Visual Design

What can I present about?
Some options

- Consumability
- Personality
- Structure
- Hierarchy
- Aesthetic

Talk about your decisions.
Consumability

- Is your design easy to consume?
- Minimal path actions
- Color contrast
- White space
Personality

- What does your design communicate about your ‘brand’?
- Color schemes
- Fonts
- Copy (words, written material)
Structure

- How does your design group content?
- Information architecture
- Spatial locality
Hierarchy

- How does your design guide user attention?
- Where will a user’s eye be drawn to first? Second? Why?
- Levels
- Flow
Aesthetic

- What’s the eye candy of your design?
- Wow factors
- Always fun to show off