



**CALIFORNIA
STATE PARKS
FOUNDATION**

Mobile App Design Case Study

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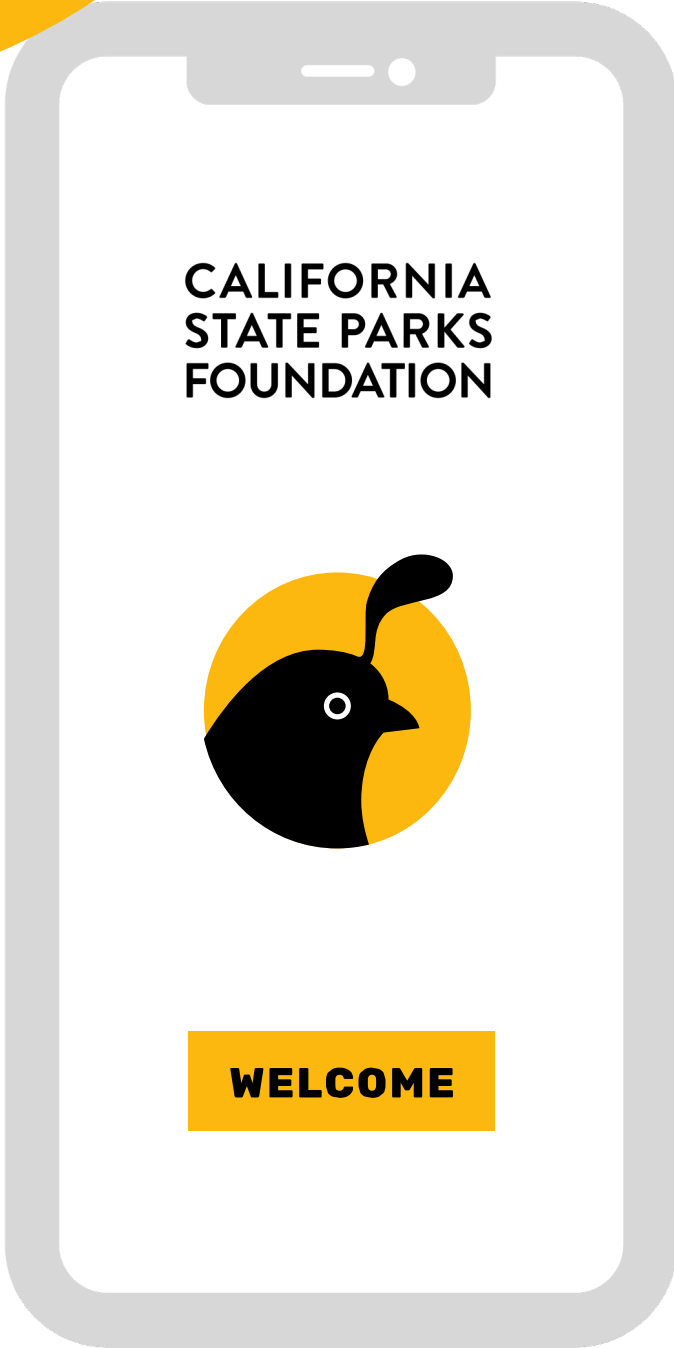
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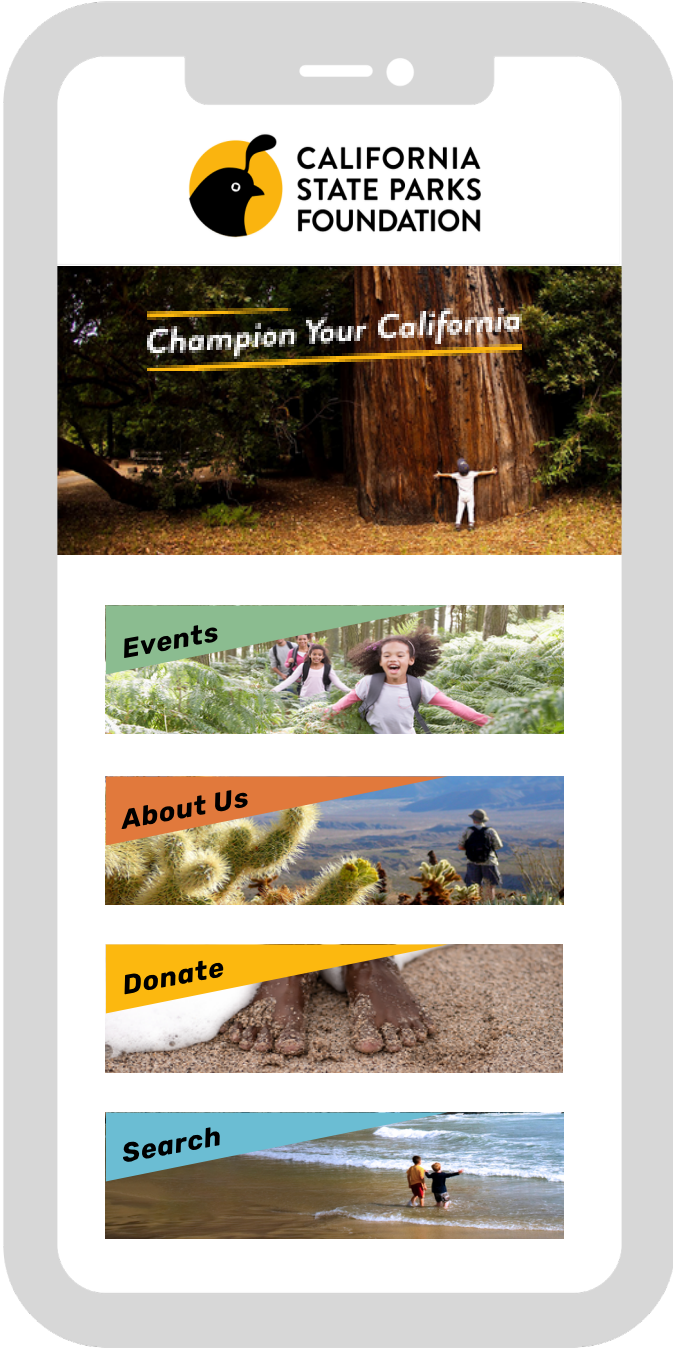


“Design, if it is to be successful, must accommodate the abilities, needs, and interests of people. It must be understandable, usable, accessible.”

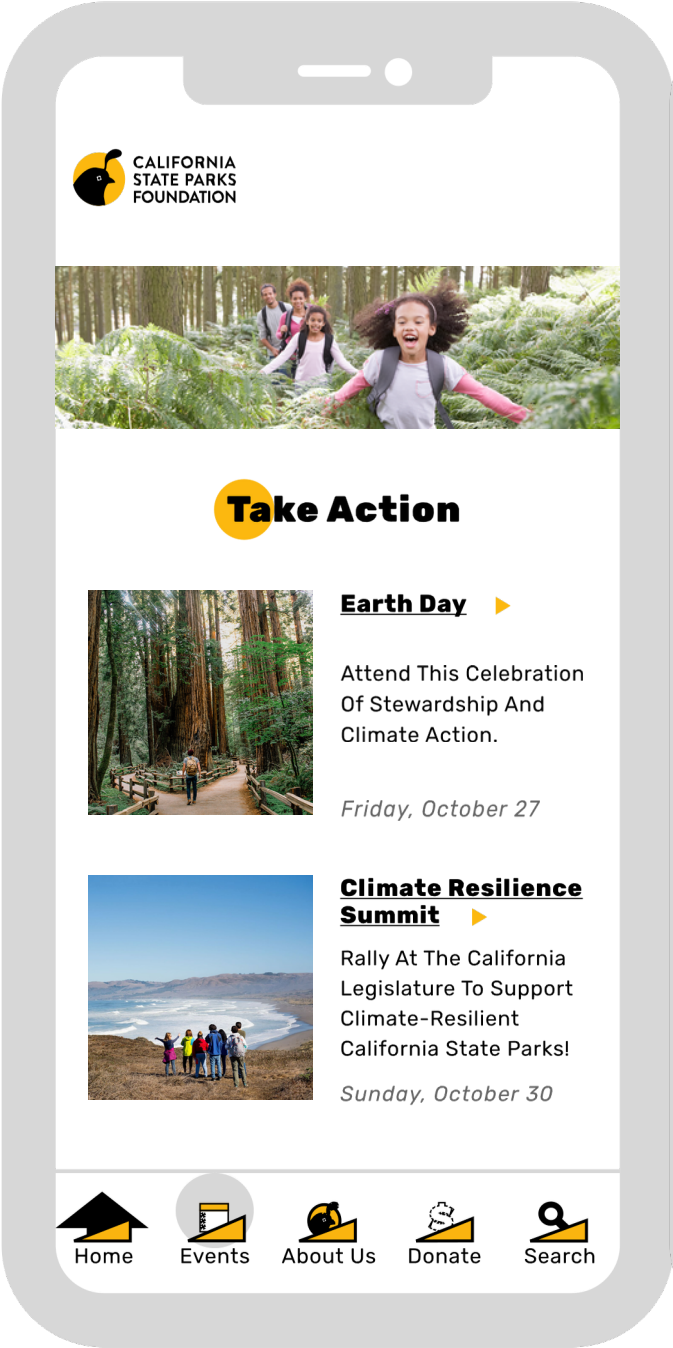
——Don Norman



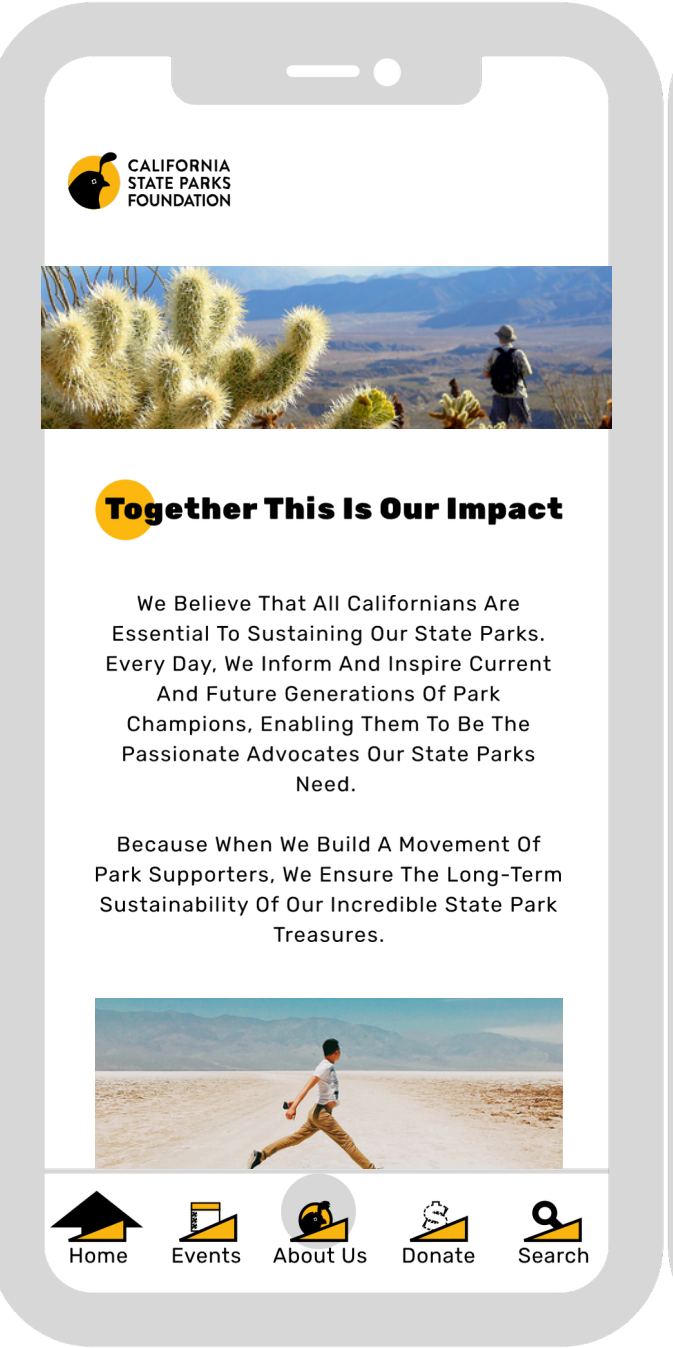
Splash Screen Prototype



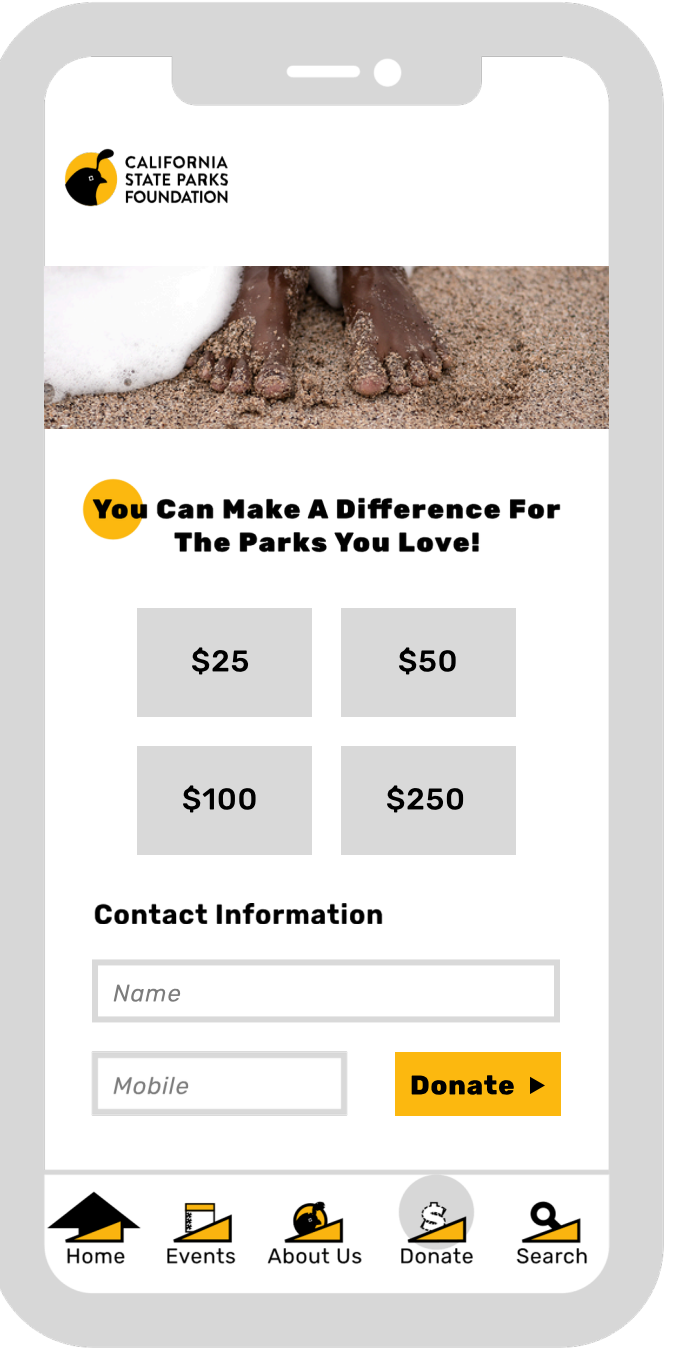
Home Screen Prototype



Event Screen Prototype



About Screen Prototype



Donate Screen Prototype

Style Guide

LOGOS + AVATARS



COLOR PALETTE



PHOTOGRAPHY STYLE



TYPOGRAPHY CHOICES & SIZES

**RUBIK BLACK
IS USED FOR
LARGE TITLES**

**Rubik Bold is Also
Used for Our Headlines
and Subheads**

RUBIK MEDIUM CAN BE USED AS A SECONDARY
SUBHEAD TREATMENT. IT APPEARS IN UPPERCASE
WITH A TRACKING OF +30.

Rubik Light can be used for lead-in copy,
call-outs, or even quotes.

Rubik Regular is used for our body copy. It appears in sentence-case
and is always used in our black or in white when reversed on full-color.
Rubik Regular is not only reserved for lengthier text as our body copy,
but can also be used for bullets, call-outs, captions, and labels.

**Rubik / Black / 27px
-1 Tracking / 27px Leading**

**Rubik / Bold / 19px
-0.5 Tracking / 22px Leading**

Rubik / Medium / 9.5px
2.5 Tracking / 14px Leading

Rubik / Light / 11px
0 Tracking / 16px Leading

Rubik / Regular / 8px
-1 Tracking / 12px Leading

ICONOGRAPHY



GRAPHIC ELEMENTS

Champion Your California

PATTERNS + TEXTURES + BACKGROUNDS

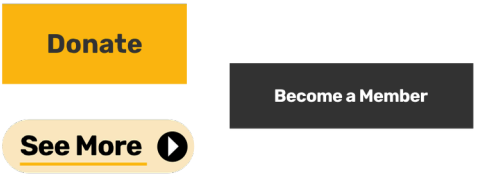


HOW MIGHT WE QUESTIONS

Celebrate California

Create Connection Amplify Impact

BUTTONS



Brand Strategy: Expression Creative Criteria

- How might we **Amplify Impact?**
- How might we **Create Connection?**
- How might we **Celebrate California?**

Brand Strategy: Personality

- Collaborative
- Committed
- Savvy

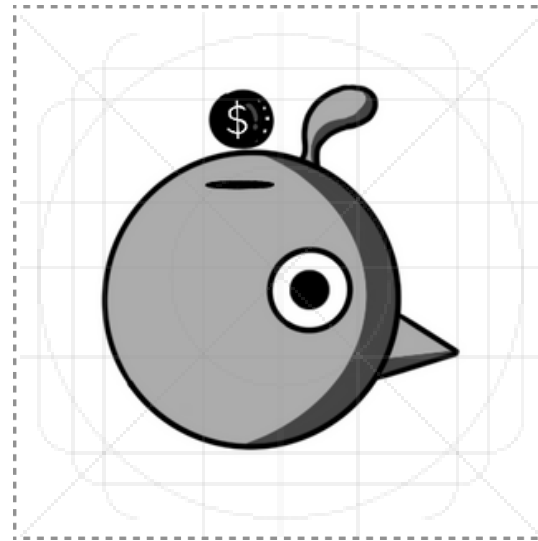
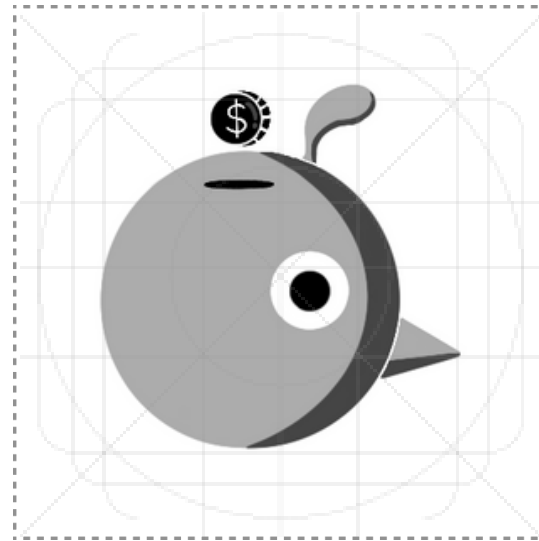
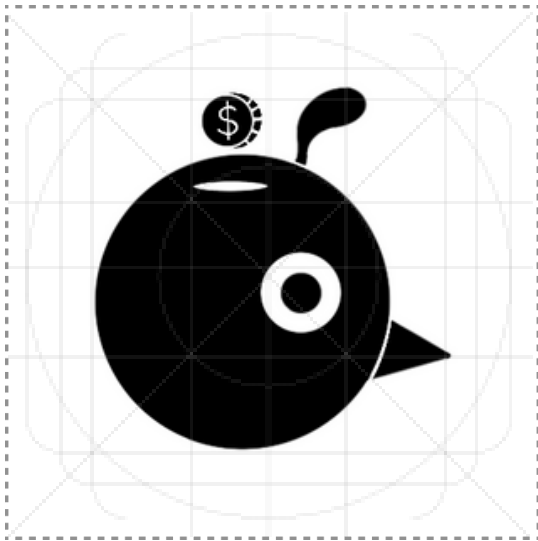
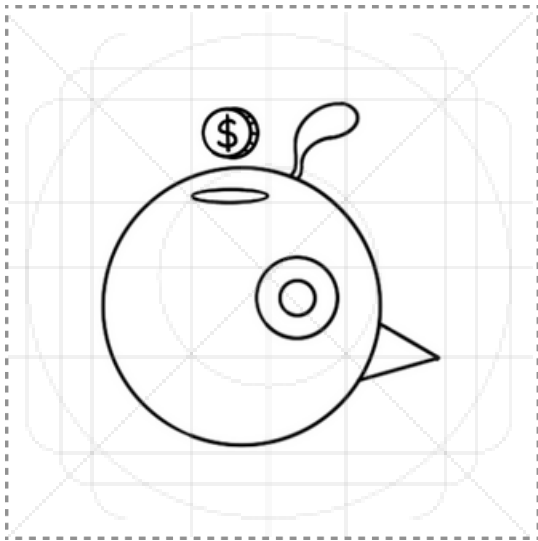
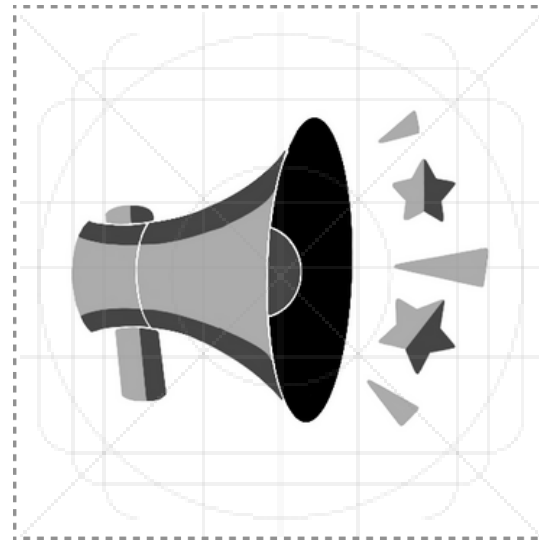
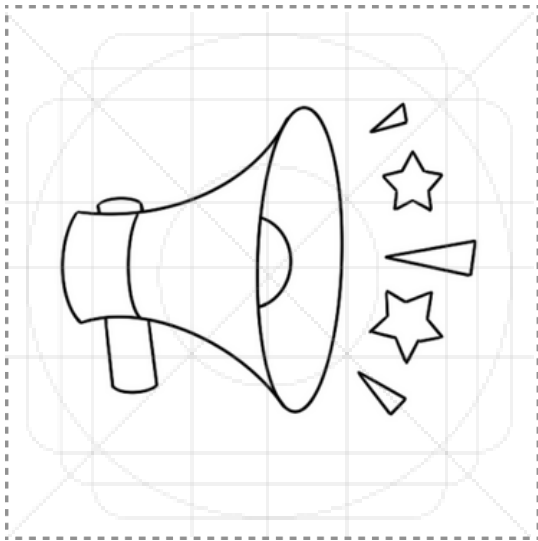
- Focused
- Californian



Brand Strategy: Audiences

- **Local Park Leaders**
- **Volunteer Members**
- **Government Policy Makers**

Icon Design Process



Outline Icons

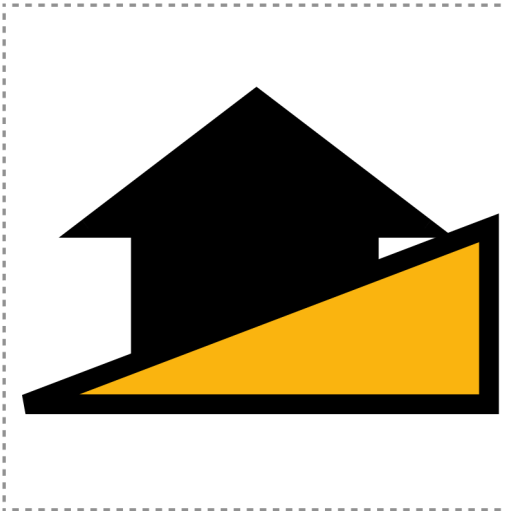
Glyph Icons

Flat Icons

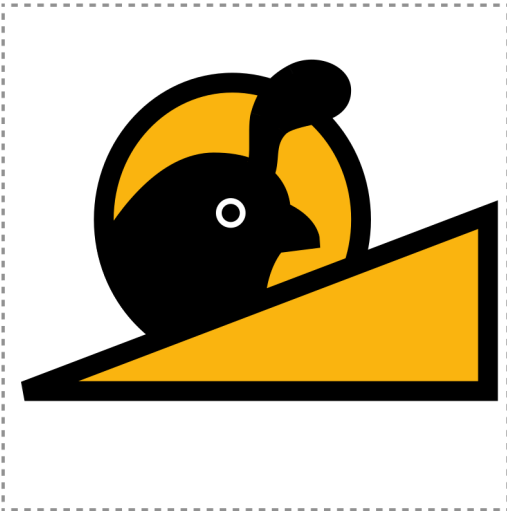
Filled Icons



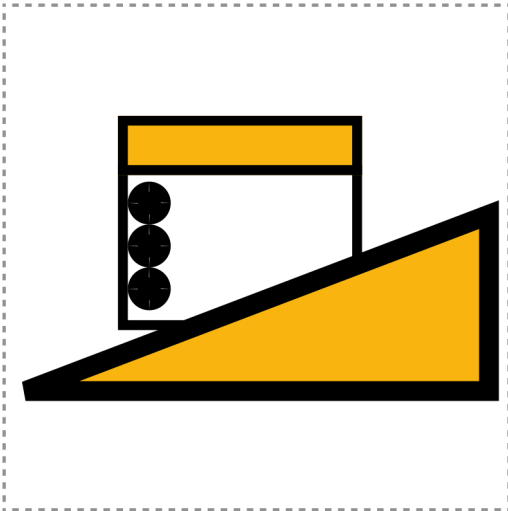
Icon Design Process



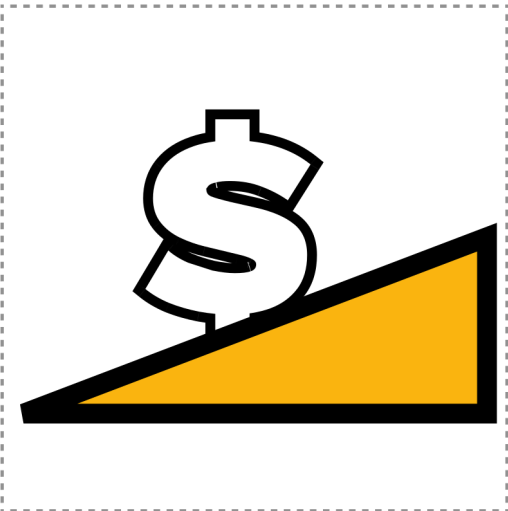
Home



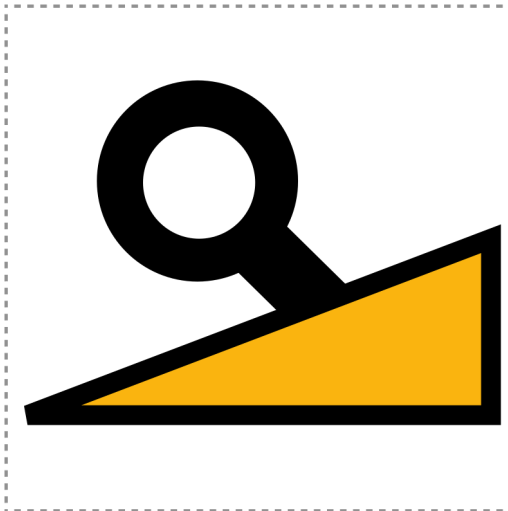
About



Events



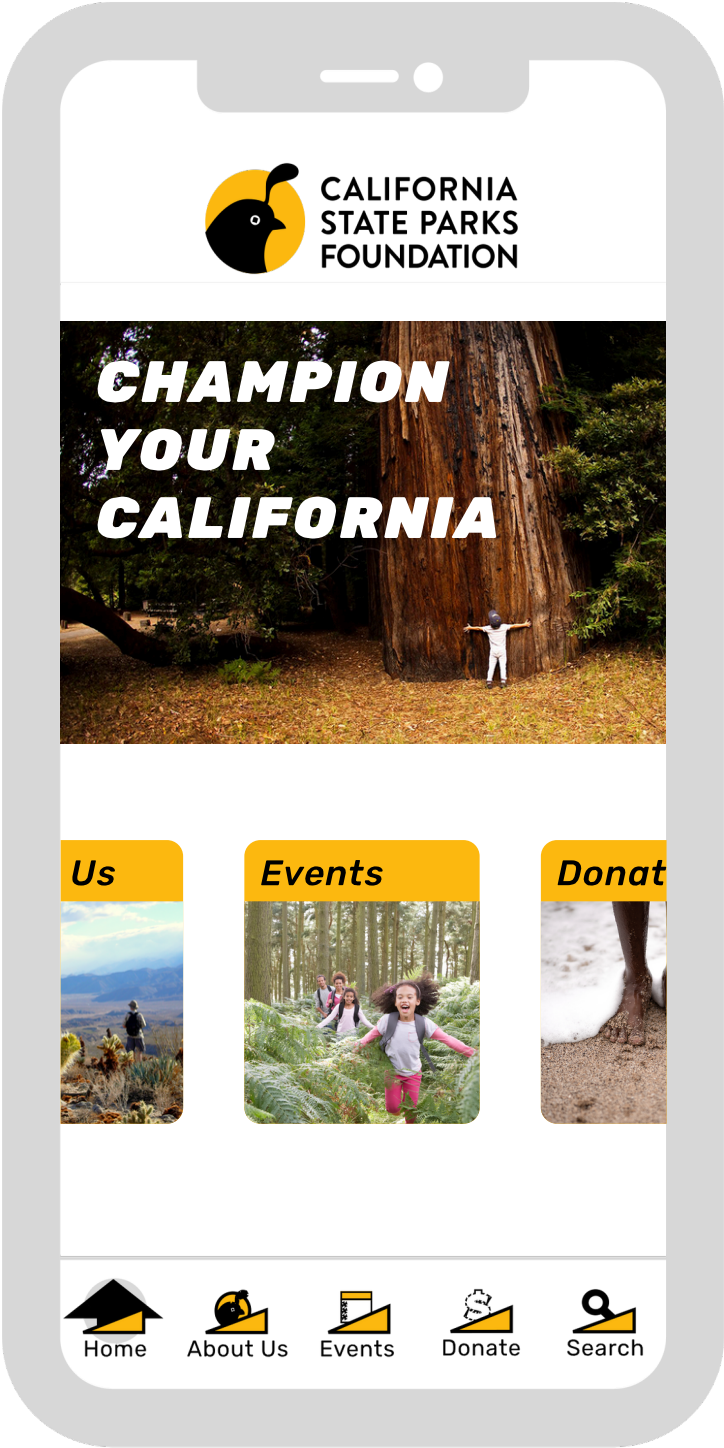
Donate



Search



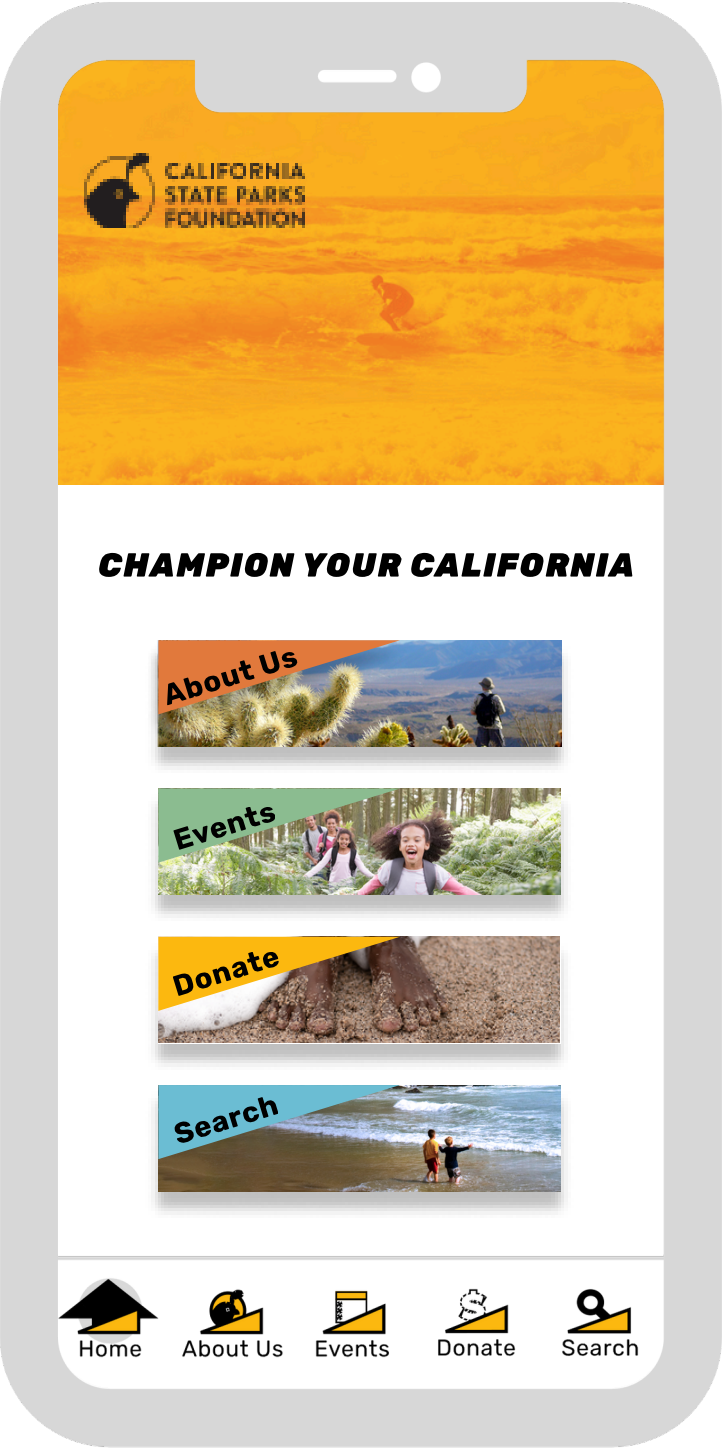
Screen Design Process



Home Screen Prototype 1



Home Screen Prototype 2



Home Screen Prototype 3

Screen Design Process

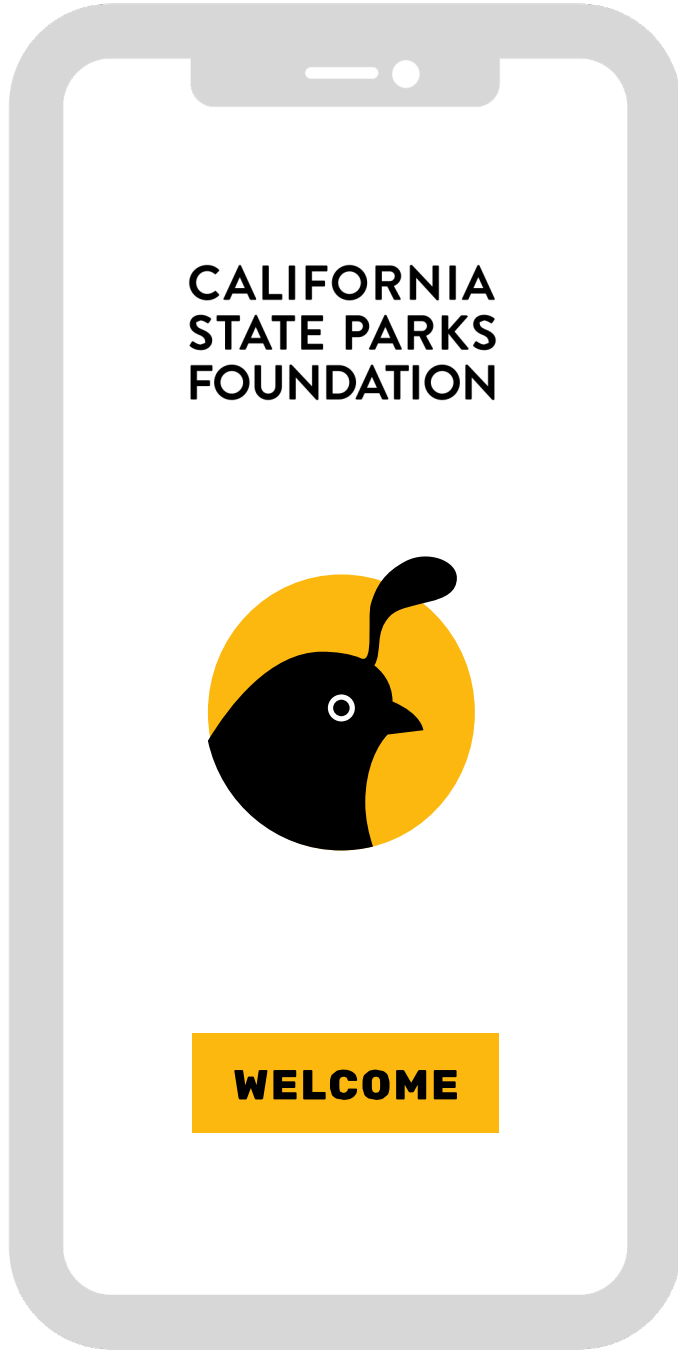


Home Screen Prototype 1

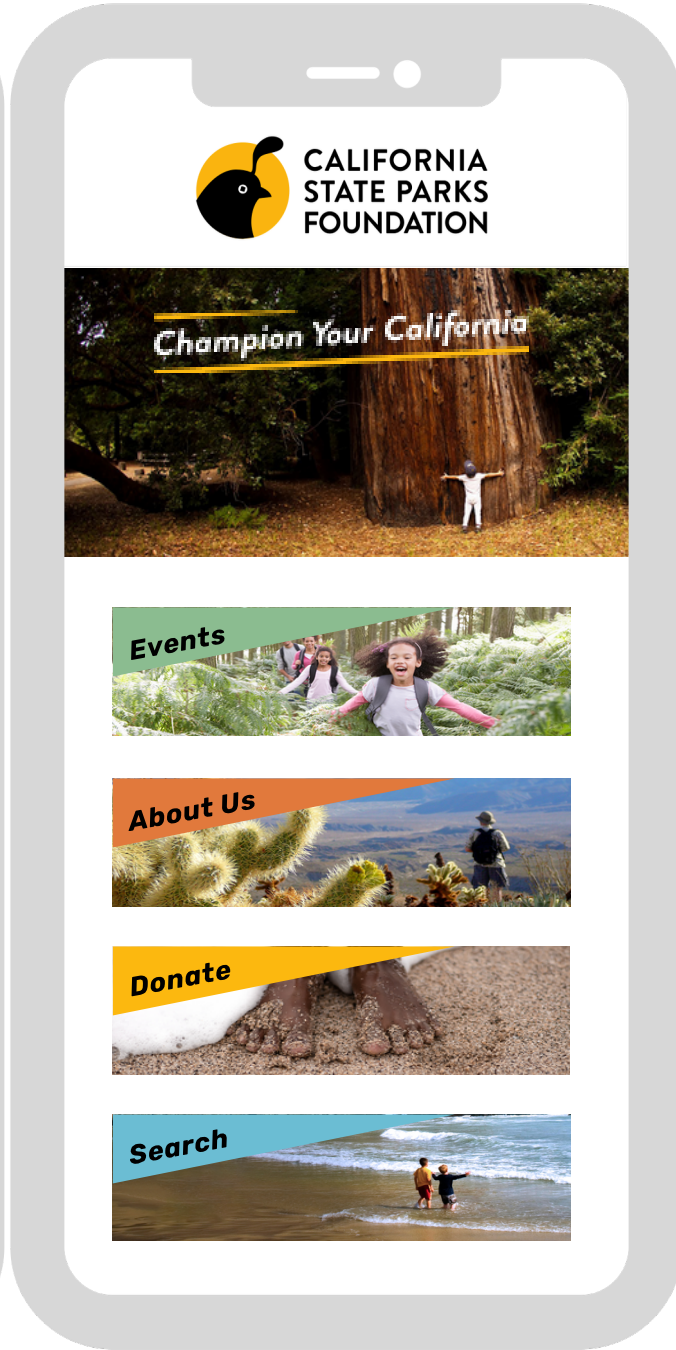
Home Screen Prototype 2

Home Screen Prototype 3

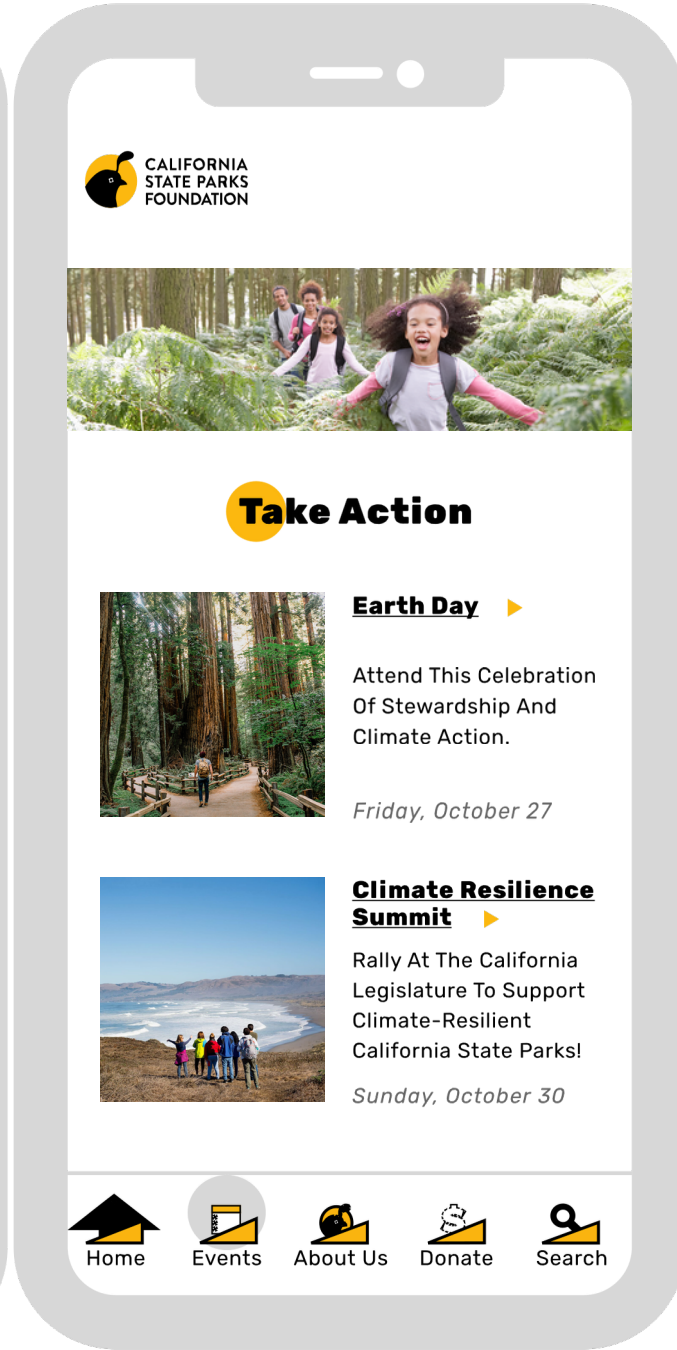
Screen Design Process



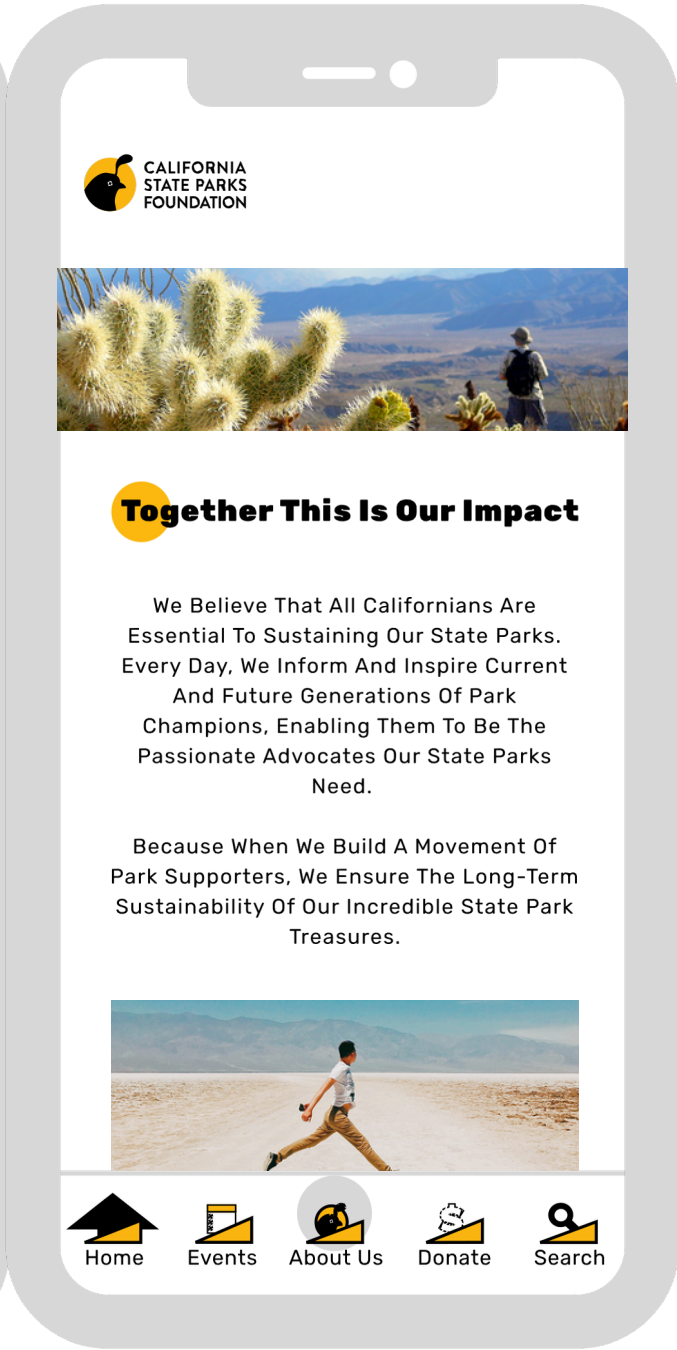
Splash Screen Prototype



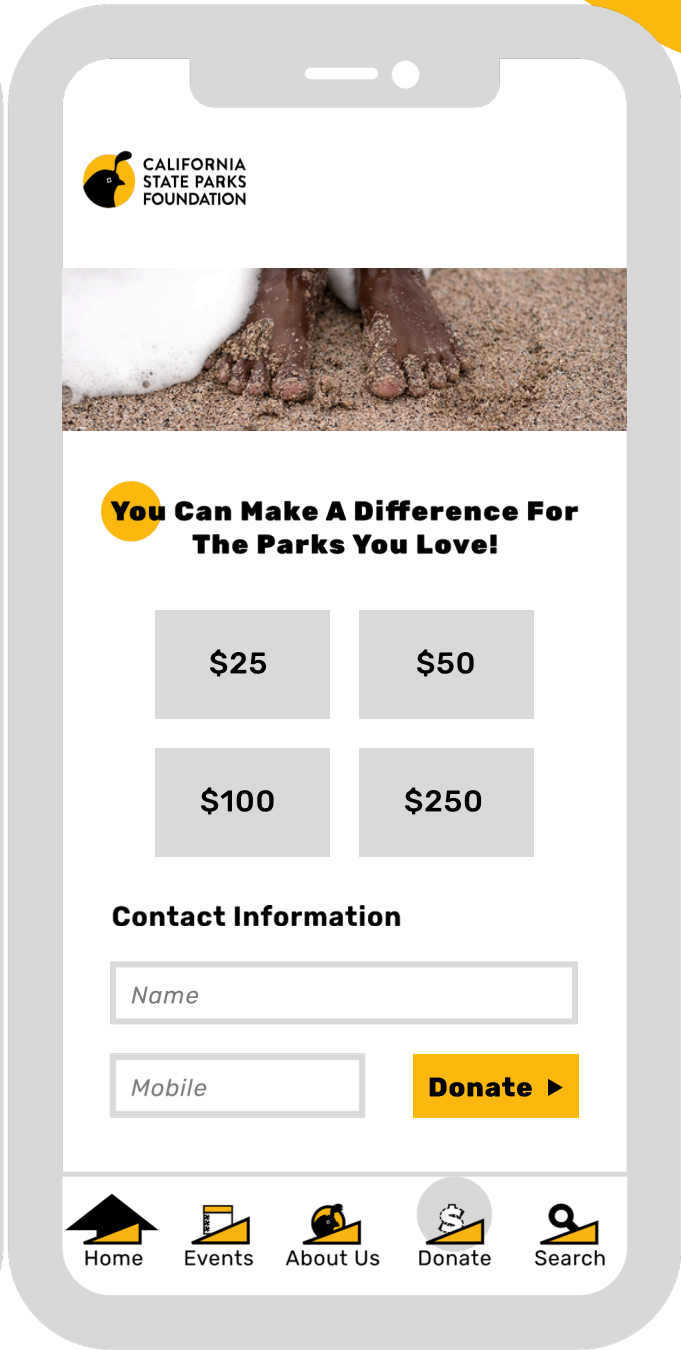
Home Screen Prototype



Event Screen Prototype



About Screen Prototype



Donate Screen Prototype

Resolution & Project Summary

“Design is not only about creativity,
but the **User Needs.**”





Thank You