FRAMING FOR WIREFRAMES:

Frame size: 1440p
Despite the fact that most office workstation desktops are still in 1080p, content creators are more likely to use more advanced computers and desktops for their work. As such, 1440p would be a reasonable size to work with.

Grid system: 12 column, stretch type
Since the client's product is a web platform application, we collectively agreed to having a stretch, 12 column screen layout to accommodate for the 1440p frame display. However, since the layouts of the combined and separate UI vary greatly, we did not settle on any specified margins or gutters.

TYPOGRAPHY
We retained ***DM Sans*** from the client as the font choice for body text since it has a clean style to share intelligible information. After exploring a few font options for the brand's header text, we decided on ***Space Grotesk*** since it is versatile with variations (i.e. bold, italtics, etc.) and matches the tone and image of the client's brand: ***scientific, knowledgable, yet playful and bold***.

Font library:

Space Grotesk

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Header

Header Bold 64pt

Header Bold 48 pt

Header Bold 36 pt

Header Bold 32 pt

Header Bold 24 pt

DM Sans

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Body

Body Bold 20 pt
Body Bold 18 pt
Body Bold 16 pt
Body Bold 14 pt

ICONOGRAPHY
We mainly considered two options for the icons we'd want to use, namely the Material Symbols & Icons from Google Fonts and the Lucide icon library from the Iconify plugin in Figma. We decided to adopt the Lucide icon library as our iconography due to its roundedness and general softer image to match with the DM Sans font.

COLOR SCHEME FOR MID-FIDELITY WIREFRAMES:
We chose to adopt the pre-existing grayscale color scheme from shadcn/ui for our mid-fidelity wireframes as we have yet to take our work to high-fidelity.

Colors

View docs

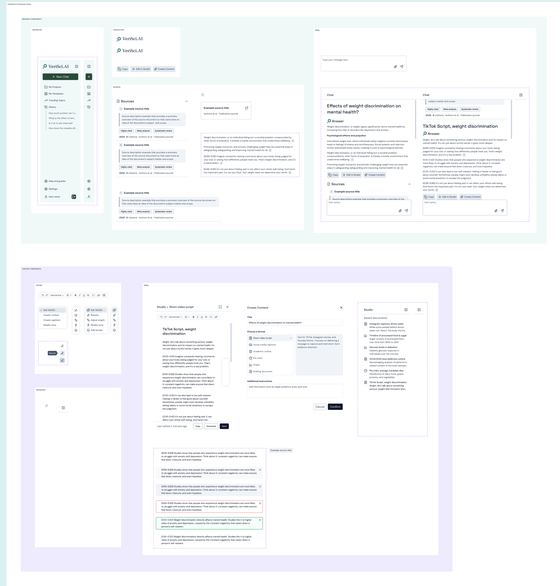
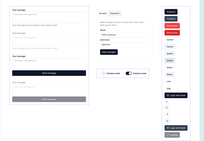
	50	100	200	300	400	500	600	700	800	900
Slate	#f8fafc	#f1f5f9	#e2e8f0	#cbd5e1	#94a3b8	#64748b	#475569	#334155	#1e293b	#0f172a

COLOR SCHEME FOR HI-FIDELITY WIREFRAMES:
Since we were not able to bring the wireframes or prototypes to high-fidelity during this phase of the project, I generated a color style guide for a high-fidelity mockup based on the client's original branding slides and mood boards created by the design team.

COLORS FOR RESEARCH COMPONENTS:
According to principles of color theory and psychology, green has an association with health, growth, and calmness. Dark green inspires a sense of trust and credibility, which are essential traits of the product. Moreover, blue gives feelings of trust and security, as reflected with many products of financial institutions.

COLORS FOR CONTENT COMPONENTS:
As for content creation, the majority of mood boards depicted this with various shades of purple since the color represents sophistication, luxury, and creativity. We selected a range of both cooler and warmer tones to include the wide age range of content creators.

COMPONENT LIBRARY
We created two component libraries for the two UI concepts since they each have variations of the same features. In the two component libraries, I differentiated the components between research and content components, which I then categorized specific components under their respective features or functions. I also created a third component library called "Primitives", which contain components that we kept universal between the two UI concepts.



These are the atomic parts that we borrowed from a React UI component library called shadcn/ui, which is licensed for commercial and personal projects. We kept these components in its original forms for consistency between the two UI concepts.