

On Visual Research and Wireframes

Visual research is comprised of several different elements. These include color palettes, typography, examples of mobile UI app designs, imagery, graphics, and photography. Having an idea of what colors you want to use and how you want the app to come across can only help you. This is because you are already beginning to not only create the layout but are starting to implement it as well. All designers have a different way of doing things and one designer's visual research style could be completely different than another. The style of your research could also vary because of the topic or product you are creating. As someone who has always been creative, this is one of the elements that is attractive to me—there are no set rules or procedures. One can simply be creative in being creative!

For my particular app I would like to use colors that are rich, bold, and yet crisp at the same time. This is inspired by the many different flavor profiles beer has. Since beer is a beverage, I would also like to include shades of yellows, oranges, and tans. These colors are often associated with food and drink items because they physically impact one's psychology. I also recognize that drinking beer is often viewed as a social activity which is why I would also like the colors and layout of the app to be welcoming. Having an app that is cluttered or poorly designed can definitely be a turn off to a user in general.

During my visual research I came across many images that were well shot. Yes, there will be pictures of people drinking beer and beer in general but the photos found in the app will be shot in a tasteful and well designed manner. This will keep things professional and collectively put together. It is also a goal of mine to make this one of the ways the app distinguishes itself from others.

The wireframes offer the beginning stages of what the app will look like. It is here where one can start to play around in the sense that you can begin arranging certain images, headlines, bodies of text, and icons. Wireframes also offer one the ability to go about a certain idea in different ways. This not only allows you to see the outcome of the rough design but helps you distinguish which version may work best. In addition, it also helps to save time and energy. Even though it may be tedious it really helps to see the layout of a concept, page, or action in a wireframe. As I mentioned previously, there are many different ways one can go about doing something. Having your options mapped out offers the needed visuals so you can help to determine if you want to move forward with it, edit it, or scrap it altogether.