MOBILE DESIGN

Chris Austin
Office of Web and New Media Website

CASE STUDY
### Updates

<table>
<thead>
<tr>
<th>Event details</th>
<th>Date and Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</td>
<td>April 19, 2013 at 12:00 p.m.</td>
</tr>
<tr>
<td>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</td>
<td>April 23, 2013 at 12:00 p.m.</td>
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</tbody>
</table>

### Events

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<td>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</td>
<td>Dec. 10, 2013 – Jan. 4, 2014 9:00 a.m. – 5:00 p.m.</td>
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**Office of Web and New Media**

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**Resources**
- Web Press
- Services Offered
- Support
- Policies and Guidelines
- About Web and New Media
- Major Projects
- Academic Websites

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**Office of Web and New Media**
DESIGN OBJECTIVES

• Utilize university brand elements to promote Missouri State and aid with inter-site consistency
• Define a hierarchy of brandable site elements to afford the unit a unique presence on the web
• Employ a typographic structure that enhances readability and scannability
DESIGN OBJECTIVES

- Design touch-centric interactive elements
- Develop modular elements that provide flexible layout options
- Create a visual framework that works predictably and efficiently across various platforms and device-types
DESIGN FOR TOUCH

- The average index finger is 45–57 pixels wide
- The average thumb is 72 pixels wide
INDUSTRY GUIDELINES

- Android: 48 pixels
- Apple: 44 pixels
- Microsoft: 34 pixels (minimum of 26 pixels)
- Nokia: 28 pixels
BENEFITS

• One of the first elements visitors will see on the site
• Encourages immediate recognition
• Creates an added level of distinction from other unit sites
CONSIDERATIONS

- Maximum width is 300 px
- Must be the unit name
IMAGERY
BENEFITS

• Engages target audience
• Creates visual context
• Adds visual hierarchy to a page
• Affords strategic placement of secondary marks or icons to further reinforce a brand
CONSIDERATIONS

• Avoid text embedded in images
  – Consider using captions or other HTML text
• Inline images should have a maximum width of 300 px
  – Wider images will be cropped on smartphones
• Dynamically scaled images:
  – Marketing image under the masthead
  – Image-plus-text bucket
COLOR
BENEFITS

• Reinforces the brand
• Adds depth to the site
• Creates visual anchors for information on the page
• Color bars can group like content
CONSIDERATIONS

• Starting points for defining a color palette:
  – Official university recruitment color palette
  – Established color palette of the brand
  – Sampled colors from selected imagery
• Color alone can not be used to convey information
• Employ a limited color palette
BENEFITS

• Creates a bold first impression
• Persistent element across all pages and all devices
• Unites primary (logo/site title) and secondary (color/texture) brand elements in one space
CONSIDERATIONS

- Imagery by default does not scale
- Background elements must not convey content, such as text or taglines
- Avoid choosing graphic elements that might obscure the site title or logo
BACKGROUND
BENEFITS

- Adds further depth and dimension to the site
- Creates additional brand extension through color and texture
CONSIDERATIONS

• Does not display on smartphones
• Opt for subtle graphic elements to avoid competition with the primary content
  – Light colors
  – Repeating patterns
• Elements may not convey content
LAYOUT
BENEFITS

• Creates visual hierarchy
  – Promotes the primary takeaways and calls-to-action
  – Guides the visitor down a page and through the site
  – Affords different levels of engagement

• Adds context through supplemental content and imagery
CONSIDERATIONS

• The “fold” should not dictate your layout
  – There is no one true fold in the mobile web
• The established flow of content should guide the layout
  – Consider a mobile-first/linear methodology to help prioritize content and calls-to-action
• Design to encourage scannability