THE INVOLVEMENT OF HUMAN-COMPUTER INTERACTION IN THE REBRANDING PROCESS

Marisa Stover

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 is 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

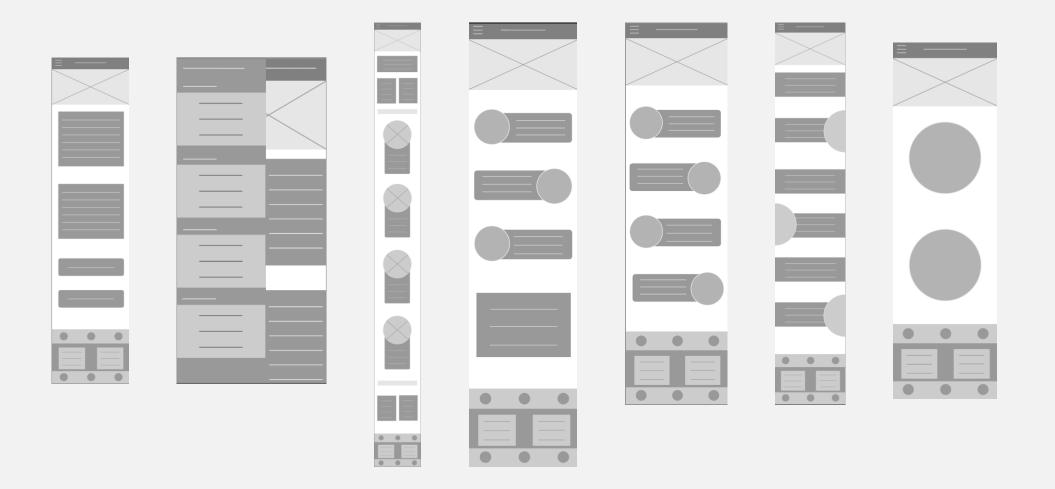
Great Lakes Swimming

SWIM CAP MOCKUP

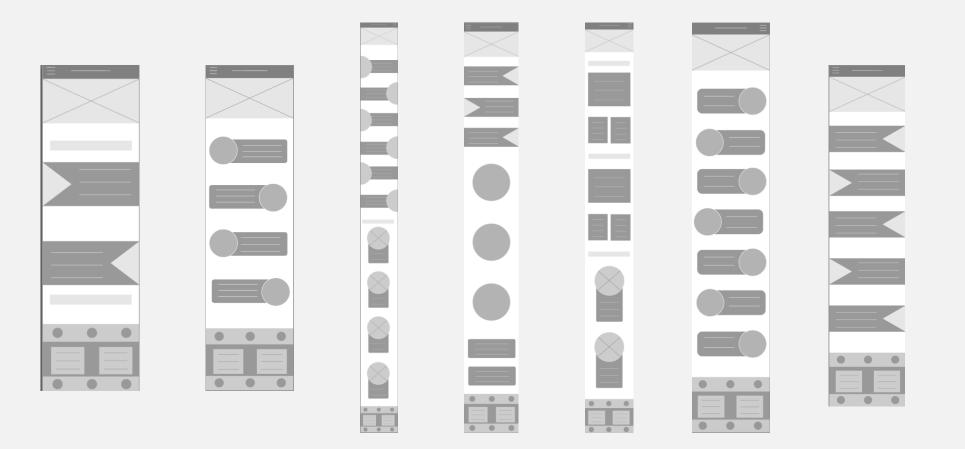




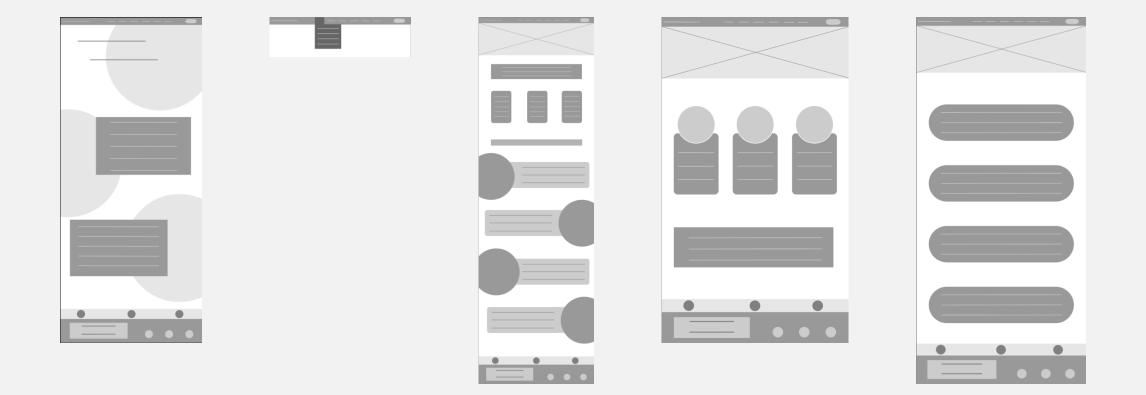
MOBILE HIGH-FIDELITY WIREFRAMES



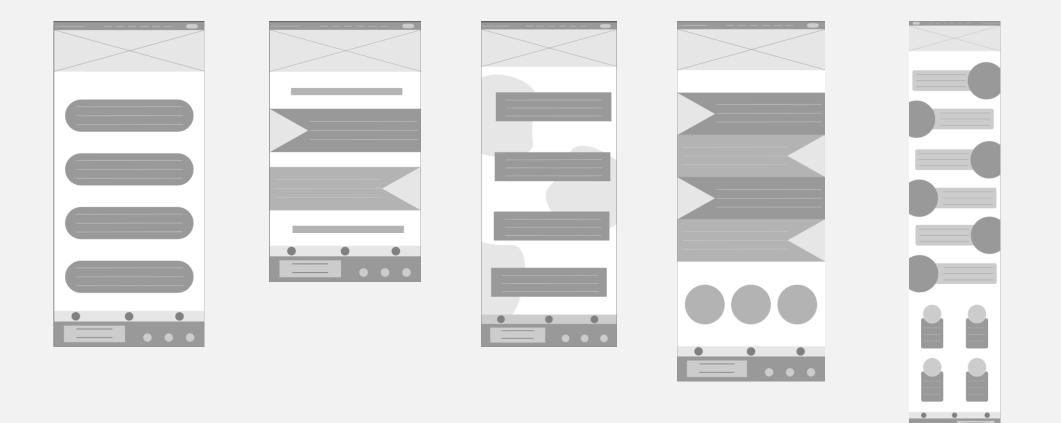
MOBILE HIGH-FIDELITY WIREFRAMES



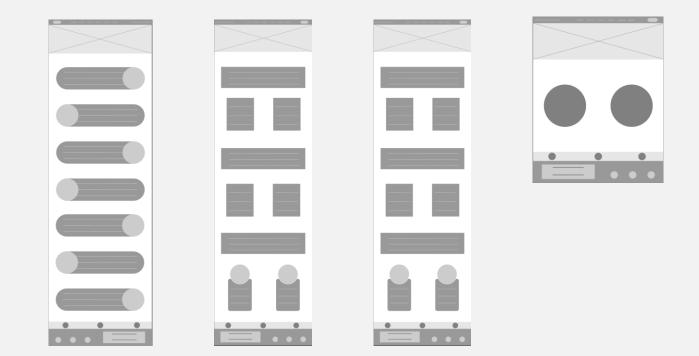
BROWSER HIGH-FIDELITY WIREFRAMES



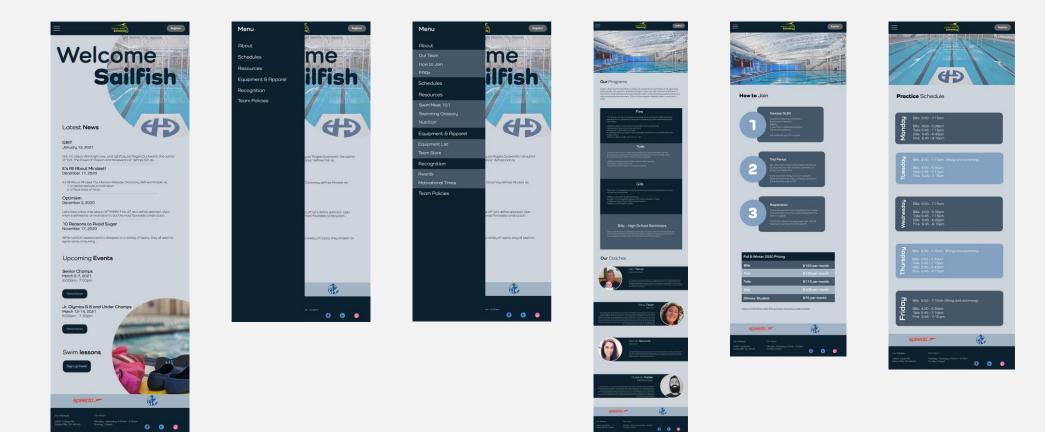
BROWSER HIGH-FIDELITY WIREFRAMES



BROWSER HIGH-FIDELITY WIREFRAMES



MOBILE FINAL DESIGN



MOBILE FINAL DESIGN







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What should swimmers do during the meet?

What should swimmers do before leaving the s What should parents do?

speedo.







MOBILE FINAL DESIGN





Equipment List

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100 grams of complex carbohydrates

Some Foods Heads Alass regulated and cord scores grant Head results

6 Pillars of Nutrition

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Bills and Fins Gills and Tails speedo -









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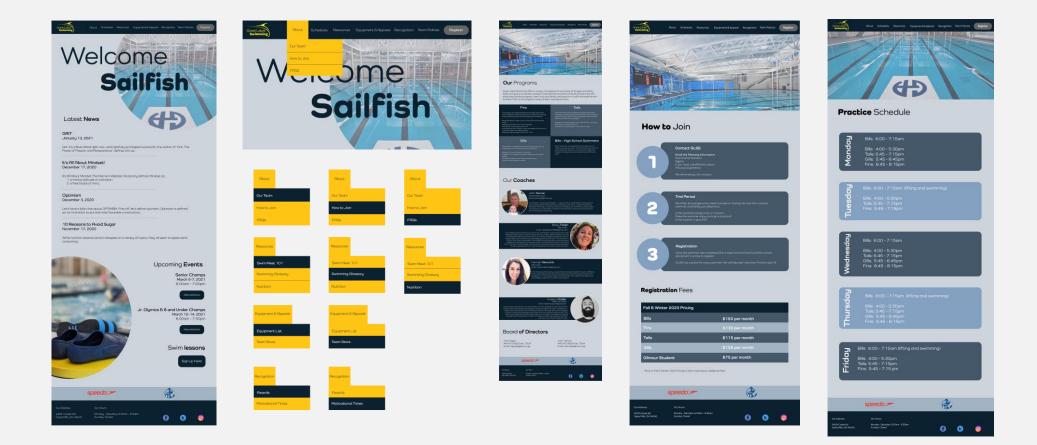


Motivational Times

Every 4 years USA Swimming releases motivational times for swimmers to strive for. These can be used to determine if the swimmer can qualify for specific meet and the progress they have been moleny with their training. We like to keep these times as guide posts for our swimmers. Blevius is 1 link to the 2021-2024 motiva-tional times recording veloces by USA Swimming.



BROWSER FINAL DESIGN



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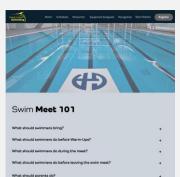


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Swim Meet 101

withing should	swimmers bring?			
Googles and S	wim Caps - Each swimmer should have			
	ch swimmer should have one backup si e in their suit ready to swim. swimmer should bring at least two to ex			
Water and Sno				
Sharples - We	use these to write heats and lanes on b I before arriving at the meet.	he swimmer's ho	ind. Ideally	1this
What should sw	immers do before Worm-Ups?			
What should sw	immers do during the meet?			
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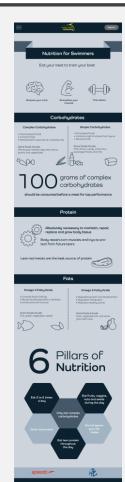






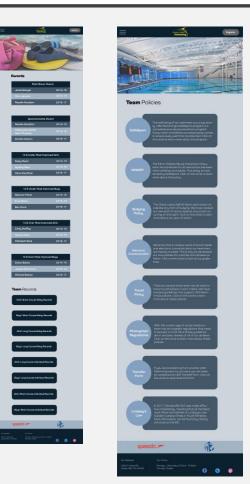
BROWSER FINAL DESIGN

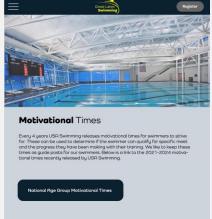






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INFOGRAPHIC

Nutrition for Swimmers
Eat your best to train your best
Sharpen your mind Strengthen your muscles
Carbohydrates
Complex Carbohydrates Simple Carbohydrates Unprocessed floods Conclams High Processed floods Conclams High Processed floods Conclams High Processed floods Some floods include: Some floods include:
Protein
Absolutely necessary to maintain, repair, replace and grow body tissue Body repairs torn muscles and trys to protect from future tears Lean red meats are the best source of protein
Fats
Omega 5 Rotty Acids Omega 6 Rotty Acids Controls blood clotting Macle building benefits in atNettes Enhances brain function Marcains healthy bones Regulates growth and development. Regulates metabolism Marcains healthy bones Some foods inlcude: Nues, vegetable oils, and some grain-fed meat.
6 Pillars of Nutrition
Eat lean protein throughout the day Eat 5 to 6 times a day Drink more water Drink more water Carbohydrates Carbohydrates