

GRPH 140 | iPhone App
Visual Design Research Exercise
20pts

A) Select 3 Productivity or Utility apps from the itunes store to research.

- 1)
- 2)
- 3)

Using a screen shot of 3 sample screens for each app, compare them in terms of the following criteria:

- a) **Visual Structure:** grouping, hierarchy and alignment (3pts)
- b) **Color:** differentiation, emphasis, classification (3pts)
- c) **Type:** typeface, type size, type weight (3pts)
- d) **Icons:** immediacy, generality, cohesiveness, communicability (1pt)

Example for “Gilt” app type analysis:

Uses **type weight** to emphasize key words

Branding **typeface** is Serif and connotes luxury, elegance

Using **type size** to create hierarchy of information