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CLIENT DESIGN PROJECT

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# ALABAMA RIVERS ALLIANCE

Carolina Bell

Maggie Bell

Anna Mathis

Jordan Sims

Mst Nur E Taj Tamanna

# ABOUT ARA

## Who

Alabama Rivers Alliance (ARA) is a statewide network of groups working to protect and restore all of Alabama's freshwater resources.

## What

ARA protects Alabama rivers through building partnerships between statewide champions for clean water, empowering Alabamians, and advocating for sound water policy.

## Why

ARA's mission is rooted in protecting our state's invaluable freshwater resources so that Alabamians have access to clean drinking water now and for generations to come.



# CLIENT CONTACTS

## Primary Contact

## Secondary Contacts

	<b>Kelly Marshall</b> Deputy Director	<b>Victoria Miller</b> Director of Advocacy Research	<b>Cindy Lowry</b> Executive Director
Organizational Role	Manages External and internal communication Event planning Administrative work	Spearheads advocacy initiatives  Seeks to empower Alabamians affected by statewide water issues.	Oversees Operations Carrying out strategic direction of ARA Board of Directors
Contribution to Client Project	Served as our primary contact Provided guidance over all designs Attended weekly touch base Submitted critiques to the design team.	Attended several meetings Was brought on to provide technical expertise for the rack card She continued to give helpful feedback on our design drafts during high fidelity testing	Attended 11/16 ( high fidelity testing) provided helpful feedback requested revisions that we implemented

# OUR DELIVERABLES

## 1 BROCHURE

8.5" by 11" trifold  
brochure for print  
and digital use

Updated brochure  
to reflect new  
branding style

## 2 RACK CARD

4" by 9" cardstock  
rack card for print  
and digital use

Reenvisioned  
version of an  
outdated brochure

## 3 INFOGRAPHIC

24" by 36"  
infographic for  
print and web use

Entirely new  
document for use  
at tabling events



# DESIGN PARAMETERS

## Alabama Rivers Alliance Style Guide

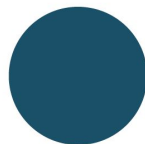
HEADER FONT JOSEFIN SANS REGULAR  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!?,.

Sub Head Font Josefin Sans Light  
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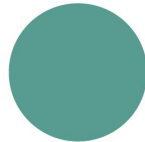
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Callouts Merriweather Light Italic  
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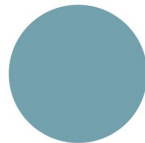
### PRIMARY



C 92 M 62 Y 41 K 23  
R 27 G 81 B 104  
HEX #1B5168



C 67 M 23 Y 47 K 2  
R 90 G 155 B 143  
HEX #5A9B8F



C 57 M 26 Y 26 K 0  
R 117 G 161 B 175  
HEX #75A1AF

### SECONDARY



C 12 M 25 Y 67 K 0  
R 225 G 187 B 109  
HEX #E1BB6D



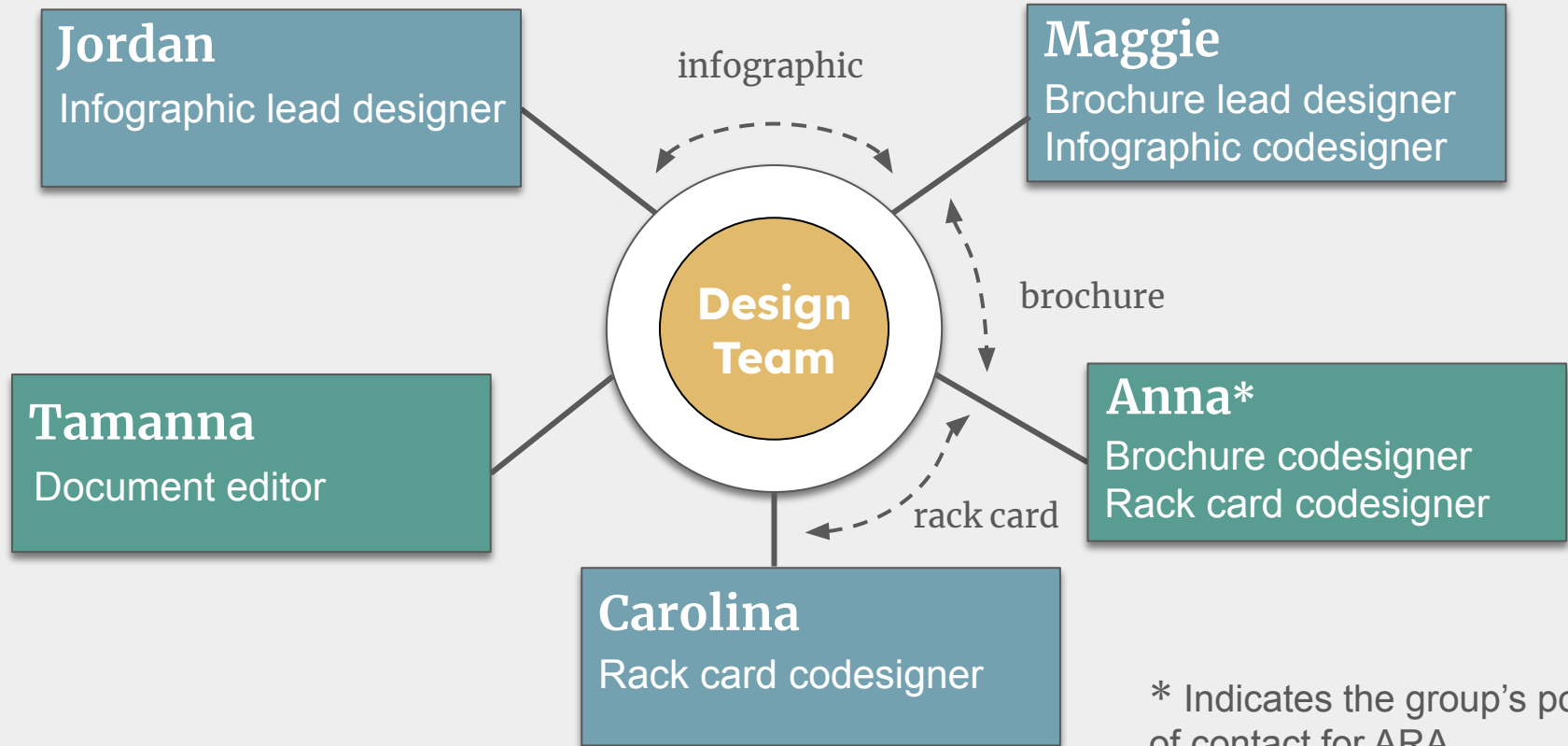
Alabama  
Rivers  
Alliance

Main Logo - Stacked



Icon

# TEAM MEMBER ROLES



# WORKFLOW OVERVIEW

Weekly standing meeting times, with ad hoc meetings with sub-teams

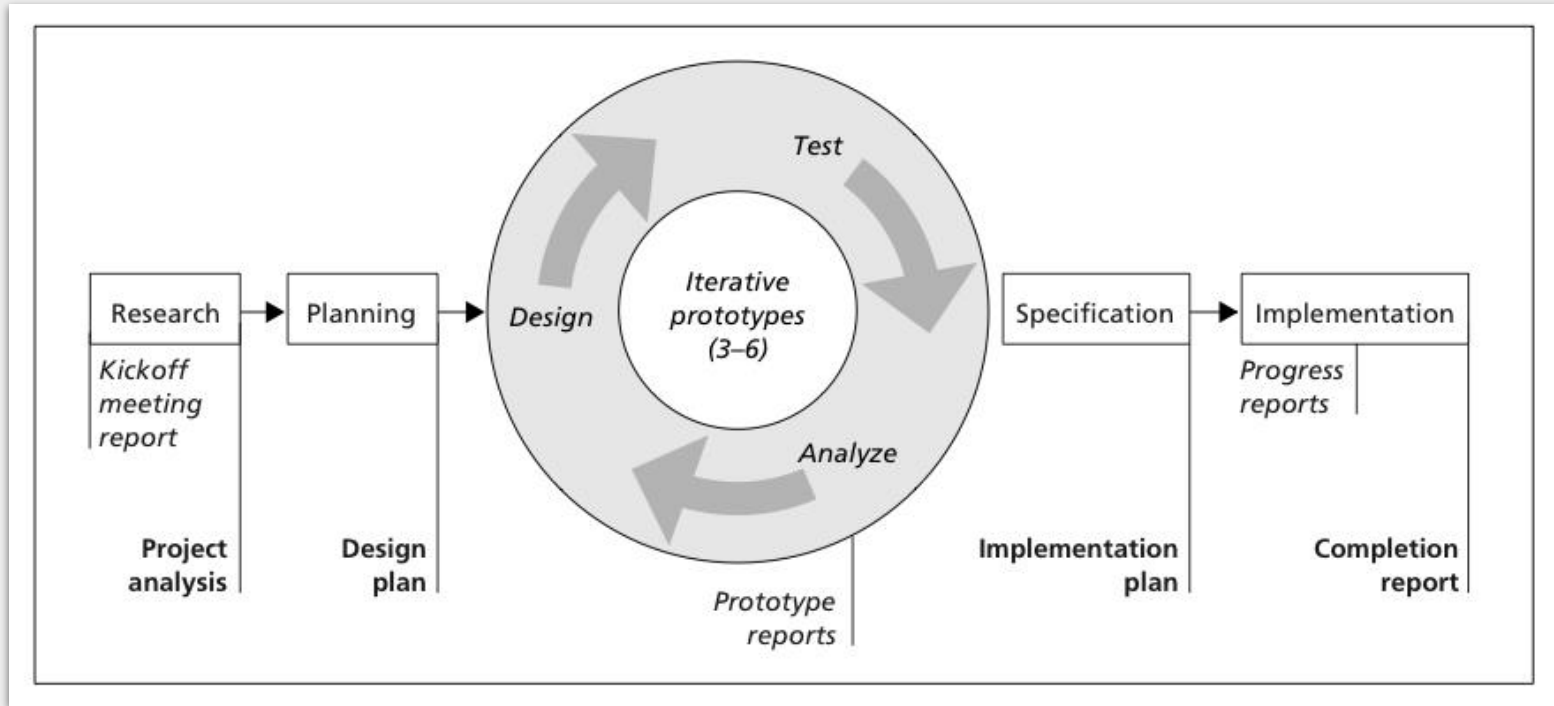


This was a feedback driven process, which made for an iterative design process. We delivered weekly working versions to the client to direct future planning (Sy, 2007, p. 114-115).

Due to the timeline of this assignment, our workflow most a mixed approach. It most closely resembled the **PRDD model**. (Kimball & Hawkins, 2007, p. 316)



# WORKFLOW CONT.



**Figure 10.4 The Planned Rapid Document Development model**  
(Kimball & Hawkins, 2007, p. 317)

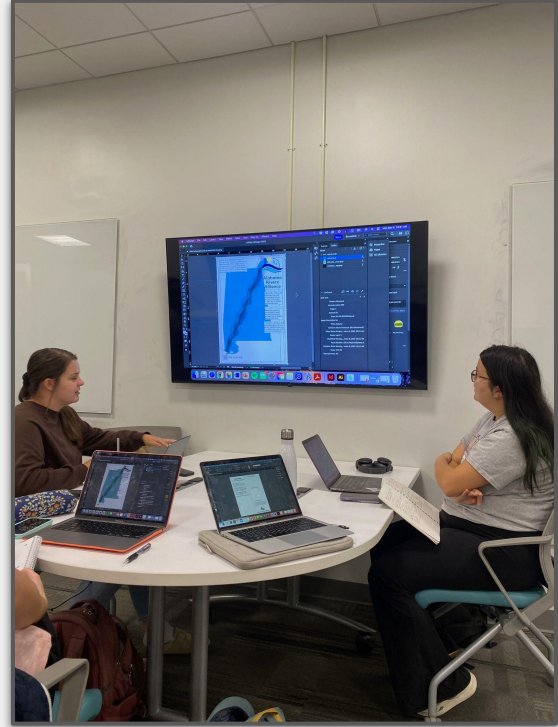


# WORKFLOW CONT.

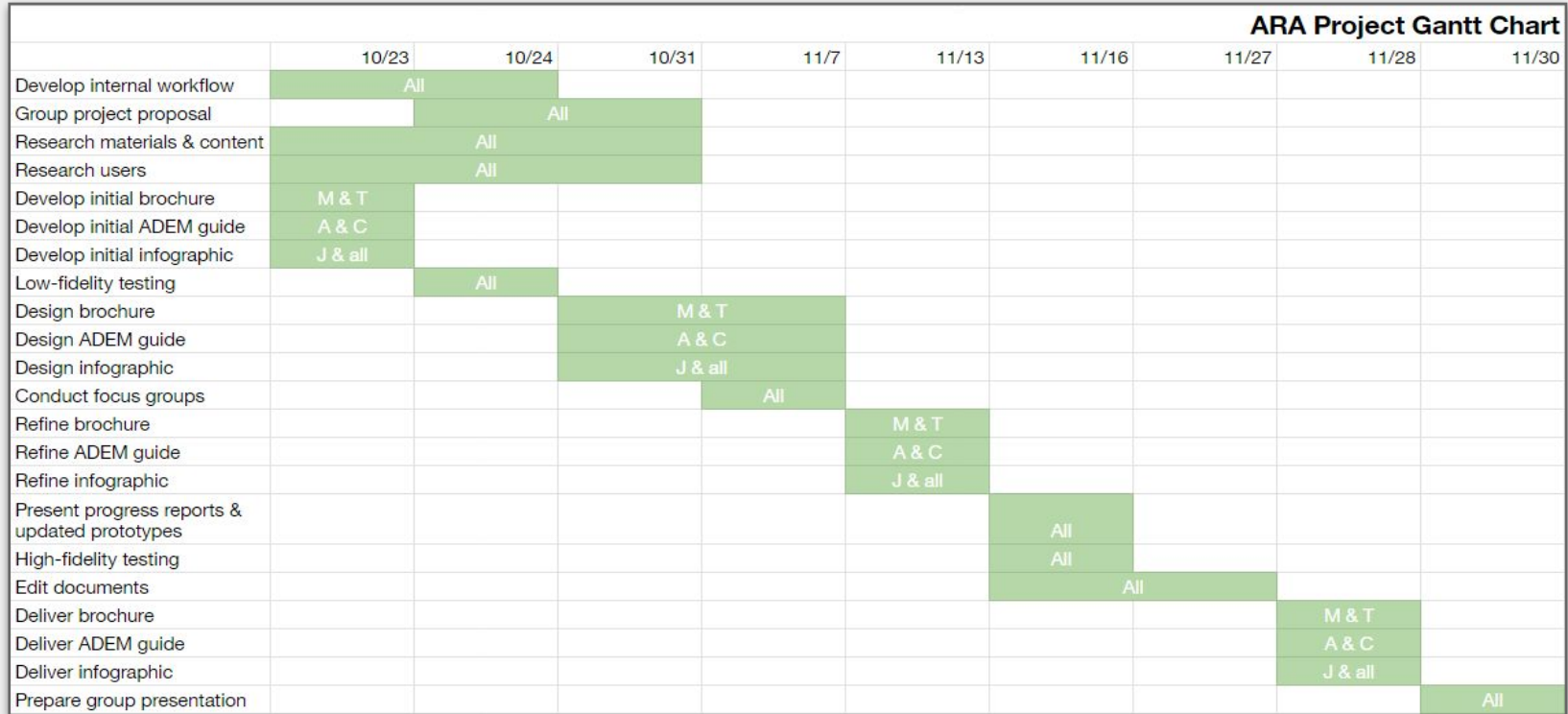
Initial sketching:



Iterative review:



# PROJECT MANAGEMENT



**Gantt Chart for monitoring progress benchmarks**

# CLIENT ENGAGEMENT

Meeting Date	Primary Task
10/17	Project kickoff meeting
10/24	Present sketches & conduct low-fidelity usability testing
10/31	Present first versions of documents in InDesign
11/7	Conduct focus groups
11/14	Conduct high-fidelity testing on near-finished drafts
11/28	Close-out meeting & handover of designs to client

3 modes of client correspondence:

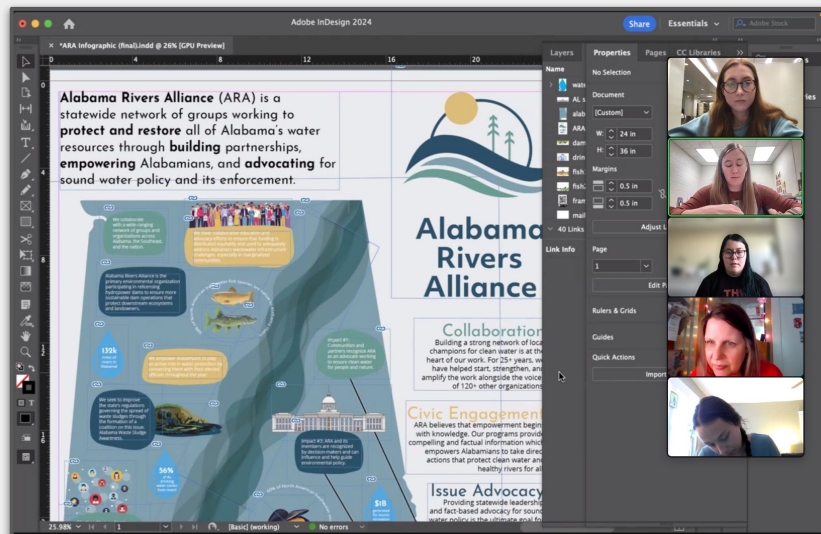
Email



Zoom



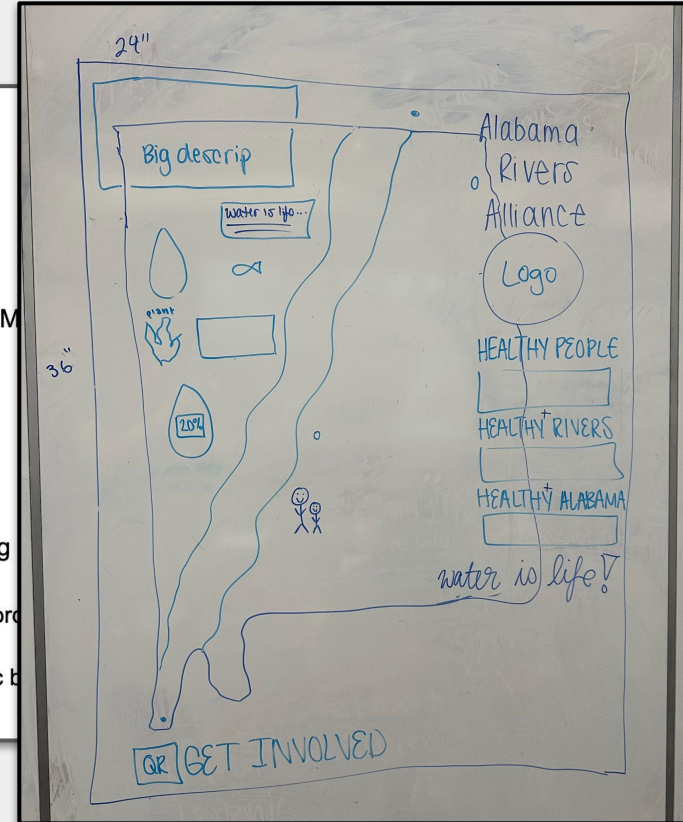
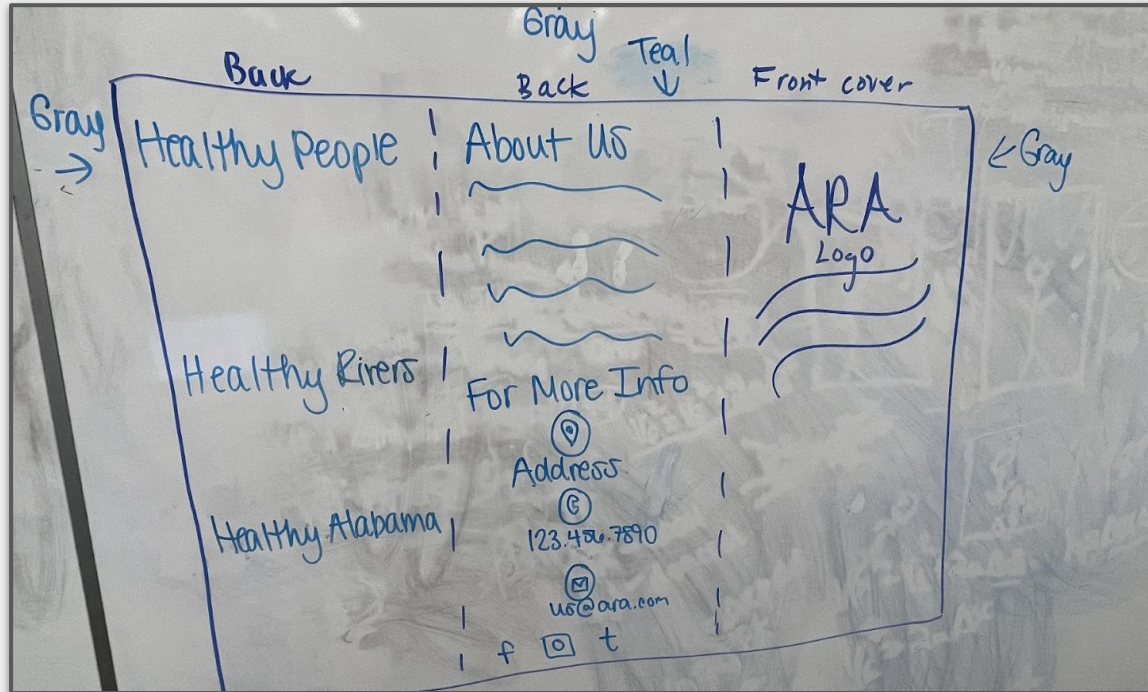
Drive





# USABILITY TESTING

## Low Fidelity Testing





# USABILITY TESTING

## Low Fidelity Testing (cont'd)

### 3. ARA Infographic

#### Content

**Q.** Do you have a proposed narrative for the infographic?

Keep the three sections as guiding categories

Waiting on a more complete narrative by end of the week

**Q.** What information do you want to highlight?

- What information about your organization?
- Do you want information about some of your partners?

#### Size

**Q.** Is 24" x 36" okay?

#### Current Draft

Walk through current draft then—

**Q.** Do you like the content we've included and our proposed organization method for it?  
(main info, partnership info, statistic, drops of our work, get involved) (color coding based on the section they fall under)

**Q.** Do you like this current structure? Is there anything you want to change?

**Q.** What colors can we pull in (ask specifically about the big river)?

Use branded colors on most of the content, but can bring in other complementary colors

**Q.** Do you have a script font we can use?

Look at merriweather as italic for script



# USABILITY TESTING

## Low Fidelity Testing (cont'd)

Additional topics to be covered:

- Talk about timeline.
  - Key Dates:
    - 11/7 - Conduct focus group discussions of drafts. Please invite anyone else from your team that you would like to give feedback in the process.
    - 11/14 - Present prototypes and conduct a high-fidelity test. (Check on 11/16)
    - Thanksgiving Week - continue editing and finalizing documents.
    - 11/28 - Deliver products and have close-out meeting.
    - 11/30 - Class presentation for Dr. Ross
- Any questions/comments for us?



# USABILITY TESTING

## Low Fidelity Testing (cont'd)

During this process, we did not have “a representative sample of the user population” as Howard Kiewe suggests (2006). We did not use reaction cards like Benedek and Miner and Barnum and Palmer recommend either (2002, 2010).

We ***did*** assign roles of facilitator and observer for each document, but group members were free to ask questions as we met with the client.



# USABILITY TESTING

## Low Fidelity Testing (cont'd)

Our client, and therefore our design, were led more by what Nurkka calls “**be-goals**”. Referencing Hassenzahl and Roto he says, “By contrast, be-goals illustrate the hedonistic needs of the user, the strive for the fulfillment of underlying psychological needs, and the ways (s)he wants to be” (Nurkka, 2010, p. 1).

While the rack card was a document that was potentially most focused on “**do-goals**”, which Hassenzahl and Roto describe as “[goals] that state the tasks the user needs to do (e.g. make a telephone call)” we did not test for those goals (Nurkka, 2010, p. 1).



# USABILITY TESTING

## High Fidelity Testing

### Client Testing

Our high fidelity testing process looked very similar to our low fidelity testing process, with the main exceptions being those involved in the process and the quality of our drafts. When we high fidelity tested with ARA we were on Zoom with Kelly Marshall, Victoria Miller, and Cindy Lowry.

### Class Testing

We completed a high fidelity test on our infographic in class on 11/16. Most goals were “be goals.” We consider this to be “expert feedback”, as the class is trained in the 6 principles of design (Kimball & Hawkins, 2007, p. 332). This interaction of high fidelity testing gave us more focused design feedback.



# DOC 1: BROCHURE

## Audience

Alabamians of all ages attending ARA's tabling events interested in learning more about the organization.

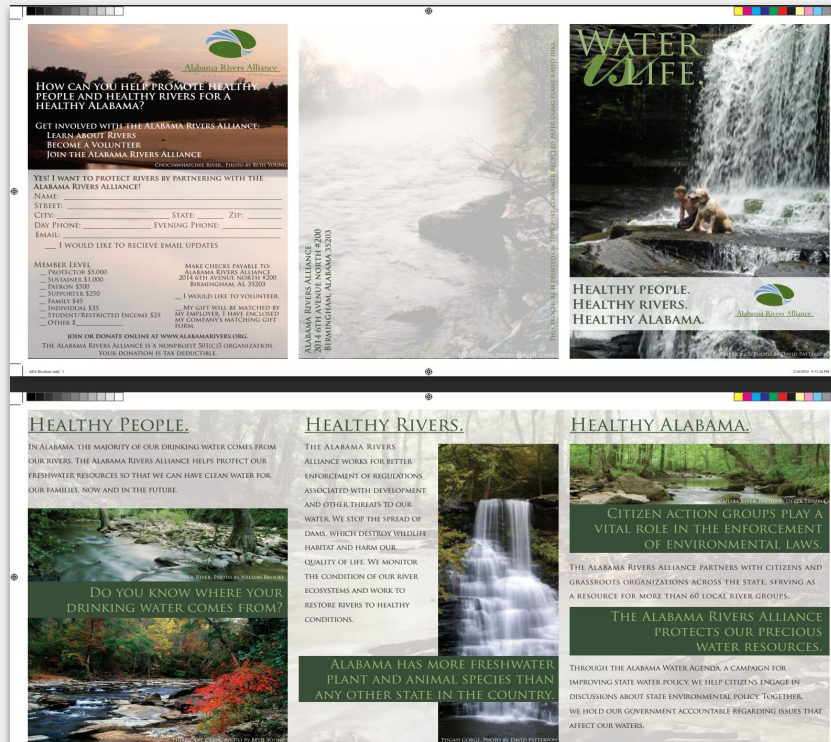
## Context

The brochure is designed to be picked up at events by people who aren't familiar with ARA but may be invested in this type of work.

## Purpose

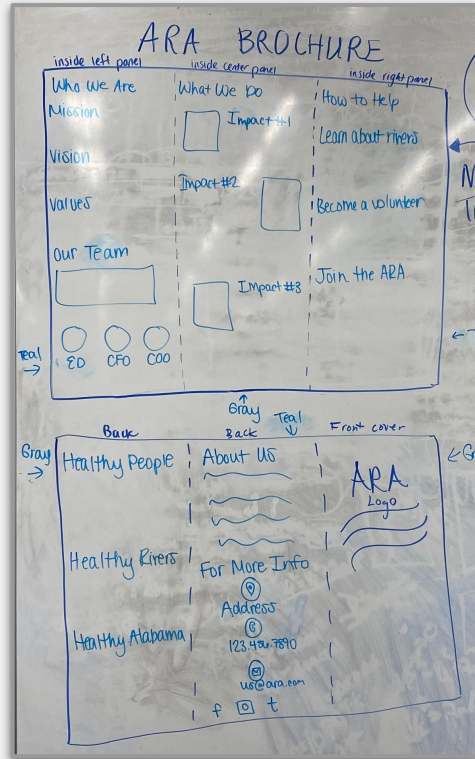
The brochure gives a comprehensive explanation of who ARA is, what they do, why they do it, and why their work is critical.

## Outdated brochure:



# BROCHURE

## Initial sketch:



## Ideas we kept in mind:

“This flexibility of reading order provides both challenges and opportunities for creative and interesting design.”  
(Kimball and Hawkins, 2008, p. 96)

“Build affordances in when you’re designing a document, particularly one where you want the reader to read the entire document.” (Ross, 2023 Theories of Design lecture)

“Figures that use proximity, similarity, continuation, and common region consistently and unambiguously are stronger, more stable and more recognizable than those that don’t.” (Kimball & Hawkins, 2008, p. 46)



# BROCHURE

## Initial renderings:

### Healthy People

In Alabama, the majority of our drinking water comes from our rivers. The Alabama Rivers Alliance helps protect our fresh-water resources so that we can have clean water for our families, now and in the future.

### Healthy Rivers

The Alabama Rivers Alliance works for better enforcement of regulations associated with development and other threats to our water. We stop the spread of dams, which destroy wildlife habitats and harm our quality of life. We monitor the condition of our river ecosystems and work to restore rivers to healthy conditions.

### Healthy Alabama

Through the Alabama water agenda and campaign for improving state water policy we help citizens engage in discussions about state environment policy.

### About Us

The Alabama Rivers Alliance is a statewide network of groups working to protect and restore all of Alabama's water resources through building partnerships, empowering Alabamians, and advocating for sound water policy and its enforcement.

### Contact Us



2014 6th Avenue North, Suite 200  
Birmingham, AL 35203



205-322-6395



info@alabamarivers.org



**Alabama  
Rivers  
Alliance**

### Who We Are

#### Our Mission:

The Alabama Rivers Alliance is a statewide network of groups working to protect and restore all of Alabama's water resources through building partnerships, empowering Alabamians, and advocating for sound water policy and its enforcement.

#### Our Impact:

**Impact #1:** ARA and its members are recognized by decision makers and can influence and help guide environmental policy.

**Impact #2:** Communities and partners recognize Alabama Rivers Alliance as an advocate working to ensure clean water for people and nature.

**Impact #3:** Alabama's built and natural water infrastructure is safe, equitable, resilient and environmentally healthy.



### What We Do

#### Building Partnerships:



As a statewide Alliance, building a strong network of local champions for clean water is at the heart of our work and what we do. For 25 years, we have helped start, strengthen, and amplify the work.

#### Empowering Citizens:

Through education and community engagement, we empower citizens to take an active role in protecting our invaluable resources.



#### Advocating for Policy:



We ensure sound water policies are implemented and enforced effectively. We work to make the laws governing water resources strong and just.

### How To Help

#### Learn About Rivers!

The ARA works for better enforcement of regulations associated with threats to our water. We stop the spread of dams, which destroy wildlife habitats and harm our quality of life. We monitor the condition of our river ecosystems and work to restore rivers to healthy conditions. Visit our website to learn more about work!

#### Become a Volunteer!

Citizen Action groups play a vital role in the enforcement of environmental laws. The ARA partners with citizens and grassroots organizations across the state, serving as a resource for more than 60 different local river groups. Together we hold our government accountable regarding issues that affect our waters.

#### Join the ARA!

Your membership is instrumental in tackling the biggest challenges facing Alabama's rivers today. As a 501c3 organization, any donation you make is tax deductible. **We are stronger with you by our side.**

**Water is Life!**



# BROCHURE

## Final version:

### Healthy People

In Alabama, the majority of our drinking water comes from our rivers. Alabama Rivers Alliance helps protect Alabama's freshwater resources so that we can have clean water right now and for generations to come.

### Healthy Rivers

Alabama Rivers Alliance works for better enforcement of regulations associated with development and other threats to our water. We stop the spread of dams, which destroy wildlife habitats and harm our quality of life. We monitor the condition of our river ecosystems and work to restore rivers to healthy conditions.

### Healthy Alabama

Through the Alabama Water Agenda and campaign for improving state water policy, we help Alabamians engage in discussions about state environment policy.

### CONTACT US

Visit Our Website!



alabamarivers.org



info@alabamarivers.org



1+ (205)-322-6395



2014 6th Avenue N, Suite 200  
Birmingham, AL 3520



Alabama  
Rivers  
Alliance



### WHO WE ARE

#### Our Mission:

Alabama Rivers Alliance is a statewide network of groups working to protect and restore all of Alabama's water resources through building partnerships, empowering Alabamians, and advocating for sound water policy and its enforcement.

#### Our Impact:

**1** ARA and its members are recognized by decision-makers and can influence and help guide environmental policy.

**2** Communities and partners recognize ARA as an advocate working to ensure clean water for people and nature.

**3** ARA works to make sure Alabama's built and natural water infrastructure is safe, equitable, resilient, and environmentally healthy.

### WHAT WE DO

#### Build Partnerships



We have built a statewide network of local champions for clean water. For 25 years, we have helped start, strengthen, and amplify this work.

#### Empower Individuals

Through education and community engagement, we empower Alabamians to take an active role in protecting our invaluable resources.



#### Advocate Policy Change



We ensure sound water policies are implemented and enforced effectively. We work to make the laws governing water resources strong and just.

### HOW TO HELP

#### Learn About Rivers!

ARA works for better enforcement of regulations associated with threats to our water. We monitor the condition of our river ecosystems and work to restore rivers to healthy conditions. Visit our website for more information!

#### Get Involved!

Community groups play a vital role in the enforcement of environmental laws. ARA partners with Alabamians and grassroots organizations across the state, serving as a resource for more than 100 different local river groups.

#### Join ARA!

Your membership is instrumental in tackling the biggest challenges facing Alabama's rivers today. As a 501c3 organization, any donation you make is tax deductible. **We are stronger with you by our side.**



# BROCHURE

## DESIGN JUSTIFICATIONS

In summary, the document's **medium** (trifold brochure) **logo**, **colors**, and **typefaces** (all but one callout exception) used were all dictated by the ARA style guide.

Informational content and images were provided by the client, so we primarily served as **layout designers**, deciding how to display their content in a meaningful, interesting, effective, and visually engaging way.

We **prioritized usability** of this document for individuals unfamiliar with ARA; we considered learnability, efficiency, memorability, error avoidance and subjective satisfaction (Kimball & Hawkins, p. 66)



# DOC 2: RACK CARD

## Audience

Alabamians seeking to look up the pollution records and environmental regulation compliance of companies near them.

## Context


ARA frequently receives questions from Alabamians about how to look up pollution records because the process is unclear.

## Purpose

The rack card is designed to explain pollution records and two databases for searching records (ECHO & ADEM).

Outdated version of this document:

Info Required	How to Set up a File Review	What to Expect
<ul style="list-style-type: none"><li>• Permit number if applicable.</li><li>• Facility name and address (include county).</li><li>• Public notice date if applicable.</li><li>• Type of permit. Facility may have numerous permits.</li><li>• If the exact address or permit number is unknown, give as much information as possible. The Records Officer can work with you to determine which facility you are describing.</li></ul>	<ul style="list-style-type: none"><li>• Submit a written request to ADEM to review a company's file or submit a request online at this Web site: <a href="http://edocs.adem.alabama.gov/eFile/">http://edocs.adem.alabama.gov/eFile/</a></li><li>• Submit the request well in advance of the time you want to review the file.</li><li>• Public notices for facilities with permits can be reviewed at this Web site: <a href="http://adem.alabama.gov/PublicNotice/PublicNotice.htm">http://adem.alabama.gov/PublicNotice/PublicNotice.htm</a> if they are current.</li><li>• Requests may be submitted via e-mail, fax or mail to the ADEM Public Records Office. (See reverse for contact info.)</li><li>• The Public Records Officer will contact you to schedule an appointment.</li><li>• Generally, you will be contacted about your request within 10 days. However, the wait for your appointment could be up to six weeks.</li><li>• Check with the Public Records Officer to see if files may be reviewed at the field office within your area or if you will need to drive down to ADEM in Montgomery.</li><li>• Files for multiple facilities can be reviewed at the same time.</li></ul>	<ul style="list-style-type: none"><li>• ADEM charges for copy orders over \$10. Color copies and wide-format pages are more expensive.</li><li>• Electronic information on CD may be available for a charge.</li><li>• You are allowed to bring a portable copier to make your own copies.</li><li>• Inform the Public Records Office of the number of people reviewing the file.</li><li>• ADEM cannot compile information from files, so make your request as specific as possible.</li><li>• File reviews use normal business hours.</li><li>• Bring pens/pencils and notebook.</li><li>• Keep track of how many copies you request and compare to your invoice.</li><li>• Be sure to give any special copying instructions to ADEM before you leave.</li></ul>



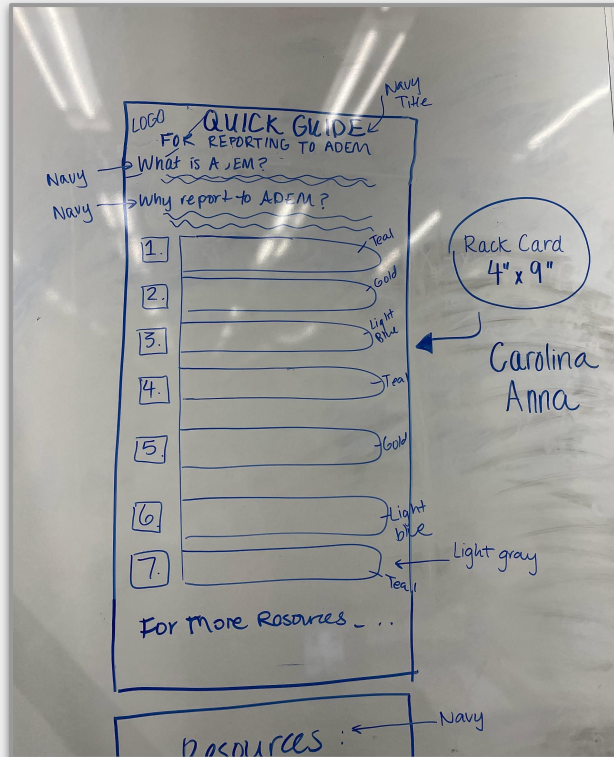
**Alabama Rivers Alliance: River Protection Essentials**

\*Cover photo: Duck River, Nelson Brooke



# RACK CARD

## Initial design sketch:



## Informational content provided by ARA:

### How to Check a Company's Pollution Record:

Businesses have to follow environmental regulations for the treatment and discharge of emissions and byproducts into the environment.

### Why check pollution records?

Reviewing a company's history of compliance with environmental regulations is important for determining a company's impact on the environment. This information is publicly available for you to learn more about how much pollution is occurring near you, how companies are complying with regulations, and the overall impact of pollution on environmental quality.

### Federal vs state pollution records:

The Environmental Protection Agency (EPA) oversees and tracks the environmental permitting activities of state environmental agencies. The Alabama Department of Environmental Management (ADEM) does the day-to-day work of environmental regulations, like permitting, inspections, issuing violations, and conducting environmental monitoring. Both the state and federal agencies make company pollution records available online for review.

### Where to search pollution records:

EPA ECHO Database: [echo.epa.gov](https://echo.epa.gov)

- The federal Enforcement and Compliance History Online Database can be used to look through all air, drinking water, wastewater, and hazardous waste permits. States agency reporting informs ECHO. This webtool is well formatted for searching by location or for facilities if you do not already know the permit number.

ADEM e-Filing System: [app.adem.alabama.gov/eFile](https://app.adem.alabama.gov/eFile)



# RACK CARD

## Rack card draft

**How to Check Alabama Pollution Records**  
Help make sure your community is safe.

**Why check a company's pollution record?**  
A pollution record is the paper trail of environmental infractions a company has accumulated. Reviewing a company's record allows you to learn about...

- how much pollution is occurring near you.
- company compliance with regulations
- overall impact on environmental quality

**Where do I find pollution records?**  
The Environmental Protection Agency (EPA) oversees environmental permitting activities of state agencies.

The Alabama Department of Environmental Management (ADEM) does the day-to-day work of environmental regulations.

Both the state and federal agencies make company pollution records available online for review.

**When to use ECHO:** Learn which facilities are releasing into your neighborhood waterways

**When to use ADEM:** Access the most recent documentation or reports for a specific company

Explore the pollution record of companies present in your community

Locate facility permits and learn detailed information

Analyze trends in enforcement and compliance data nationwide

Review a facility's full record of communications and documentation with ADEM

How can I look up pollution records?

**AGENCY CONTACT INFO:**  
EPA homepage: [epa.gov](http://epa.gov)  
Region 4 (Southeast) Office: 1-800-241-1754

ADEM homepage: [adem.alabama.gov](http://adem.alabama.gov)  
ADEM Public Records Office: [records@adem.alabama.gov](mailto:records@adem.alabama.gov)  
(334) 271 - 7700

Look up records on ECHO: 

Look up records on ADEM: 



Alabama Rivers Alliance



## Final rack card

**What's in your WATER?**

How to check pollution records in Alabama and make sure your community is safe.

**What is a pollution record?** A pollution record is the paper trail of environmental infractions a company has accumulated.

**Why should I check a company's pollution record?** Reviewing a company's pollution record will help you understand how that organization is impacting our natural world. Searching for these records may also reveal important issues in your area.

**What do pollution records include?**

- how much pollution is occurring near you
- companies' compliance with legal regulations
- overall environmental quality of your area

**Where can I find pollution records?**  
Both state and federal agencies make pollution records available online for review.

The Alabama Department of Environmental Management (ADEM) e-file database

The Environmental Protection Agency (EPA) ECHO Online Database

Which tool should I use? →

**When to use ECHO:**

- Learn which facilities are releasing into your neighborhood waterways
- Explore the pollution record of companies in your community
- Analyze nationwide trends in compliance and enforcement data

**When to use ADEM:**


- Access the most recent documentation for a specific company or organization
- Locate detailed information about companies' facility permits
- Review a company's comprehensive record of communication with ADEM


**Agency Contact Info:**


**EPA**  
[epa.gov](http://epa.gov)  
1-800-241-1754

**ADEM**  
[adem.alabama.gov](http://adem.alabama.gov)  
334-271-7700

**Look up records on...**

**ECHO:**   
[echo.epa.gov](http://echo.epa.gov)

**ADEM:**   
[app.adem.alabama.gov/eFile](http://app.adem.alabama.gov/eFile)



Alabama Rivers Alliance

# RACK CARD

## DESIGN JUSTIFICATIONS

What's in your

**WATER?**

How to check pollution records in Alabama  
and make sure your community is safe.

Type

**Humanistic Orientation**

(Dragga & Voss, 2003, p.61)

ECHO Online Database

Which tool should I use? →

**Affordances**

(Kimball & Hawkins, 2007,  
p. 50)

**EPA vs ADEM**

Color contrast to show  
difference and create  
emphasis (Kimball &  
Hawkins, 2007, p. 29).

**Proximity  
relationships** to  
determine grouping  
(Kimball & Hawkins,  
2007, p. 31)

**Gestalt Theory:**  
**Laws of Proximity**  
suggests we group  
figures that are close  
together

**Law of Similarity**  
suggests that we  
perceive similar figures to  
belong  
(Kimball & Hawkins,  
2007, p. 44)



# DOC 3: INFOGRAPHIC

## Audience

Those who know nothing about ARA and those who are already familiar with the organization and what they do.

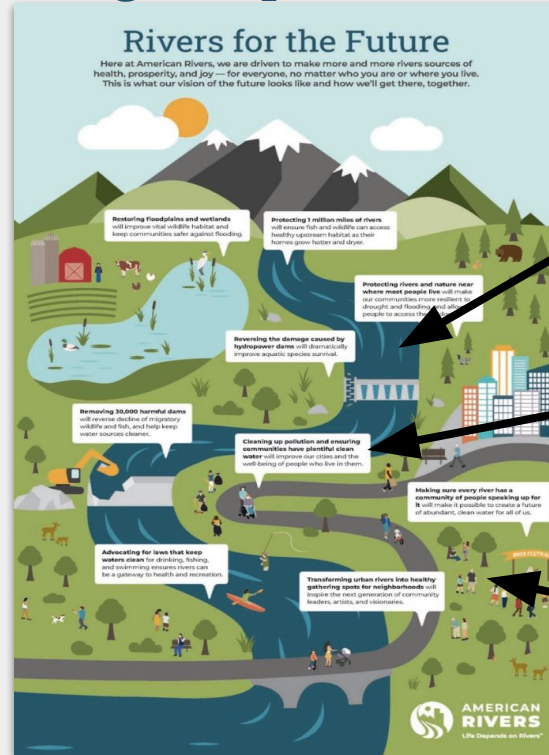
## Context

With the complicated nature of their work, ARA was desiring an “all-in-one” document that could describe the organization.

## Purpose

To describe ARA as an organization and define the work they do (at tabling events, on their website, etc.).

## Design inspiration:



Client liked flowing river

Client liked callout boxes with facts

Client liked cartoon graphic style

# INFOGRAPHIC

## DESIGN CONSIDERATIONS

“Document design is one part of the broader activity of Information Design (ID)”  
(Kimball & Hawkins, 2008, p. 2).

### Saul Carliner’s breakdown of ID:

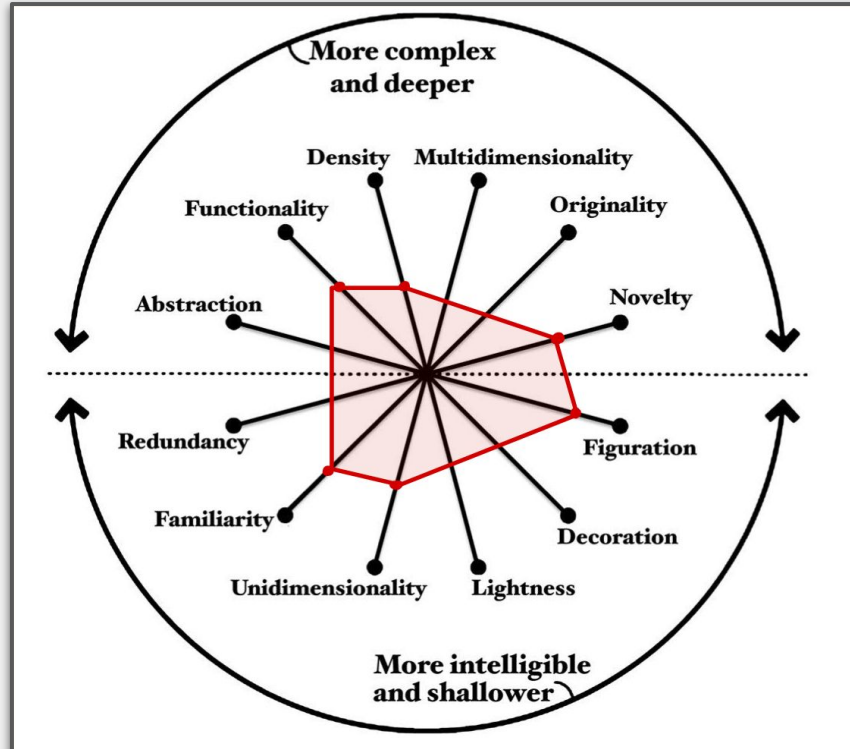
- **Physical:** ID helps users find and use information by providing a meaningful visual and physical design to communication products, including the design of pages and screens, writing, and production.
- **Cognitive:** ID helps users understand information by structuring and presenting it in ways that help solve problems.
- **Affective:** ID motivates users by gaining their attention and convincing them to act” (Kimball & Hawkins, 2008, p. 3).





# INFOGRAPHIC

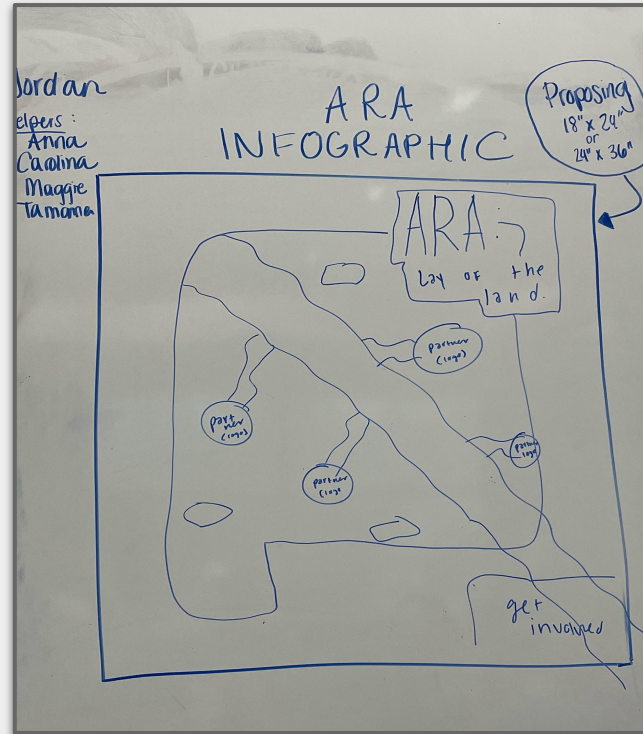
## VISUALIZATION WHEEL



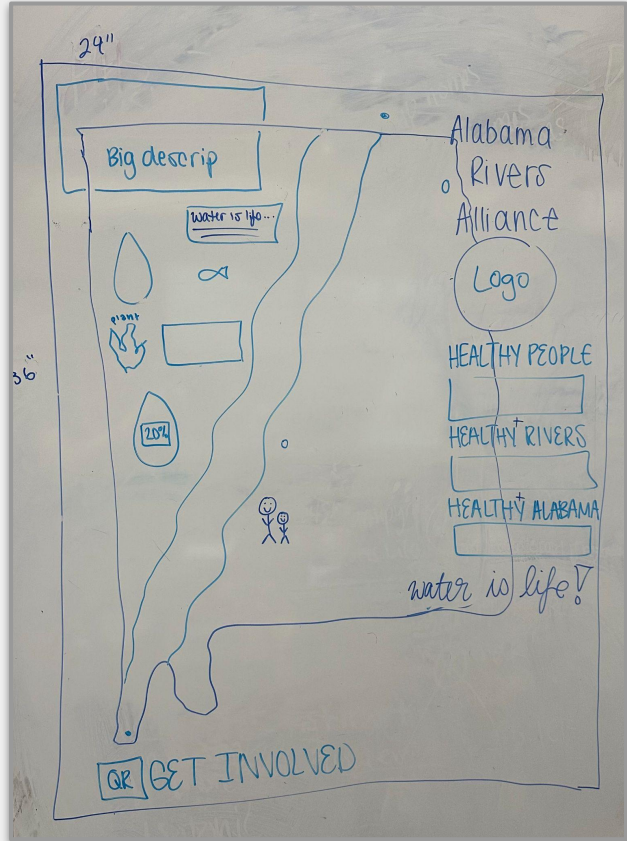
# INFOGRAPHIC

## Gestalt Theory on Grouping: Continuation

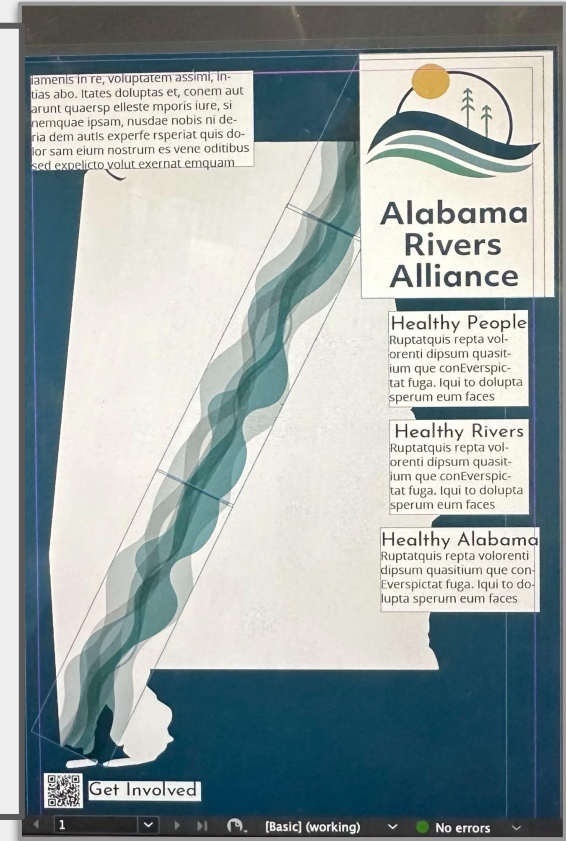
“The law of continuation suggest that we will assume a connection between figures that are lined up, even if we don't have any direct evidence they are connected” (Kimball & Hawkins, 2008, p. 44).



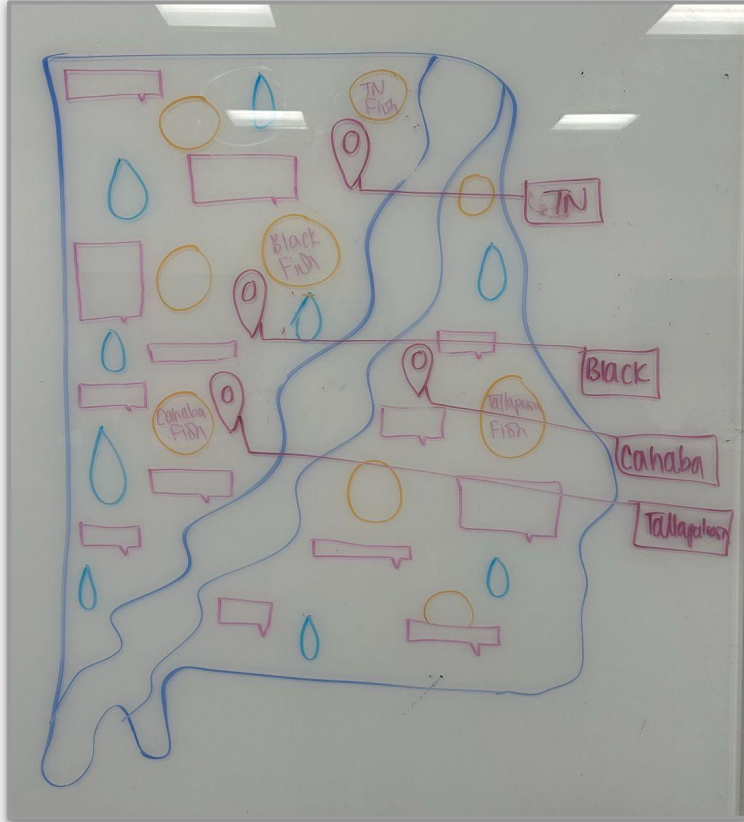
# INFOGRAPHIC



“When we look at an object, constructivism suggests, we don’t see it all at once; instead, we take multiple visual snapshots, looking at different aspects of the object... we use repeated fixations on different parts of the visual field to build up a pictures of what we perceive” (Kimball & Hawkins, 2008, p. 49).



# INFOGRAPHIC



The Alabama Rivers Alliance is a statewide network of groups working to protect and restore all of Alabama's water resources through building partnerships, empowering Alabamians, and advocating for sound water policy and its enforcement.



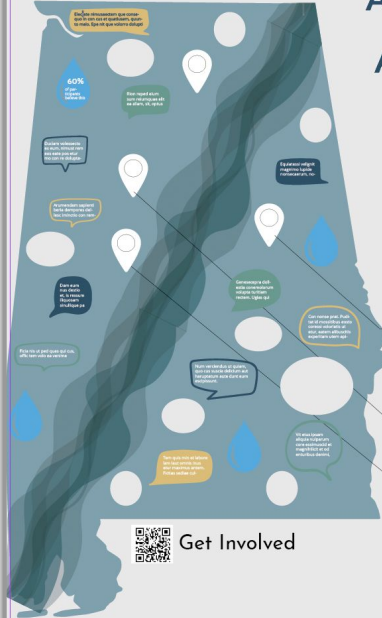
**Alabama  
Rivers  
Alliance**


Healthy People  
Ruptatquis repta volorenti  
dipsum quasitium que conEv-  
erspictat fuga. Iqui to dolupta  
sperum eum faces

## Healthy Rivers

## Healthy Alabama

**The Tallapoosa Watershed**  
Dolesed qui quam conet doles  
conseribus am re, offidi rehenti  
lam adis si lit eaquam con rep  
tio quod molupti archit omnim  
quo quibus aut



 Get Involved

# SIMILARITY

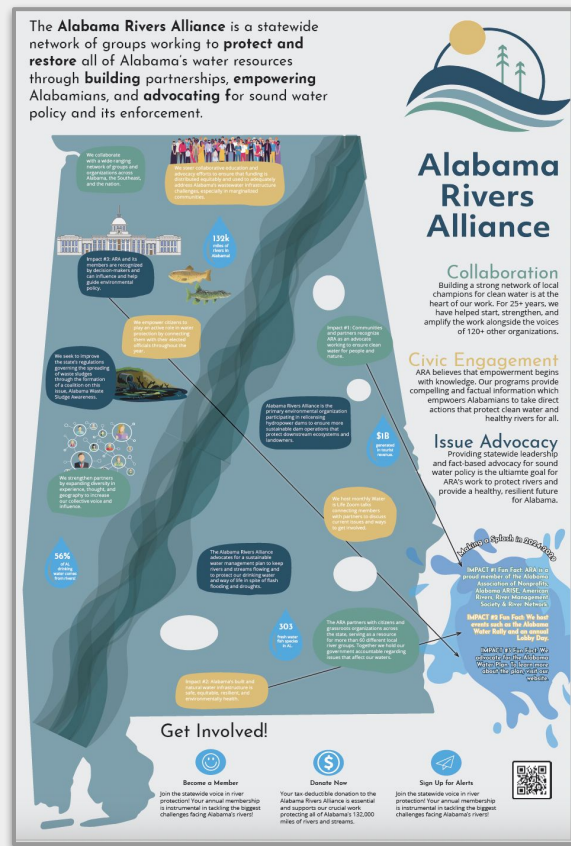
“Use similarity to show that design objects are alike in kind or in function” (Kimball & Hawkins, 2008, p. 28).



# INFOGRAPHIC

# PROXIMITY

“Use proximity to show grouping and belonging. Users typically assume that design objects that appear in close proximity belong together” (Kimball & Hawkins, 2008, p. 31).





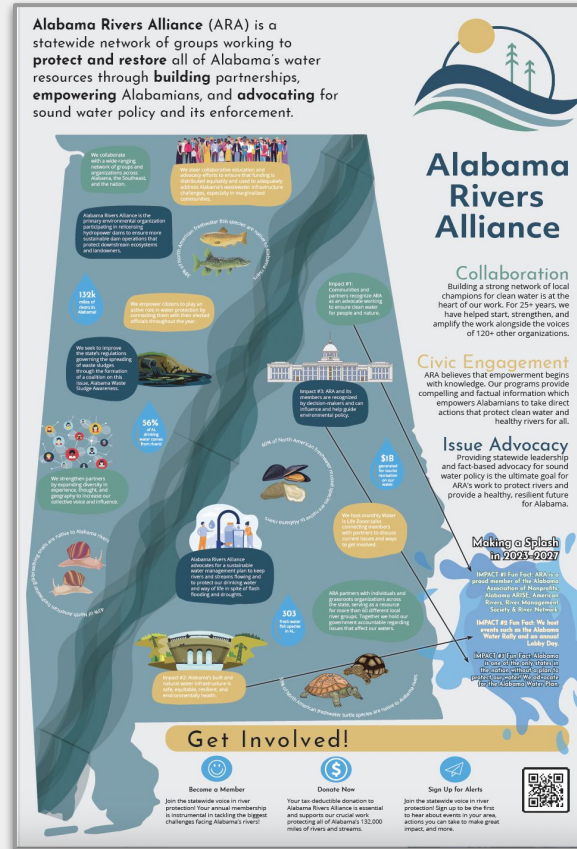
# INFOGRAPHIC

# ALIGNMENT

“Use alignment to show connection and coherence” (Kimball & Hawkins, 2008, p. 32).

# ENCLOSURE

“Use enclosure to show separation and to group complex objects” (Kimball & Hawkins, 2008, p. 35).



# INFOGRAPHIC

## DESIGN JUSTIFICATIONS

In summary, the **type** and **colors** we used for the infographic came straight from the ARA style guide.

Our **graphic style** was modeled after a graphic style that the client already expressed interest in.

We created our design from multiple **principles of design**, most notably similarity, proximity, alignment, and enclosure. We considered the **Gestalt Theory** principle of continuation in our design as well as the **Constructivist Theory** in terms of shape identification.



# INFOGRAPHIC

## DESIGN JUSTIFICATIONS

“Perhaps the strongest pattern in documents written in English and most other European languages is known as the **Z pattern**... Because they must move from line to line down the page, readers’ eyes actually travel in a zig-zag pattern” (Kimball & Hawkins, 2008, p. 125).

“You need to build a solid **backbone for your information**, a reading path, an order, and a hierarchy, before you lock yourself into a style for your display. **The structure is the skeleton** and muscles of your graphic; the visual style is the skin. With no bones to support it, the skin of your project will collapse” (Cairo, 2013, p. 155).





# REFERENCES

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# THANK YOU!

## FOR ADDITIONAL INFORMATION:

**Jordan Sims**

jrs0234@auburn.edu  
Haley 9065

**Maggie Bell**

mew0138@auburn.edu  
Haley 8063

**Anna Mathis**

acm0136@auburn.edu  
CASIC Building 202L

**Carolina Bell**

cab0269@auburn.edu  
Haley 8063

**Mst Nur E Taj**

**Tamanna**  
mzt0102@auburn.edu