California

Daniel Zepeda   Elements III   2.25.2021

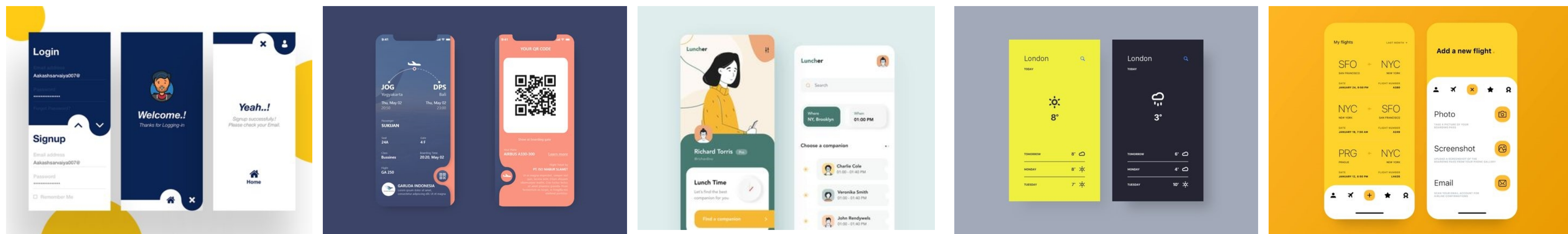## Table of Contents

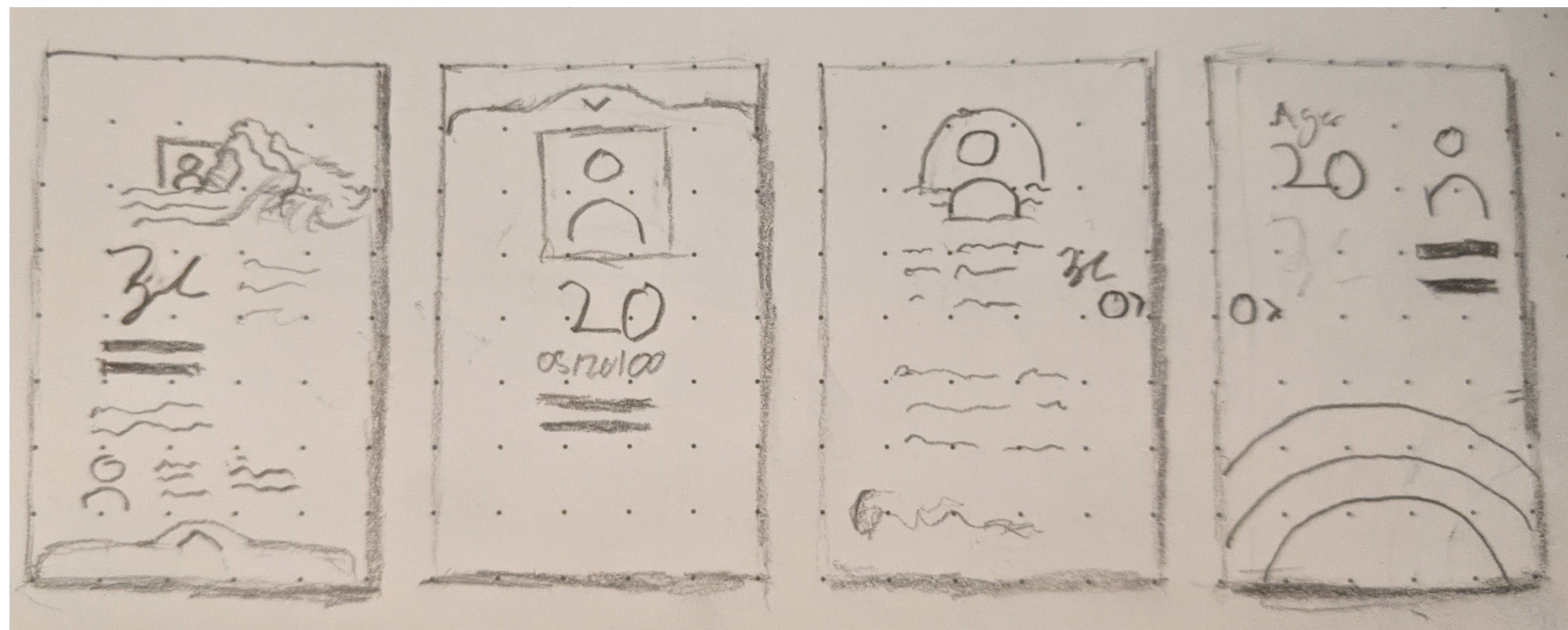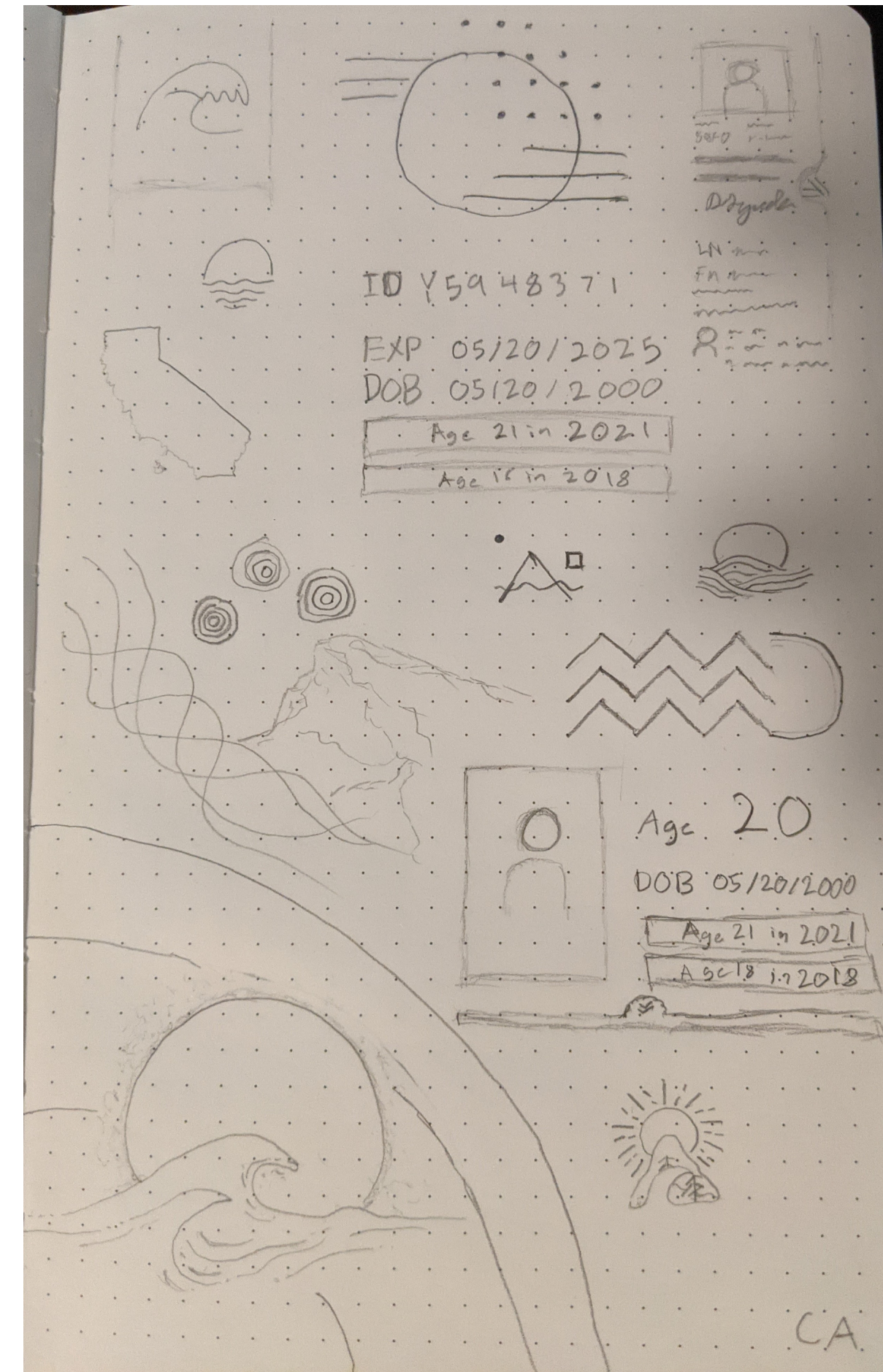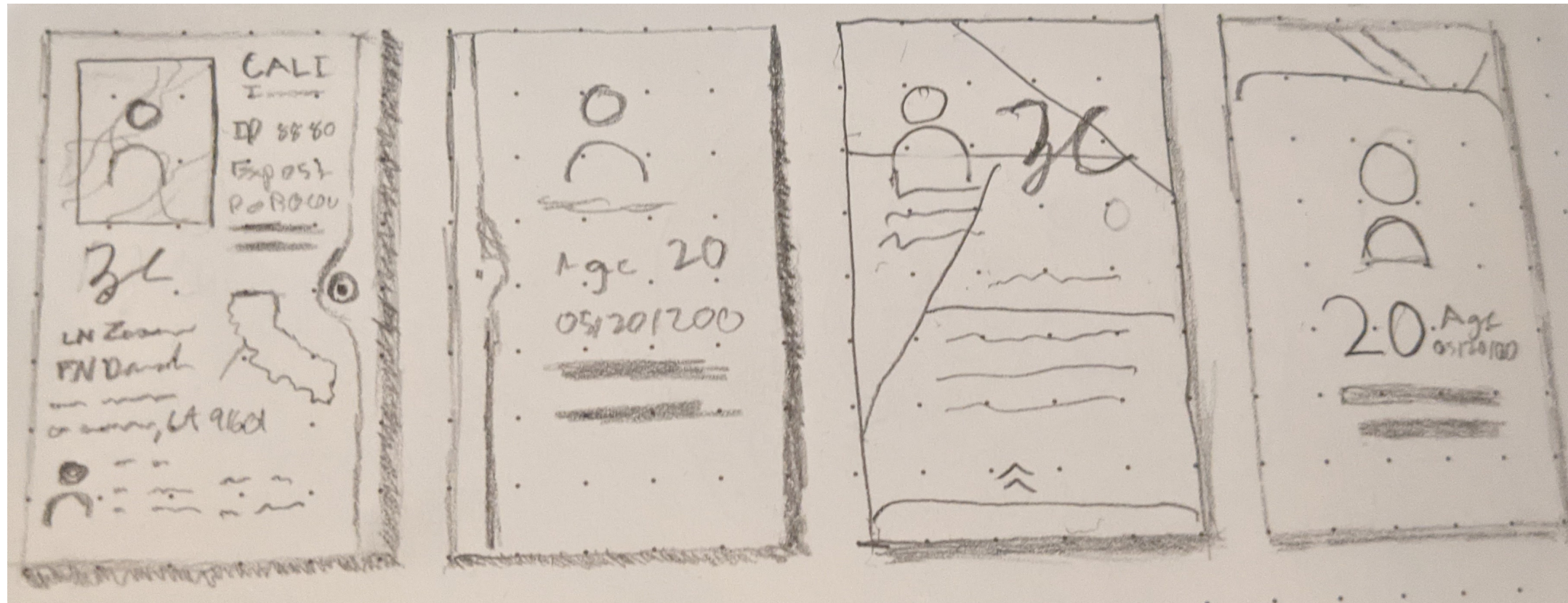# Designing a digital interpretation of a California driver license.

How can information be displayed in an easy to understand way, alongside multiple visual elements in order to present the design as the "essence of California"

How to design the most efficient two state system.

My research led me to realize the importance of accessibility between every possible state. With there only being 2 for the license, I needed to make swapping between them an easy process to understand.
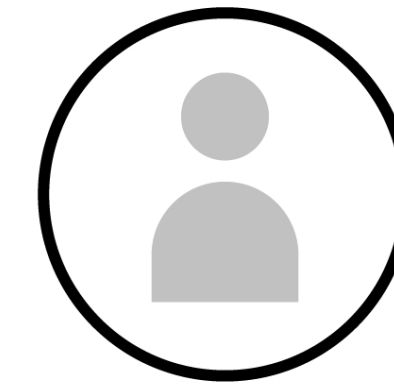
Concept Sketches

Exploration of a two state system

My initial thoughts for the design led me to the idea of having the information be centralized, and having the signature be on display at the bottom. The second state would overlay on top of the full view to physically cover up the information it was hiding

Daniel Joaquin
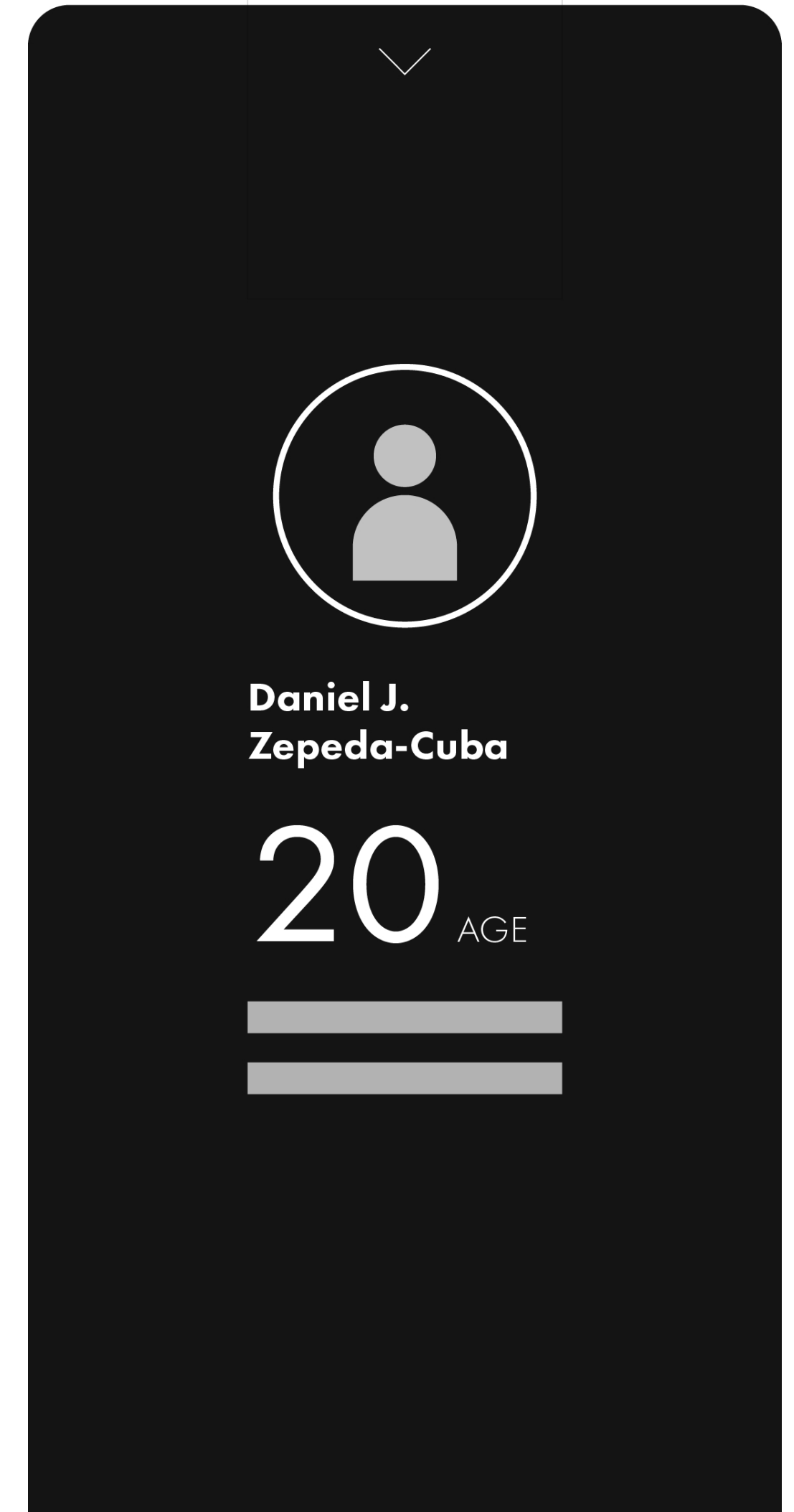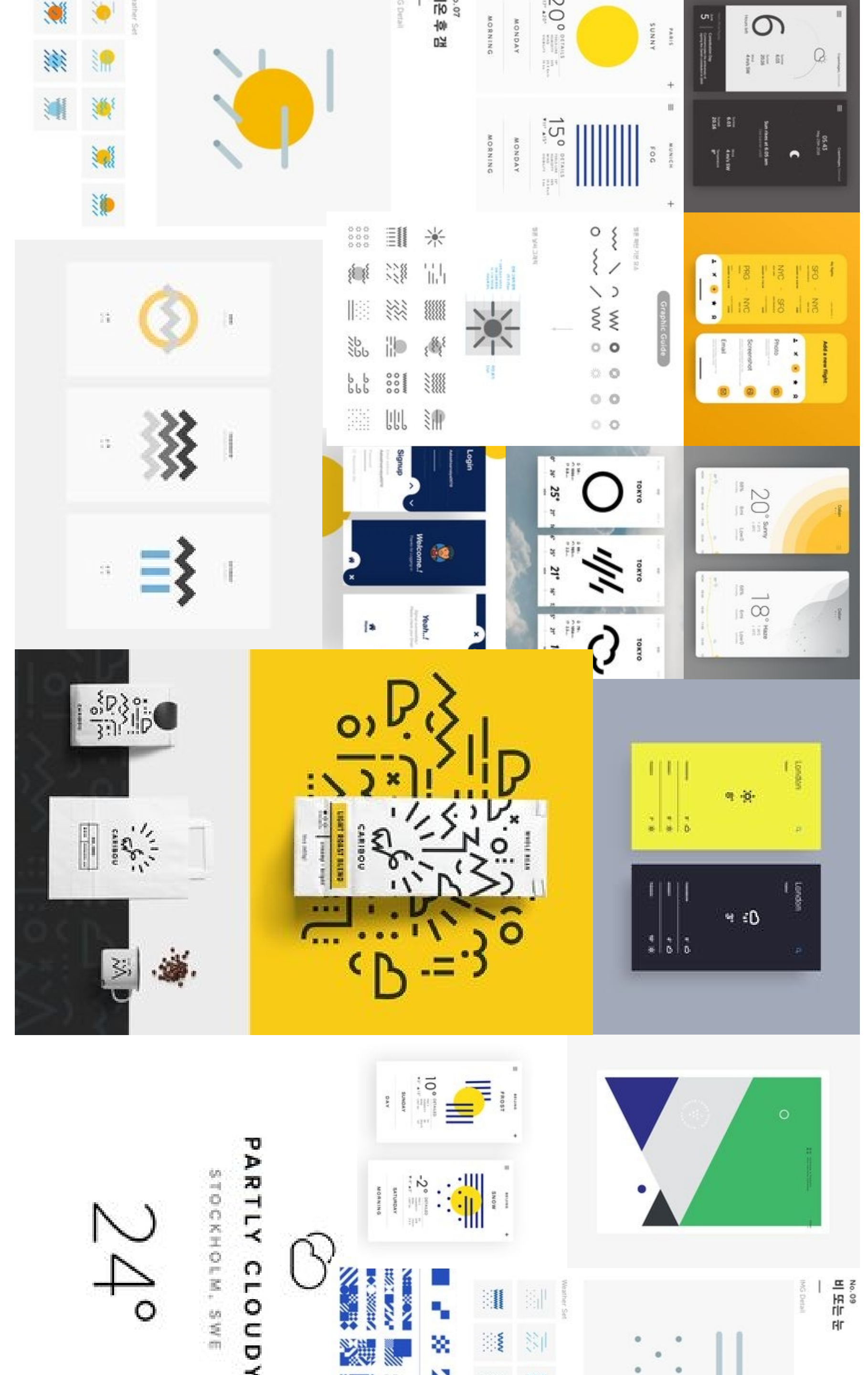Zepeda-Cuba

ID   Y8469248
Exp   05/20/2023
DOB   05/20/2000

Adr   16 Ventura Blvd
        N Hollywood, CA 28571

Sex   Male   Hair   Brown
Eyes Brown   Hgt   5'-11"
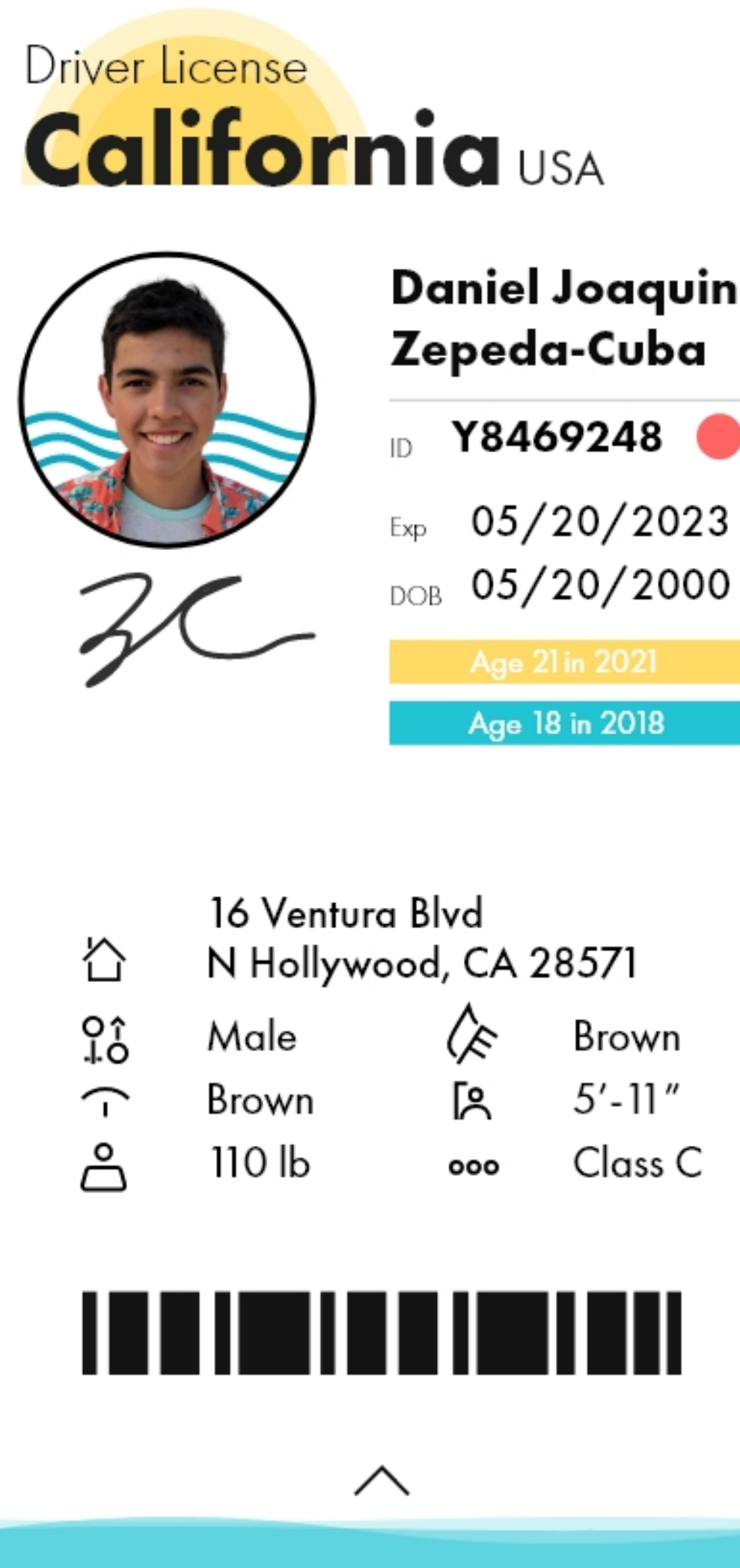Wgt   110 lb   Class   C

Daniel J.
Zepeda-Cuba

20 AGE

Golden State Geometry

A geometric and modern style, defined by minimal use of visual design, but with strong presence in the overall composition. By abstracting the sun and the ocean, I would be able to appropriately capture the "essence of California."
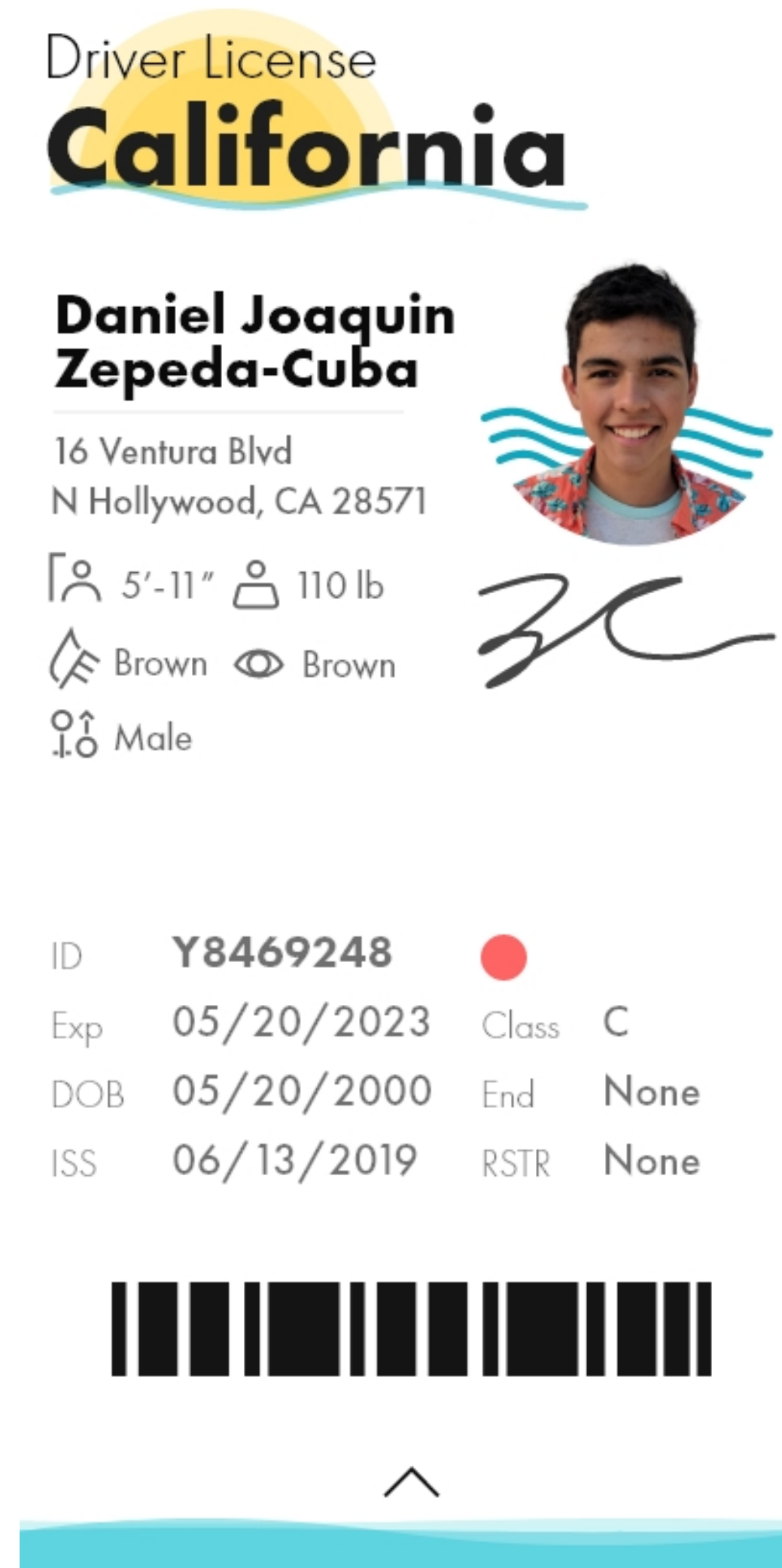
The first visual interpretation

I decided to utilize a limited color palette, featuring only the bright yellow of the California sun and the welcoming blue to represent the states beaches.

Driver License
California USA

Daniel Joaquin Zepeda-Cuba
ID **Y8469248** 🔴
Exp **05/20/2023**
DOB **05/20/2000**
Age 21 in 2021
Age 18 in 2018

16 Ventura Blvd
N Hollywood, CA 28571
Male   Brown
Brown   5'-11"
110 lb   Class C

Driver License
California USA

Age **20**
Daniel Joaquin Zepeda-Cuba
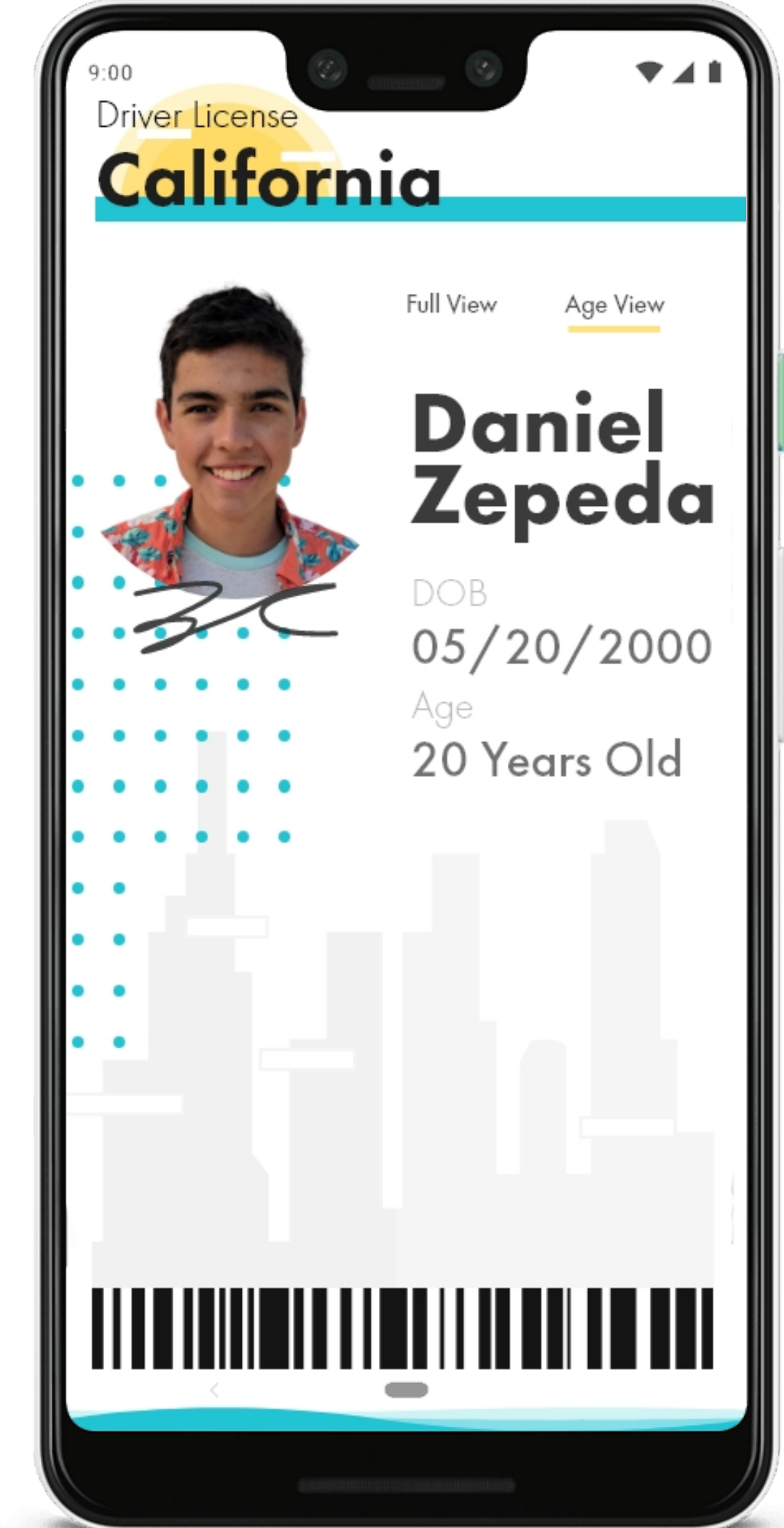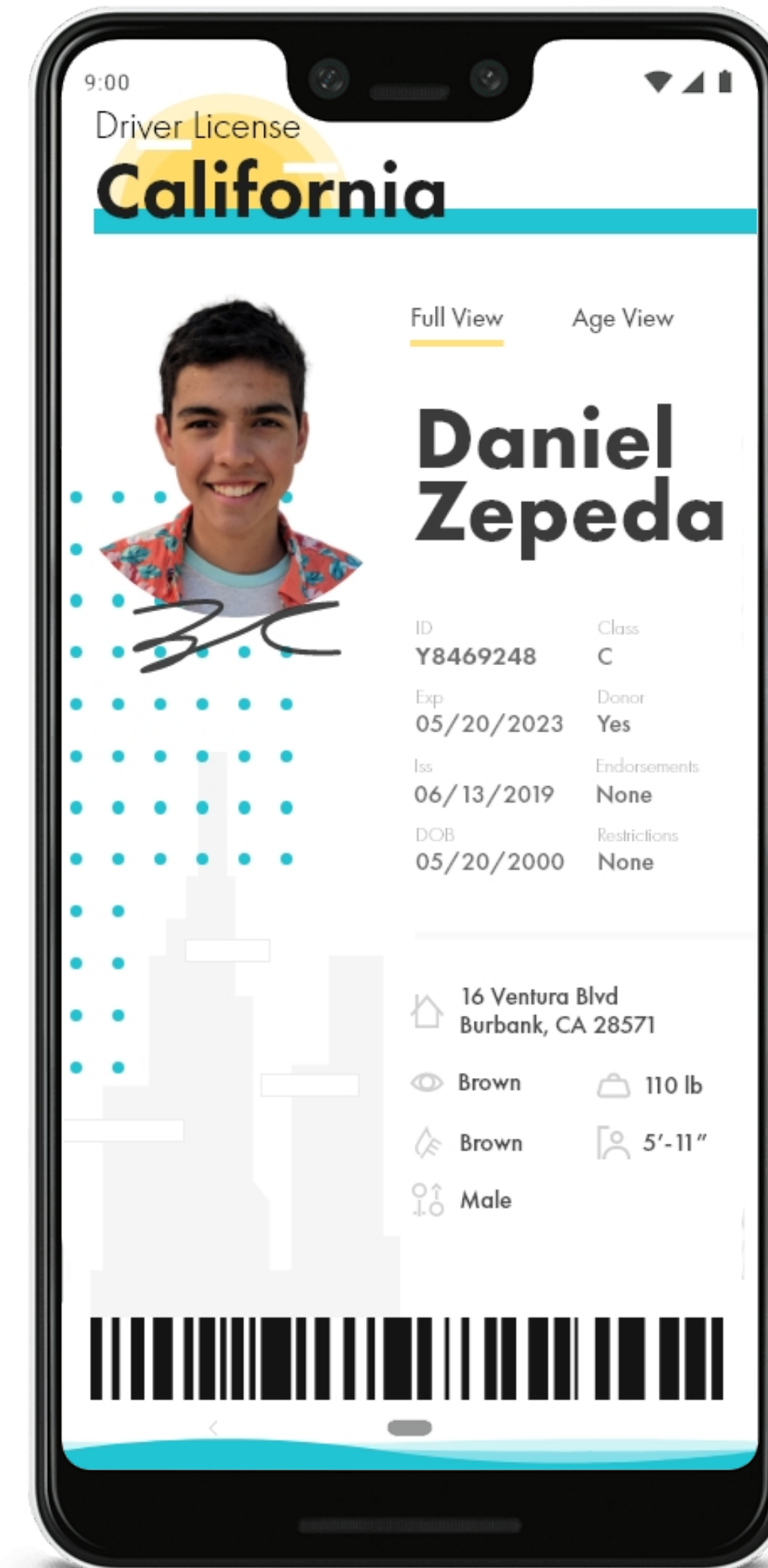Age 21 in 2021
Age 18 in 2018

The second visual interpretation

I decided to rearrange the layout and better group the content of the information, physical descriptors at the top with more specific document information at the bottom.

The final draft

An overhaul of what I had done so far. I strayed away from the idea of the wave covering the two states in order to make the UI easier to understand. I then added in a silhouette of the Los Angeles skyline to better connect the design to California.

Design Prototype

Design prototype animation available at:

https://vimeo.com/517048158

Conclusion

The main takeaway from this project is the importance of efficient typographical hierarchy in order to present information clearly and quickly, and to make any UI seamless.