Design Elements & Principles | Design Challenge

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Design Challenge

Use your new knowledge of visual design **elements** and **principles** to create a clear, well-composed interaction screen.

The Design Brief

Design the **main screen** for a digital interface that communicates a **community-based event or service**.

You're designing this as if it were part of a **real app, website, or kiosk** — not a concept sketch, but a screen someone could use.

Purpose

This screen should clearly convey the **core information** and visually guide the user through it.

Even though we're not designing full interactions yet, the screen should **suggest interactivity** — e.g., buttons, sign-up prompts, or follow-up actions.

Example Topics

Pick a community-based event or service such as:

— A student-run **theater performance**

— A local **composting program**

— A free **clothing exchange**

— A mental health **relaxation room**

— A pop-up **bike repair booth**

Format Options

Design this screen for one of these digital contexts:

— A **mobile app**
— A **website landing page**
— A **public kiosk** (e.g., in a library or student union)

What to Focus On

This week's challenge is **one screen**, not a full app or flow.

Design for:

— Content hierarchy

— Visual grouping and spacing

— Typography, balance, and alignment

— A sense of intent and interactivity

Framing Questions

Before you sketch, ask:

— Who is this screen for?

— What's the **core message** or call to action?

— What should the user see **first**?

— What kind of visual tone fits the event?

While Sketching

Focus on:

— Boxes and visual zones

— Spacing and balance

— Labeling and grouping

— Implied actions (e.g., "Sign Up," "Learn More")

Use Your Principles

Apply what you learned on Monday:

— Use alignment and hierarchy to build clarity

— Use contrast and repetition for emphasis and structure

— Think about scale, weight, and flow

Timeline

— **Today:** In-class studio — sketching + feedback

— **Friday:** Bring your **refined version** for critique

What You'll Submit

Due next Monday. Submit:

— Your **final screen design** (PDF or image)

— **2–3 photos** of your sketchbook showing:

    — Early layout ideas

    — Revisions from feedback

    — Iterations or alternate directions