Typography, Icons & Intelligence | Design Challenge*

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Design Challenge

Design a beautiful, intelligent component — a single UI element that feels delightful and signals intelligence clearly.

The Design Brief

What to design: A card — a bounded container that displays a summary of something.

Cards preview content, surface information, and invite action. They're everywhere in modern interfaces.

Pick a Component

Examples: Playlist tile, event card, message bubble, notification, search result, task item, contact card

Pick one that interests you, or choose a similar component from an app you use.

Design It Twice

Version 1: Static

User controls everything. No system suggestions.

Focus on typography, hierarchy, and visual polish.

Version 2: Intelligent

System offers something helpful — a suggestion, prediction, or smart default.

Show how suggestions differ visually from user content.

Design Goals

Your component should be:

— **Visually striking** — portfolio-worthy craft

— **Typographically refined** — intentional hierarchy, weight, spacing

— **Clear in its intelligence** — user vs. system content is unmistakable

The best intelligent UI feels like help, not interruption.

What to Show (Intelligent Version)

Use visual design to answer:

— How does **suggested content** differ from **user content**?

— What **visual cues** signal "this is a suggestion"?

— How might a user **accept or dismiss** the suggestion?

Analog Sketching Tips

For typography:

— Headlines BIG, body small

— Thick markers = bold, thin = light

— Lines (———) for body text

— Show spacing between elements

For intelligence signals:

— Gray markers for suggestions

— Black for committed content

— Dotted lines for optional elements

Framing Questions

Before you sketch, ask:

— What's the **core content** of this component?

— What would an **intelligent system suggest**?

— How should suggestions **look different** from user content?

— What makes this component feel **delightful**?

Timeline

— **Today:** In-class studio — sketch both versions

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

What You'll Submit

Due next Monday. Submit:

— Your **static component** design (PDF or image)

— Your **intelligent component** design (PDF or image)

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