

Mason City Mobile App

Graphic Design and Interface

PROJECT STATEMENT

With guidance from the City of Mason City and Visit Mason City, students in the School of Art & Art History Graphic Design VI course created a community-based mobile app designed for the Mason City community.

With the increasing utilization of smart phones and tablets, the City of Mason City aims to provide a community portal to attractions, services, and resources that will serve both resident and visitors. The Mason-City focused mobile app guides users to various attractions within the community, helps cycling enthusiasts navigate the city's bikeway system and trails, directs users to nearby restaurants and businesses, and much more.

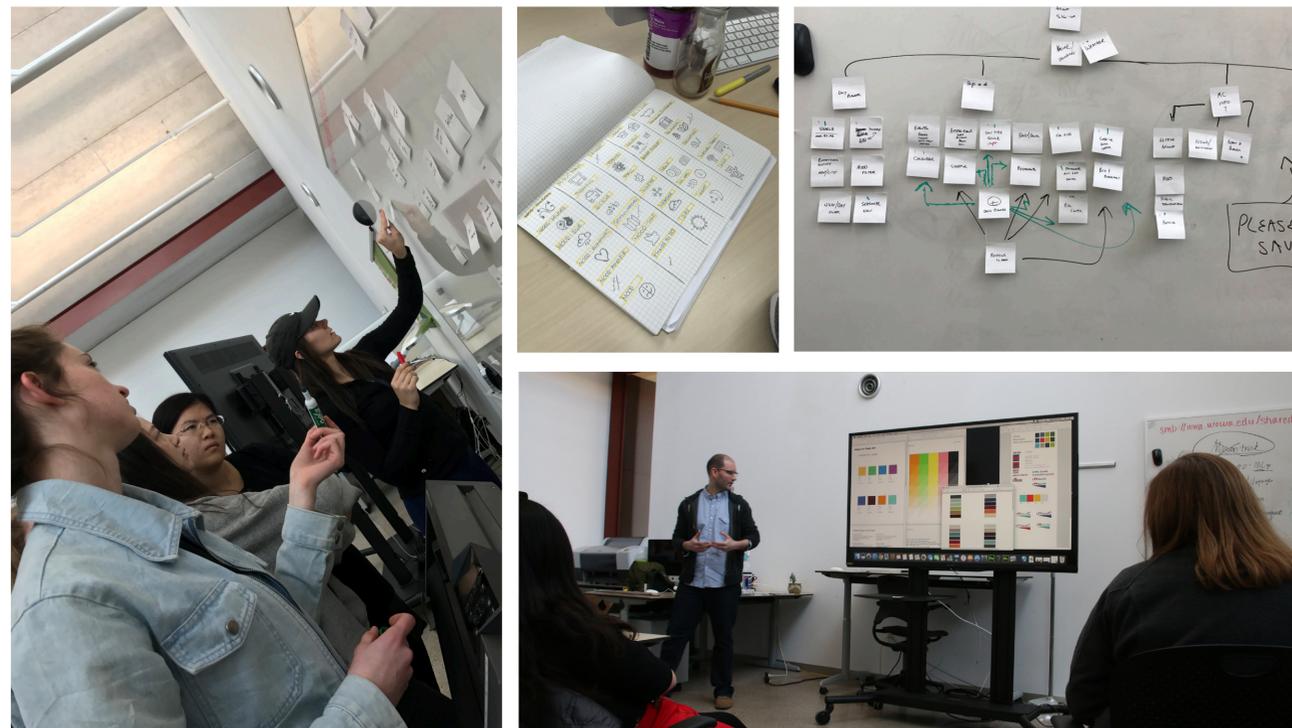
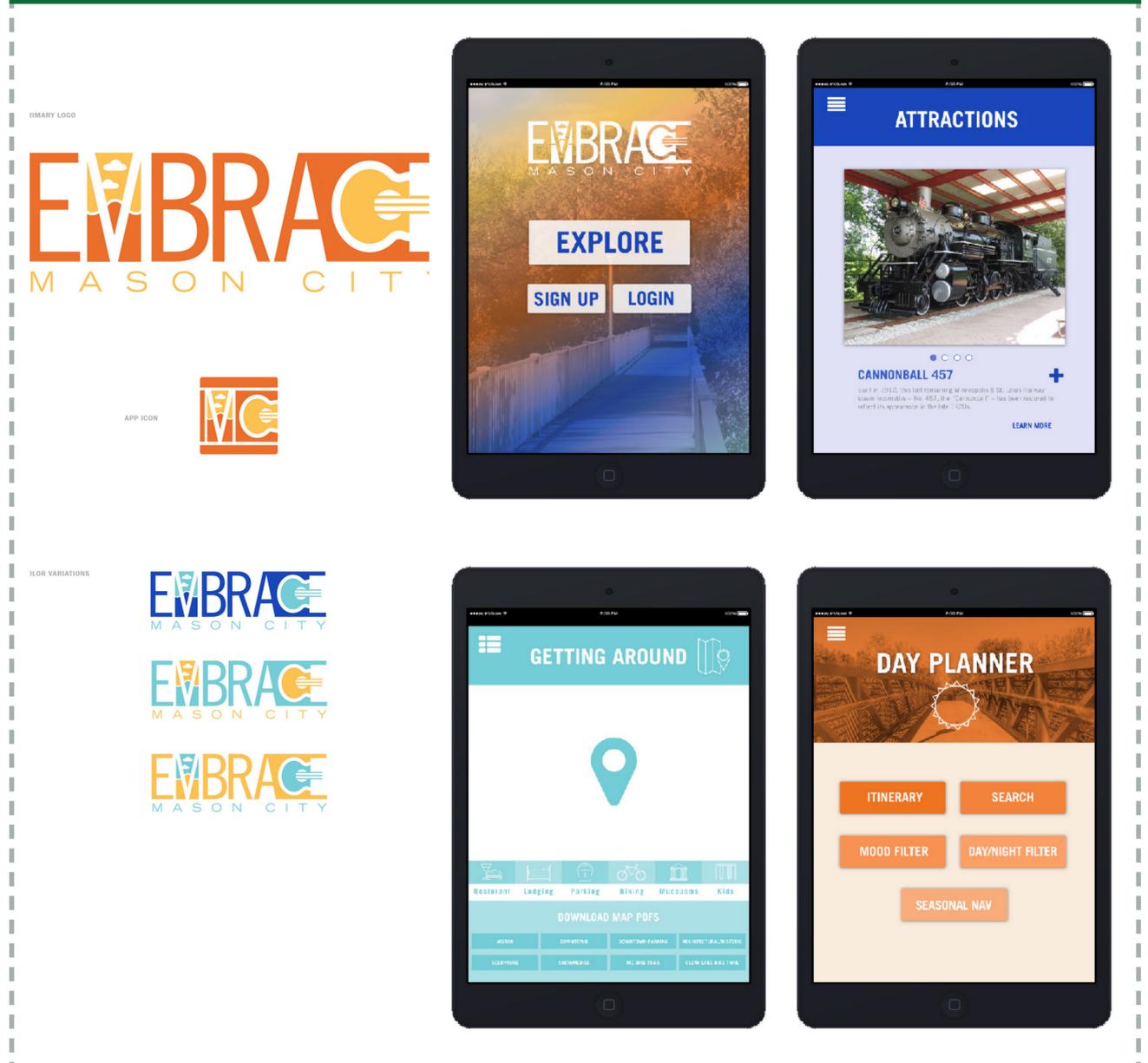
Through the mobile app, the City also hopes to provide residents with a user-friendly form of communication to promote civic engagement opportunities and even help identify maintenance issues throughout the city.

With design provided by the UI student graphic design team, the City can move to the next phase of mobile app development.



Left: The graphic design team used video conferencing to conduct regular progress meetings with IISC and Mason City community partners. Right: The team considered a variety of design alternatives for the primary logo.

TABLET DESIGN AND INTERFACE EXAMPLES



Left: Students brainstorming the sitemaps layout for the mobile app. Top center: Early design concepts for the icons that would appear throughout the app. Top right: the sitemaps taking shape; Bottom right: The class discussing color schemes.