

# THE INVOLVEMENT OF HUMAN- COMPUTER INTERACTION IN THE REBRANDING PROCESS

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# ARTIST STATEMENT

The entirety of this project is focused on the rebranding process for the Great Lakes Sailfish swim team. My goal for this process was to combine graphic design with an interaction design mindset. This means that I wanted to find ways to incorporate potential users' opinions about design and organization to ensure a user-friendly final product. I used various techniques for its incorporation including card sorting with multiple users, competitive analyses and creating personas. These activities allowed for the interaction mindset to be present during the entire project.

Some of the main focuses for the project were the team's logo, website (both for desktop screens and mobile devices) and a poster. I wanted to simplify their identity and make it more accessible for the audience. There were few constraints to keep in mind for this project including their team colors and the team's name. I created all designs but used the content from the existing website and reorganized it using feedback from various users.

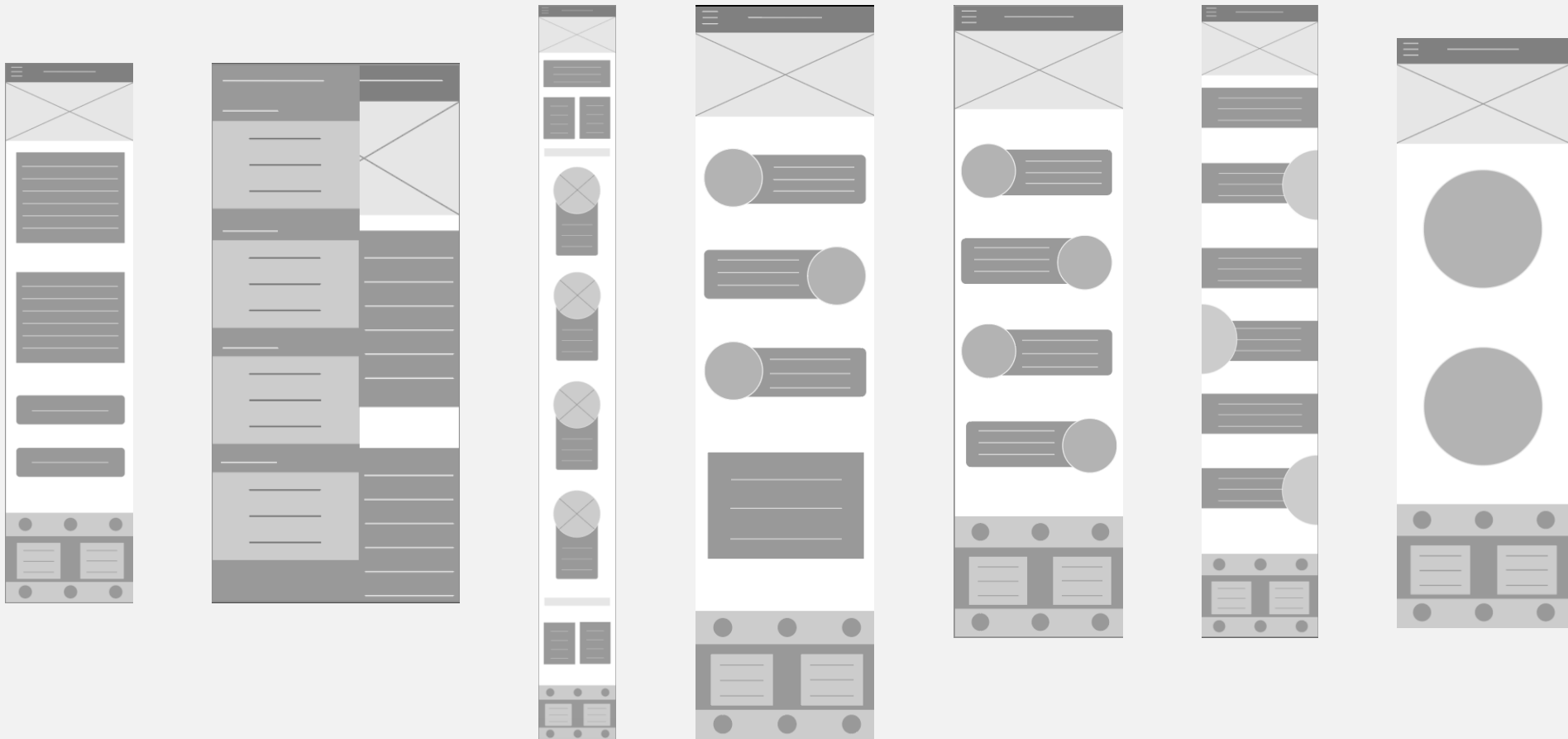
FINAL LOGO  
DESIGN



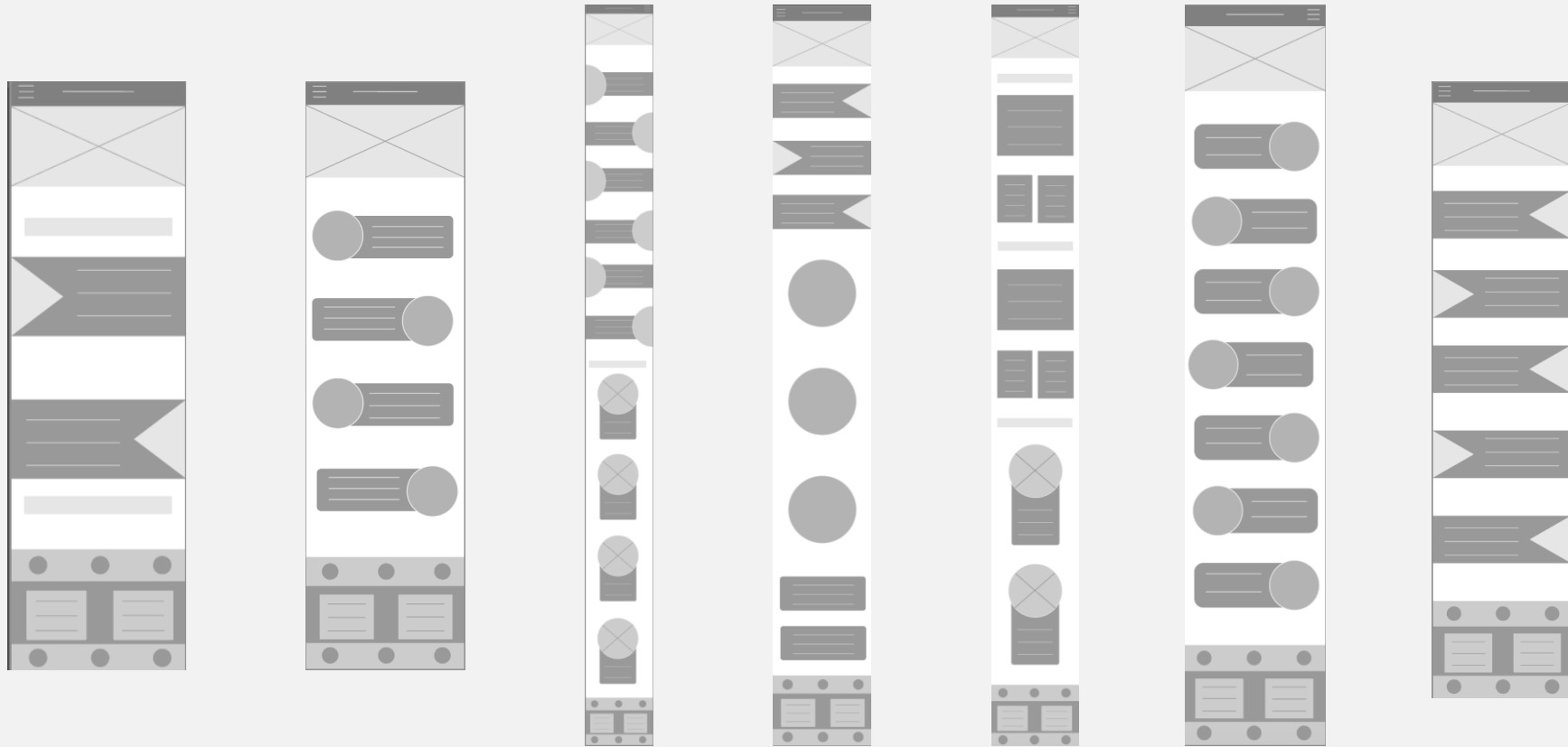


SWIM CAP MOCKUP

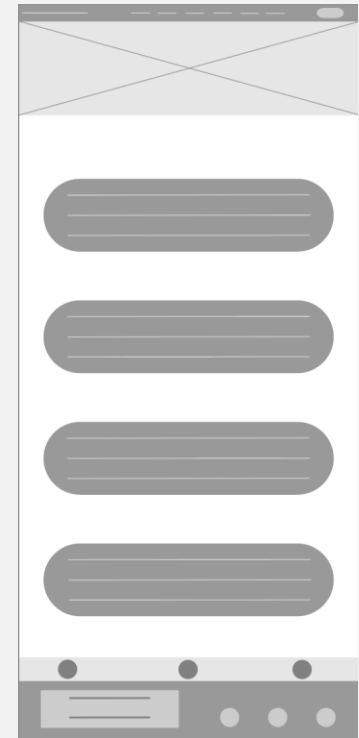
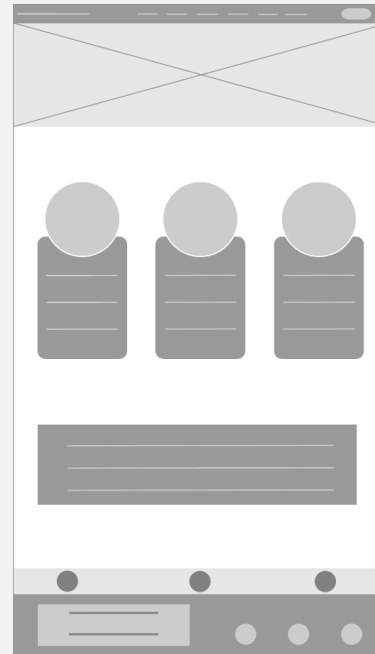
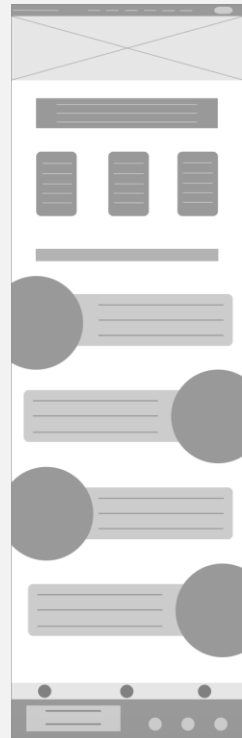
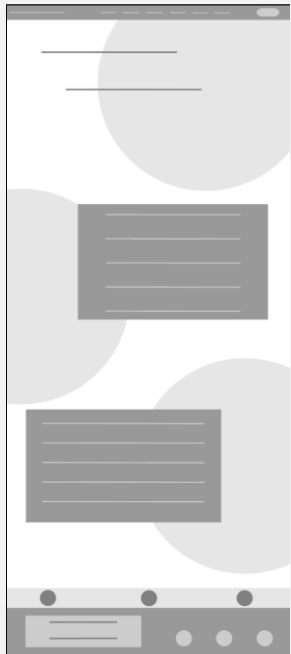
# MOBILE HIGH-FIDELITY WIREFRAMES



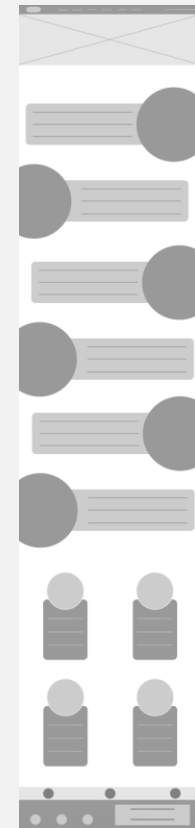
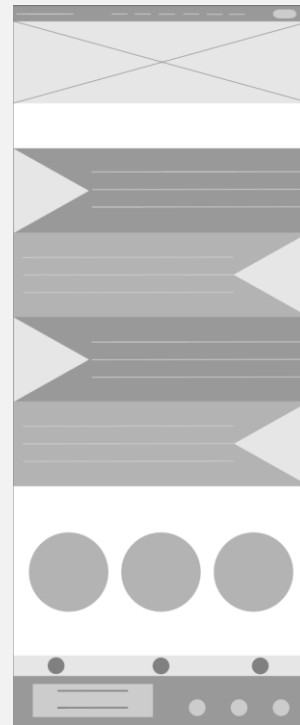
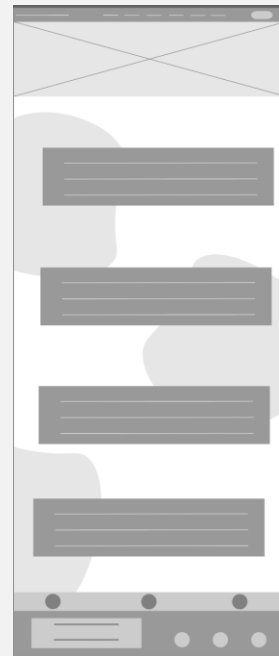
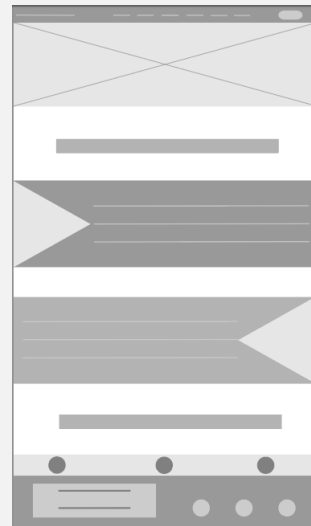
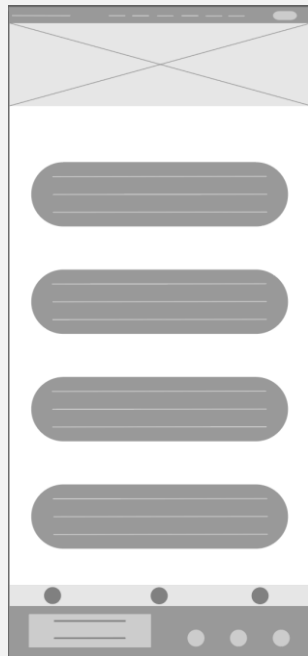
# MOBILE HIGH-FIDELITY WIREFRAMES



# BROWSER HIGH-FIDELITY WIREFRAMES

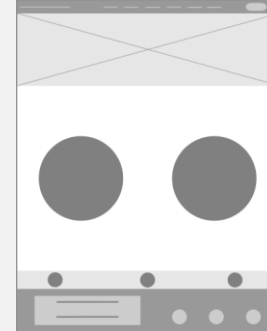
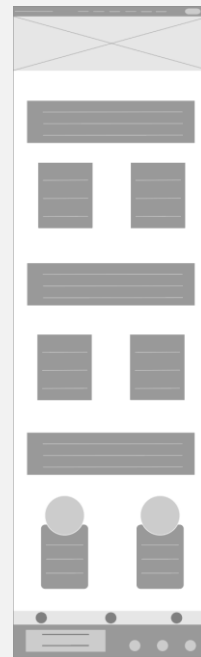
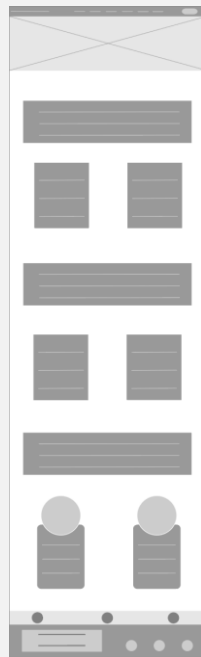
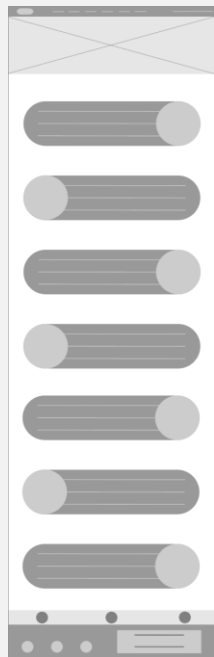


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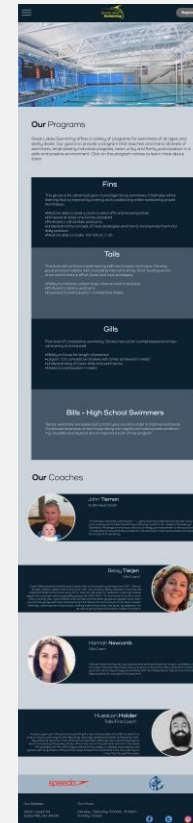




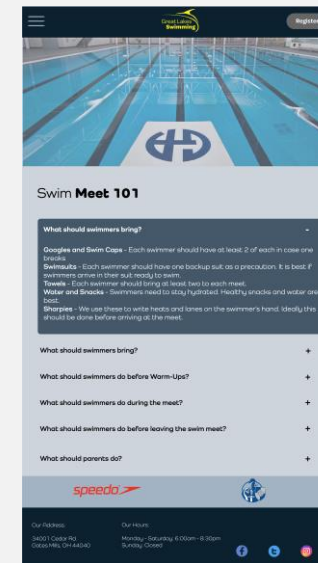
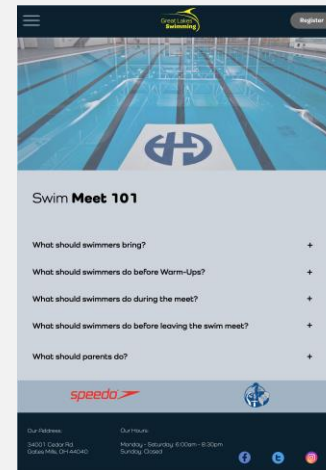
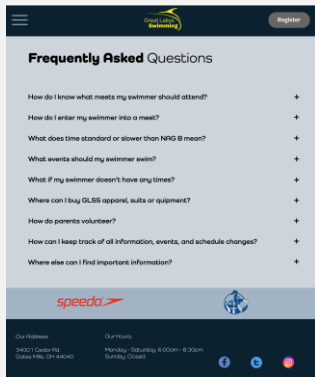
# BROWSER HIGH-FIDELITY WIREFRAMES



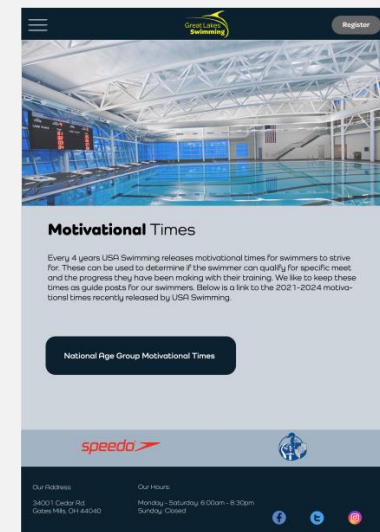
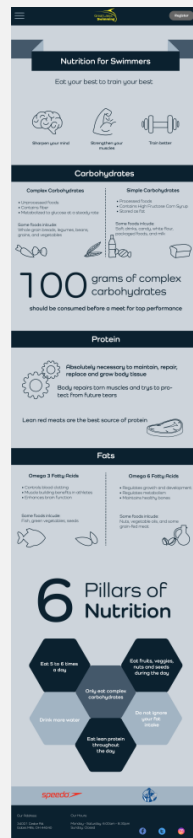
# MOBILE FINAL DESIGN



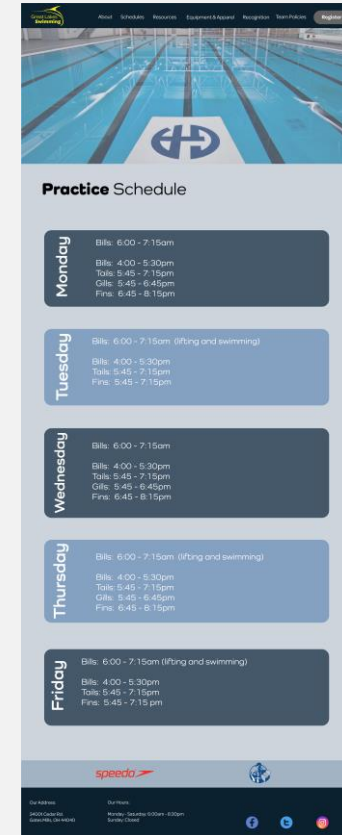
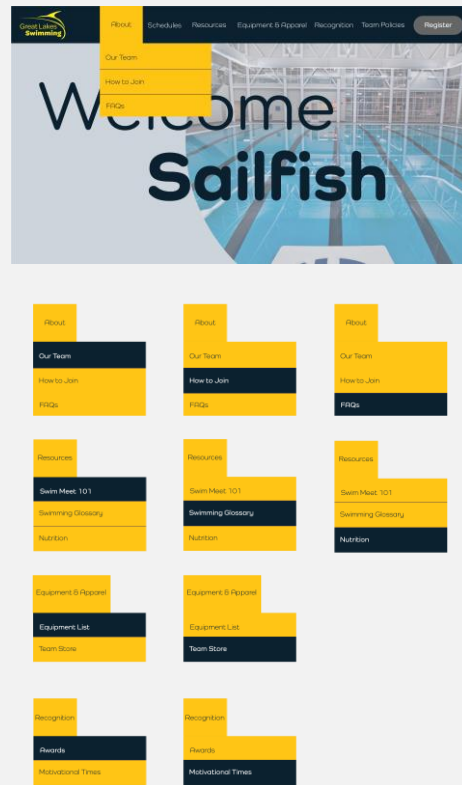
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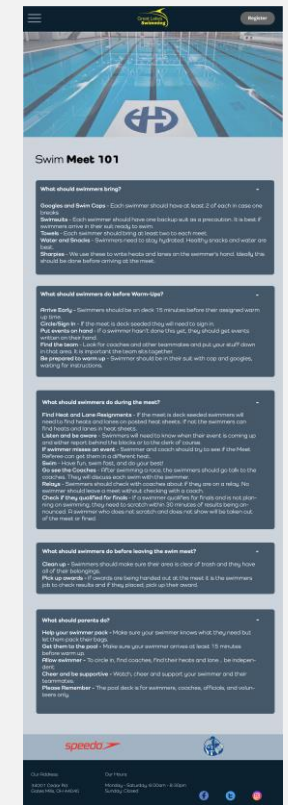
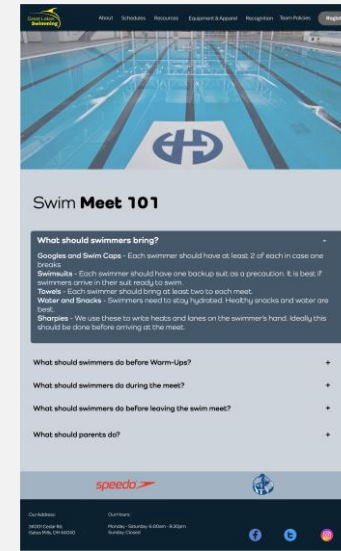
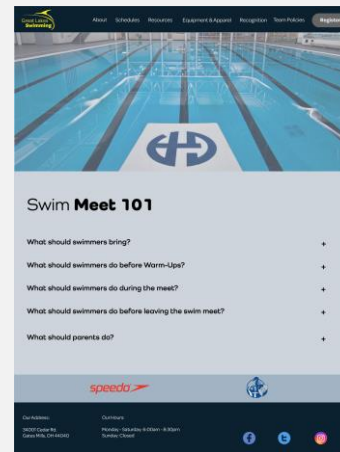
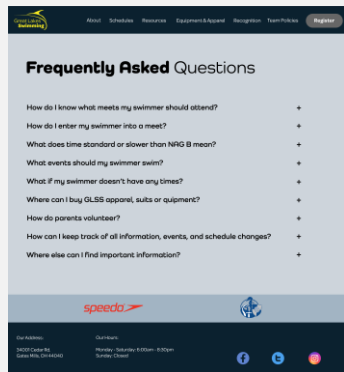
# MOBILE FINAL DESIGN



# BROWSER FINAL DESIGN



# BROWSER FINAL DESIGN





# INFOGRAPHIC

## Nutrition for Swimmers

Eat your best to train your best



Sharpen your mind



Strengthen your muscles



Train better

### Carbohydrates

#### Complex Carbohydrates

- Unprocessed foods
- Contains fiber
- Metabolized to glucose at a steady rate

Some foods include:  
Whole grain breads, legumes, beans, grains, and vegetables



#### Simple Carbohydrates

- Processed foods
- Contains High Fructose Corn Syrup
- Stored as fat

Some foods include:  
Soft drinks, candy, white flour, packaged foods, and milk



### Protein



Absolutely necessary to maintain, repair, replace and grow body tissue

Body repairs torn muscles and tries to protect from future tears

Lean red meats are the best source of protein



### Fats

#### Omega 3 Fatty Acids

- Controls blood clotting
- Muscle building benefits in athletes
- Enhances brain function

Some foods include:  
Fish, green vegetables, seeds



#### Omega 6 Fatty Acids

- Regulates growth and development
- Regulates metabolism
- Maintains healthy bones

Some foods include:  
Nuts, vegetable oils, and some grain-fed meat



## 6 Pillars of Nutrition

