

Finding Your Style

Idea/Introduction

Designers are always looking for inspiration in all places, but what they do that most of us don't is identify how images and styles define an identity. A designer has an eye for elements that express an idea or story. This activity, "Finding your Style", should help participants begin the process of breaking down a visual identity and identifying the elements that make it successful.

Learning Outcome

By the end of the activity, participants should have a list of style elements they can use to inspire the look and feel of their App.

Time

20 min

Definition

Branding: "Also known as core values, brand attributes represent the essence of the brand. Brand attributes are a set of characteristics that identify the physical, character, and personality traits of the brand."¹

Activity

Step 1. Side one of activity sheet

This activity can be done in the first stages of the App Authors program. It can be a way to guide the participants' research. Participants are encouraged to find an app they already like; a Google image search could work for this activity. It would be great if participants could print off a picture, but if there is no printer available, they can use the activity sheet to break down the design elements of their favorite app. The activity sheet asks participants questions to guide their visual breakdown of the app they like, i.e. what colors do they like and how does the app make them feel?

Step 2. Side two of activity sheet

The second part of this activity is meant to draw out some identity decisions based on the experience participants had while looking at their favorite app. The activity is titled "Defining your Style" and should be a space for participants to imagine the identity, character, and essence of their app. It is also a way for participants who don't feel

¹ University of Illinois Identity standards <http://identitystandards.illinois.edu/theillinoisstory/attributes.html>

comfortable drawing to make design decisions. They will think about the emotions evoked by their app and the colors they like the best.

Framing for slower-paced participants

participants do not have to answer every question in the activity. If they are having trouble analyzing someone else's app, have them move to Step 2 of the activity and think about their own app. Remember that participants do not have to write their answers; they can also draw the answers to questions. The point of the activity is to get inspired!

Framing for faster-paced participants

“Finding your Style” can be made more complex by asking participants “How?”. Once they have filled out their inspiration, write “How?” on their activity and see if you can challenge them to think about how they would implement their style choices.