

Project 1. Digital ID Imagined

Prompt Create a smartphone-based future digital driver's license

- Objectives**
- To translate information across different form factors through core visual design principles.
 - To understand the advantages and disadvantages of specific graphical forms of communication.
 - To present typographic information in an effective way.
 - To identify and leverage appropriate information structures and interactions to best utilize the identified device environment.

Introduction While all of these are critical in digital product design projects, this project's main goal is to **focus on the translation of visual design from a physical object to its digital form**. You will need to consider and apply additional communication and interaction principles to meet the goals of the project, but your initial focus should consider how you can transform visual language and design to better leverage the form and function of the digital device display.

Transforming existing products, tools, and forms of communication through emerging technology involves aspects of communication, interaction, and visual design principles.

- Language (communication) informs the user about the content clearly and quickly.
- Interaction models and metaphors instruct users on how to engage with the content.
- Visual design uses affordances, hierarchy, structure, clarity, and aesthetic to instill quality and emotional connection with the content.

Current Landscape & Opportunities

As digital security increases the opportunity to use our personal, financial, and biometric information via our mobile and wearable devices increases. We are **rapidly replacing** our physical credit cards, event tickets, boarding passes, and medical records with **their respective digital twins**.

However, digital twins for personal identification such as a driver's license or passport are **just emerging** and not yet widely available or accepted. Note that both physical or digital versions, their primary uses are to confirm the identity and grant the right to drive a vehicle. In the examples and links that I included as [Project 1 Resources](#), you will see that many early adopters of **Digital IDs replicate the physical IDs' existing visual design within the mobile environment**. This approach is typically used to allow the emerging digital projects to introduce effective functionality, security, and interaction solutions while leveraging the users' comfort and knowledge of the existing visual design styles and metaphors. There are articles and Digital ID video demos in the [Project 1 Resources](#).

Important Note: We are NOT physically replicating the existing driver license and expected aesthetic quality from the government.

Content display

Several key examples of this can be seen in the examples where the new Digital ID allows the user to limit the amount of content displayed for age verification or full display when interacting with authorities.

Security

Additional explorations in functionality to ensure security such as *ripple effects* on swipe, *moving images*, and multi-factor authentication are introduced to help enforce and test for the legitimacy of the emerging digital twin. Use these examples and explorations to help you create a more robust and complete animated prototype for the final delivery.

If you incorporate any existing functionality or security solutions, you **must credit all sources** in your project's prototype animation and project documentation.

Grade 40% Visual Comps, 35% Prototype, 20% Process Doc, 5% Presentation

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Design & Content Requirements	<p>As users become more accustomed with these new digital solutions and functionality, the opportunity to explore new visual design solutions increase, and this is your main focus for the project.</p> <ol style="list-style-type: none">1. You are to create UI design that visually represents the chosen US state. Capture the essence of the state and reimagine how it can be translated in your digital ID.<ol style="list-style-type: none">a. How can you inform viewers that this is the driver's license? (e.g. it is not a membership or student id.)b. How can you visually represent the state?c. How can you provide a sense of pride and belonging to the user? <p><i>Consider the use of:</i></p> <ul style="list-style-type: none">• Symbolism and images (pattern, illustration, photo)• Typography (typeface, expressive typography),• Design elements (line, shape, texture, space, size, color, value)• Design principles (balance, contrast, repetition with variation, alignment, proximity, white space, emphasis, unity)• Gestalt principles (proximity, similarity & anomaly, figure/ground, continuation, closure, common fate, uniformed connectedness, symmetry, isomorphic correspondence) <ol style="list-style-type: none">2. You are required to create compositions for the two cases.<ol style="list-style-type: none">a. UI Case 1: Full ID (refer to front & back of the physical driver's license, but not limited to)<ul style="list-style-type: none">• Leverage the form factors of a mobile device to design a state's driver license• Apply base content on the existing state licenses – photo, license number, name, address, date of birth, license related dates, etc. (applicable information selection is up to you)b. UI Case 2: Age Verification only<ul style="list-style-type: none">• Customize the case 1 visual solution to display: photo, name, birthdate, and age. (but not limited to)c. In-Between: Must show how these two cases can be switched and displayed effectively in your solution. e.g. Progressive disclosure to hide and show info as needed, options to select the views, etc.
UI Format	<ul style="list-style-type: none">• Target mobile device and orientation is up to you• Screen comps X2 PNG & source file submissions for progress check in
Optional Challenge	<ul style="list-style-type: none">• Incorporate possible design elements for security – e.g. watermarks, etc.• Incorporate possible interactions or animation for security – e.g. interactive watermarks, authentication interactions, moving images, etc.
Final Delivery Requirements	<ol style="list-style-type: none">1. Final UI Screen Design<ul style="list-style-type: none">• Full ID view, Age ID view, any applicable screens• Source and PNG files (add note to include your source URL if applicable)2. UI Animated Demo Prototype contains the following (Motion or Interactive):<ul style="list-style-type: none">• Full ID view (with transitions as needed)• Transition to age verification only view• Return to Full ID view<p>Prototype file specification:</p><ul style="list-style-type: none">• A viewable compressed movie (MP4), HD ratio• If you have an Interactive prototype, provide the file/link and screen recording of the flow (MP4)• No larger than 50MB file size• Upload the file to Vimeo and supply the Vimeo URL for class sharing3. Design Process Document contains the following (but not limited to):<ul style="list-style-type: none">• Prompt/Problem, Solution statements• Competitive Analysis/Design Research• Concept Sketches, Grid, Hi-fi wireframe• Inspiration boards, UI visual design iterations4. Project Presentation & Peer Evaluation delivery<ul style="list-style-type: none">• 1 min online presentation• Peer evaluation using Google form

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Timeline & Submissions *Week 1*
Lab - Jan 25 / 27: Project 1 introduction

Week 2

Lab - Feb 1 / 3: Working on P1 Process V1

- Process V1 (Initial process) includes Project Definition, Benchmarking, Inspiration boards, Sketches, Wireframes. Please see the below for description.
- TBD on discussions and feedback on P1 WIP. You will need to have any P1 WIP ready for check-in.

DUE ProcessV1.PDF by Fri. Feb. 05 by 1pm

- Compile all of the following initial processes and name it "P1-ProcessV1" PDF file. Divide the process sections with section labels.
- Submit to mycourses dropbox "P1-ProcessV1" folder (add a note to include your doc URL if applicable)

Initial Process - Project Definition V1

1. **Identify problems/opportunities:** Create a list of problems/opportunities. Include screenshots or videos. Prioritize the problems/opportunities and choose the Top 3 that you want to address.
2. **Write your problem statement:** What problems/opportunities are you trying to solve? Describe an issue or opportunity currently existing which needs to be addressed.
e.g. "Users are not able to easily access or understand the depth and interconnections of news and materials available." or "How might we make users understand the depth and interconnections of news and materials available?"
3. **Identify use cases:** I already limit this to two cases - full view and age verification view (but not limited to these)

Initial Process - Benchmarking & Inspiration boards V1 (minimum two visual themes)

4. **Perform design benchmarking:** Do competitive analysis that is related to your identified direction. Research applicable design patterns, interaction models, or information delivery methods that can help to explore possible solutions. Make clear annotations about what works (or not) and why.
5. **Perform inspirational design research:** Create a collection of inspirational tidbits to help establish a general look and feel prior to jumping head first into a full, precise design. Designers use this to develop design concepts and to communicate to the team members and the client. Use this to help establish a style, theme, expression, feeling (a visual language) which is in line with project's goals. The required inspiration boards are consist of several predefined sections. Please see the inspiration board template.

Initial Process - Concept Sketches V1 & Wireframes V1

6. **Sketches & Wireframes:** While you are performing all of the above tasks, you should sketch as much as possible. Once you have enough sketches to compare and select, move to the computer for wireframes.

Week 3

DUE Visual Composition V1 by Fri. Feb. 12 by 1pm

- Based on two inspiration themes, create a **minimum of two different visual directions** to compare your design direction
- Submit to mycourses dropbox "P1-CompV1" folder
- Visual comps: Submit both **Source and PNG files** (add note to include your source URL if applicable), name it clearly with versions - e.g. "P1-ID-FullView-V1.png," "P1-ID-AgeView-V1.png," etc.

Week 4

DUE Visual Composition V2 by Fri. Feb. 19 by 1pm

- Submit to mycourses dropbox "P1-CompV2" folder
- Name it clearly with versions - "P1-ID-FullView-V2.png," "P1-ID-AgeView-V2.png," etc.
- Submit both **Source and PNG files** (add note to include your source URL if applicable)

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Timeline & Submissions *continued*

Week 5

DUE Visual Composition V3 (final) by Fri. Feb. 26 by 1pm

- Submit to mycourses dropbox "P1-FinalComp" folder
- Name it clearly with versions - "P1-ID-FullView-Final.png," "P1-ID-AgeView-Final.png," etc.
- Submit both **Source and PNG files** (add note to include your source URL if applicable)

DUE Animated Prototype by Fri. Feb. 26 by 1pm

- Submit to mycourses dropbox "P1-Prototype" folder
- Submit **MP4 file only**, HD ratio, No larger than 50MB file size
- Name it "P1-Prototype.mp4"
- Include your Vimeo URL in the note field

DUE Presentation File by Fri. Feb. 26 by 1pm

- Submit to mycourses dropbox "P1-Presentation" folder
- Name it "P1-Presentation"
- Submit both **Source (Keynote/PowerPoint) and PDF files** (add note to include your source URL if applicable)
- Presentation method (1min online presentation via Zoom, etc.)
- Peer evaluation via Google form during the Feb 26 lecture class

Week 6

DUE Final Process Document by Sun. Feb. 28 by 11:59pm

- Submit to mycourses dropbox "P1-FinalProcessDocument" folder
- Submit as a designed and compiled **PDF file** (add note to include your source URL if applicable)
- Name it "P1-FinalProcess.pdf"

ALL DATES AND TOPICS ARE SUBJECT TO CHANGE VIA EMAILS, CLASS ANNOUNCEMENTS AND MYCOURSES POSTINGS