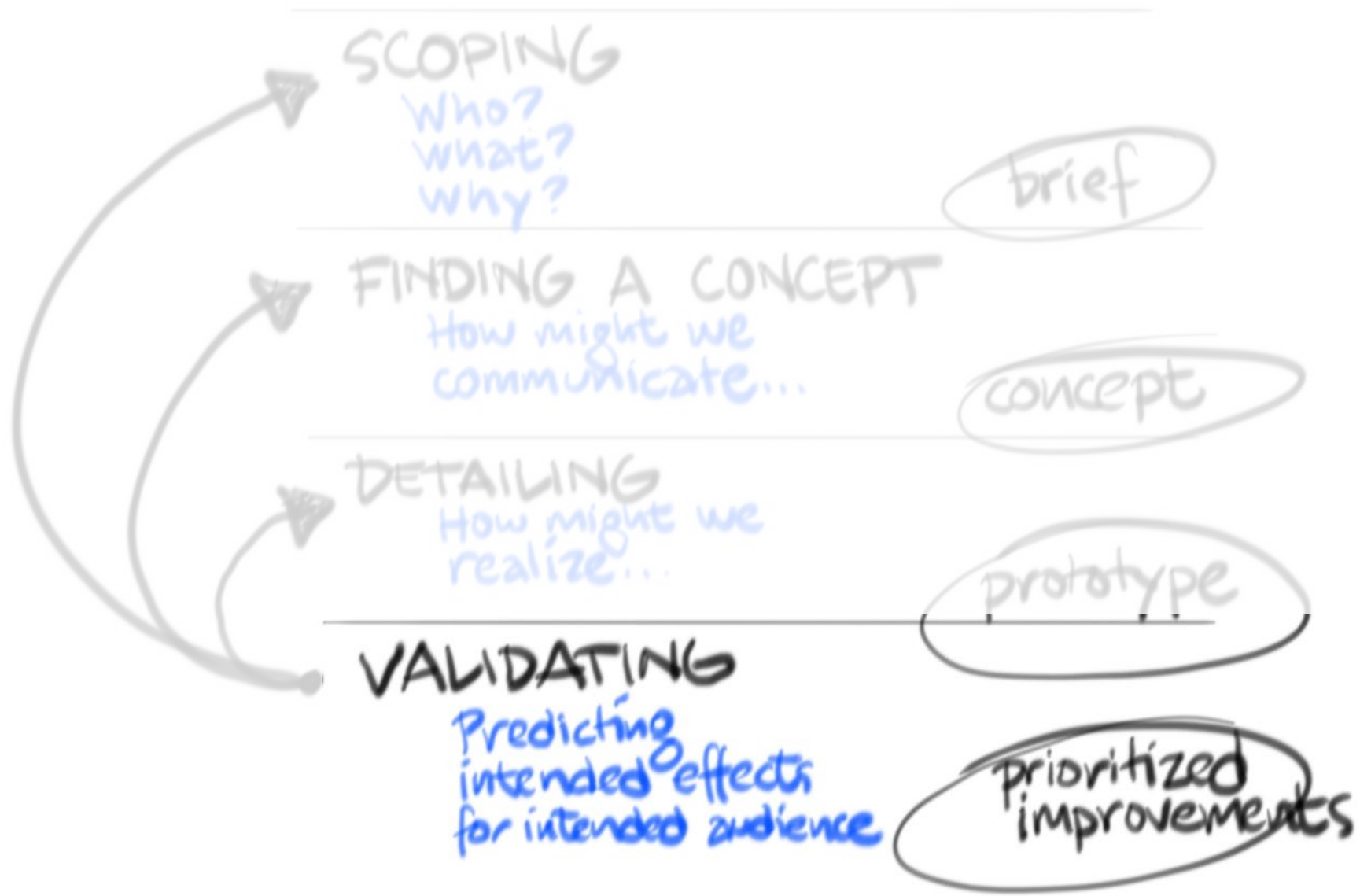
**Typical MTT:**  
brainstorming;  
affinity diagramming;  
Pugh matrix.



How might we realize the concept on the intended platform?

**Typical MTT:**

- text scenario;
- mood board;
- wireframe;
- static sketch;
- static comp;
- storyboard;
- photo storyboard;
- paper prototype;
- enactment;
- video scenario;
- code sketch.



How likely is it that an implemented version of the prototype would have the intended effects for the intended audience?

Main approaches are:  
summative user testing;  
formative user testing;  
expert review.

**Typical MTT:**  
performance metrics;  
think-aloud;  
prompted recall;  
Wizard of Oz;  
impact x effort prio.

## Sources for more information on MTT

Guide to field research for UX design:

<https://uxdesigntemplates.com/evidence/method/field-research>

Personas:

<https://www.usability.gov/how-to-and-tools/methods/personas.html>

Example UX docs and deliverables (covers many of the Detailing MTT):

<http://www.uxforthemasses.com/resources/example-ux-docs/>

Usability evaluation methods:

<https://www.usability.gov/how-to-and-tools/methods/usability-evaluation/index.html>

### **10:15-11:00 Scoping**

Who: Specify "pre-teens" and setting.

What: The carbon cycle, including fast and slow.

Fake fieldwork by listing made-up properties of the audience in the setting.

Why: Decide on intended effects.

### **11:15-14:00 Concept ideation**

Platforms are limited to laptop, tablet and phone.

11:15-12:00 Brainstorming, affinity diagramming, synthesize into a handful of concepts.

13:15-14:00 Assess concepts against desired effects, contextual appropriateness, technical feasibility, and/or other criteria. Pick one concept.

### **14:15-15:00 Detailing**

Develop a detailed design by making a mood board, sketches and storyboards.

Formulate a plan for making a testable prototype.

### **15:15-16:00 Validation**

Formulate a plan for testing the prototype.