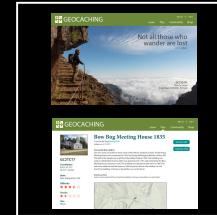
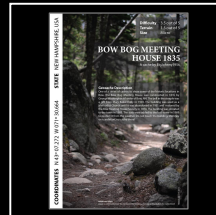
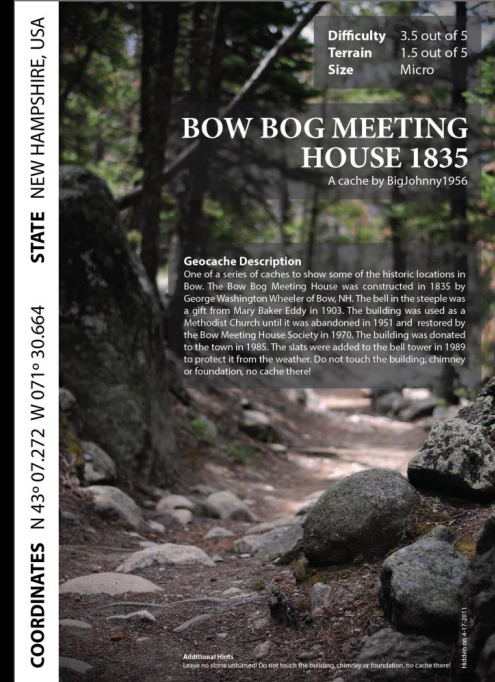


HCDE 508 | Melissa Richtarik

Geocaching



Type

Layout I

Layout II

Photo

Color

Icons

Web

Print



geo



geo

INTENTION:

I chose to integrate the letters g e o into one form for this assignment. I chose g e o as the short hand word typically used for geocache. The green is consistent with the website, and is intended to give a sense of the outdoors.

The type is modern while at the same time playful with the roundness of the g e and o. I felt the shapes of these letters integrated nicely. I wanted to tie in a sense of playfulness since geocaching is a game.

ITERATION:

By iterating on this assignment, I explored how the negative space and the varying curves of the letters g e and o impacted the layout.

Type

Layout I

Layout II

Photo

Color

Icons

Web

Print

COORDINATES N 43° 07.272 W 071° 30.664 STATE NEW HAMPSHIRE, USA

Difficulty 3.5 out of 5
Terrain 1.5 out of 5
Size Micro

BOW BOG MEETING HOUSE 1835

A cache by BigJohnny1956

Geocache Description

One of a series of caches to show some of the historic locations in Bow. The Bow Bog Meeting House was constructed in 1835 by George Washington Wheeler of Bow, NH. The bell in the steeple was a gift from Mary Baker Eddy in 1903. The building was used as a Methodist Church until it was abandoned in 1951 and restored by the Bow Meeting House Society in 1970. The building was donated to the town in 1985. The slats were added to the bell tower in 1989 to protect it from the weather. Do not touch the building, chimney or foundation, no cache there!

Additional Hints

Leave no stone unturned! Do not touch the building, chimney or foundation, no cache there!

Hidden on 4-17-2011

INTENTION:

Here I wanted the title “Bow Bog Meeting House 1835” to stand out in the hierarchy based on the font type and treatment. The coordinates and details of the cache (right corner) are also important information; I wanted to allow the readers eye to travel up the left side of the page and over to the necessary content.

ITERATION:

I chose to go through and redo my layout assignment to gain a better understanding of the grid. I worked to assign focus based on:

- Hierarchy of content
- Typography
- Flow of content

Type

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Hidden on 4-17-2011

INTENTION:

With the addition of lines, I wanted to add more emphasis to the location information of the geocache.

I enjoy the feel this layout gives by engaging the information on the left side of the page as if the location information is the spine of a book.

ITERATION:

Similar to the first layout assignment, I had not been as successful in my first attempt with using shapes and lines to communicate hierarchy and emphasis. Iterating on this assignment gave me a better understanding of the impact of visual elements on layout.

Type

Layout I

Layout II

Photo

Color

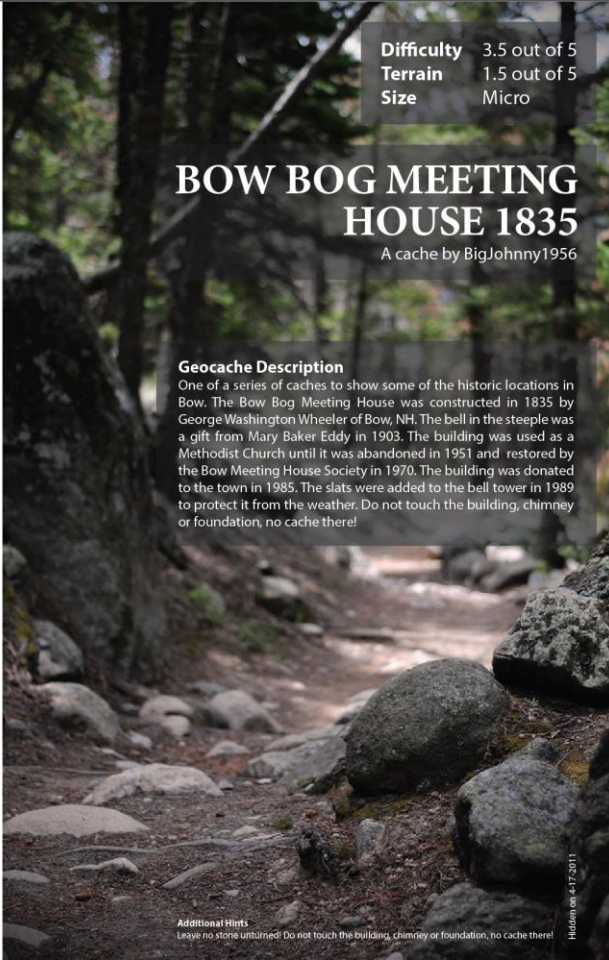
Icons

Web

Print

STATE NEW HAMPSHIRE, USA

COORDINATES N 43° 07.272 W 071° 30.664



Difficulty 3.5 out of 5
 Terrain 1.5 out of 5
 Size Micro

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Geocache Description

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Additional Hints
 Leave no stone unturned! Do not touch the building, chimney or foundation, no cache there!

Hidden on 4/17/2011

INTENTION:

I intended to convey a sense of exploring and traveling down a path with this photograph – geocaching is a journey to a destination. I also wanted to engage the left margin with the location information as valuable for geocaching.

The path is intended to lead the reader to the content without overly obscuring the photo. I also feel the image helps to play with the small “Additional Hints” to leave no stone unturned placed over the rocks in the photo.

ITERATION:

With this iteration, I wanted the photo to have a more active role in the design. My previous design had much of the photo obscured. Here the photo leads the reader to the content with a sense of exploring the outdoors; unifying the photo and content.

Type

Layout I

Layout II

Photo

Color

Icons

Web

Print

COORDINATES N 43° 07.272 W 071° 30.664 STATE NEW HAMPSHIRE, USA



Difficulty ★★★★★
Terrain ★★★★★
Size Micro

BOW BOG MEETING HOUSE 1835

A cache by BigJohnny1956

Geocache Description

One of a series of caches to show some of the historic locations in Bow. The Bow Bog Meeting House was constructed in 1835 by George Washington Wheeler of Bow, NH. The bell in the steeple was a gift from Mary Baker Eddy in 1903. The building was used as a Methodist Church until it was abandoned in 1951 and restored by the Bow Meeting House Society in 1970. The building was donated to the town in 1985. The slats were added to the bell tower in 1989 to protect it from the weather. Do not touch the building, chimney or foundation, no cache there!

Additional Hints

Leave no stone unturned! Do not touch the building, chimney or foundation, no cache there!

Hidden on 4-17-2011

INTENTION:

My intention with using color was to elicit the impression of a map. Geocaching is based around navigating to a location and I thought it would be interesting to play with colors of a map. The dark blue-green calls attention to important elements, while the red also indicates more interesting elements (navigation with the x marks the spot and the geocache details).

ITERATION:

Iterating on the color was a challenge for me. I had always wanted to incorporate the red as a kind of navigation element, but I feel I could continue to improve on this design.

Type

Layout I

Layout II

Photo

Color

Icons

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Print



INTENTION:

With this design, I wanted to communicate the flexibility of this pictogram design for any user, where I've placed a person with a GPS, hiking to locate a geocache.

I wanted to indicate how geocaching can take you on adventures, and conveying the connection of exploring the outdoors.

I intended for this design to be usable by anyone who enjoys exploring the outdoors, including myself.

ITERATION:

For this design I incorporated the new person with the GPS to integrate with the geocaching theme. I made refinements to the person icon to add some sophistication to the design.

Type

Layout I

Layout II

Photo

Color

Icons

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Print



INTENTION:

My goal with the website assignment was to approach it as if I were redesigning the current geocaching website, which is in need of a makeover.

The intention of the home page is to elicit adventure and exploration – how geocaching can take you to beautiful places, while maintaining a clean and modern feel.

With the second page, I wanted content to be easy to locate and clearly grouped. With geocaching, there is a large amount of content to look through to evaluate a geocache. I feel this is a vast improvement over the current website.

ITERATION:

For this design I cleaned up the header color to be cohesive with the colors on the second page.

Type

Layout I

Layout II

Photo

Color

Icons

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Print



INTENTION:

The inspiration for the card with the cutouts came from geocaching events where geocachers come together to talk geocaching and find geocaches.

The intention for this design was to give the cards out during these events with the hints as the cutouts. The information is clearly displayed within the card and the front is a playful design of the location. The cards could be souvenirs from the geocaching event.

ITERATION:

The front of the card was the most difficult for me to communicate; how to make it playful while carrying a similar tone as the inside. I would consider refining my design to create a more cohesive feel between these elements.