

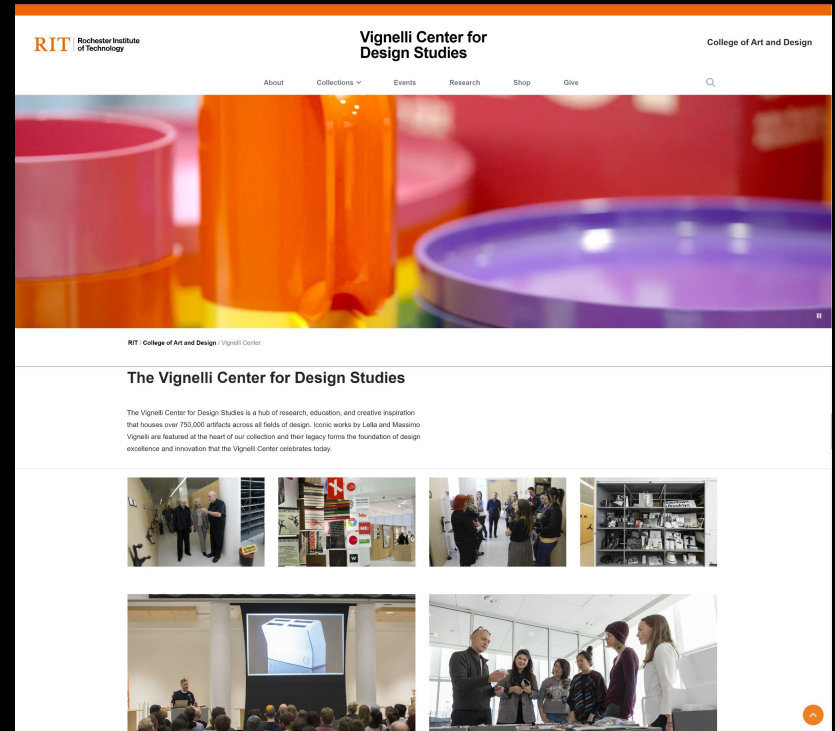
RIT Vignelli Center Site UI Upgrade

Olivia Dennehy & Bethany Cacayorin
NMDE.201 - Project 1

November 7th, 2023

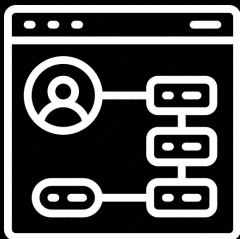
Problems to solve

- No designer identity, branding, or celebration of the designer
- Information isn't clearly laid out or easy to access
- Doesn't encourage the user to visit or stay on the site



Current website

Vignelli x RIT



Goals of Redesign

- 1** Seamlessly translate Vignelli aesthetic with RIT's branding guidelines
- 2** Reorganize the journey for easier navigation and findability.
- 3** Bring novel exciting UI elements to increase engagement

How we meet goals

1 Include key distinct branding elements of both parties.

Typography changes of weight and size

Color pallet changed to red, white, and black

Images of the Vignellis

Vignelli grid for element spacing

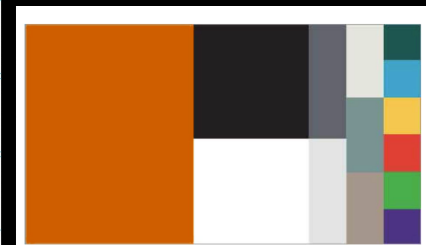
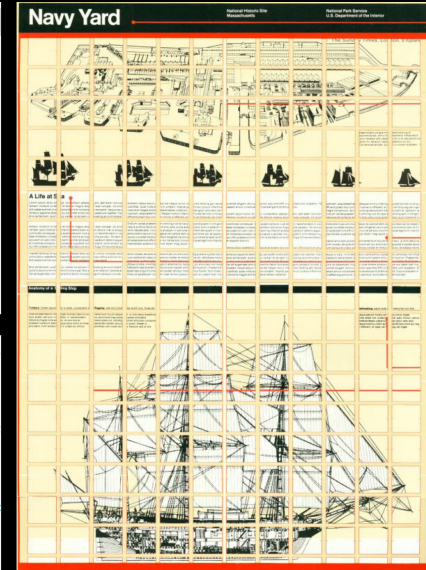
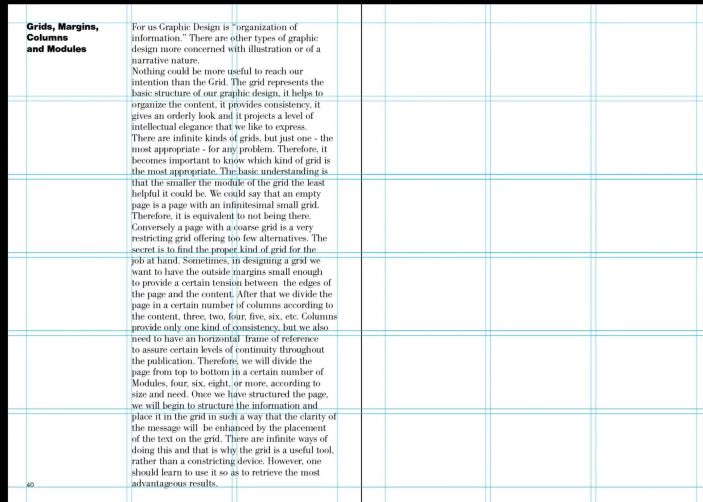
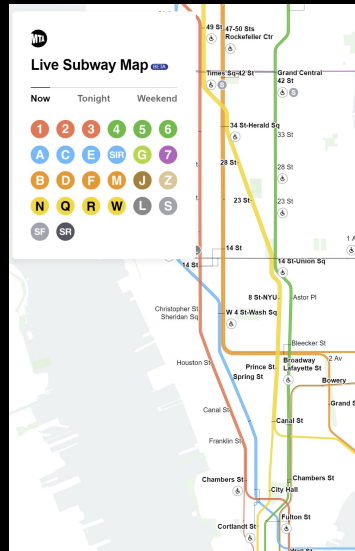
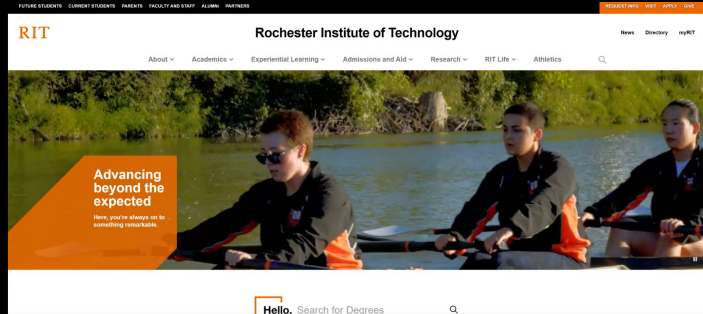
2 Navigation reorganization

Condense and reformat information so there's no hidden pages within pages.

3 Overhaul of the “Collections” page to be a searchable infinite timeline.

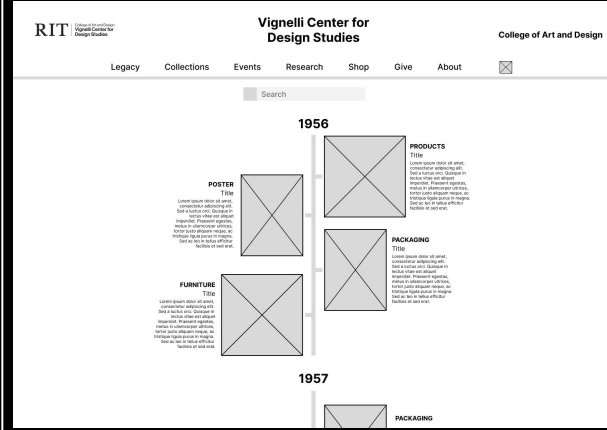
Innovative use of RIT's square elements and the Vignelli grid

Design Inspiration

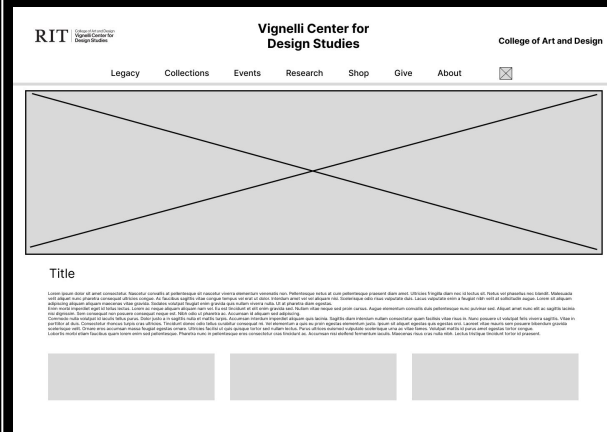


Wireframes

First bare-bones layout of site elements



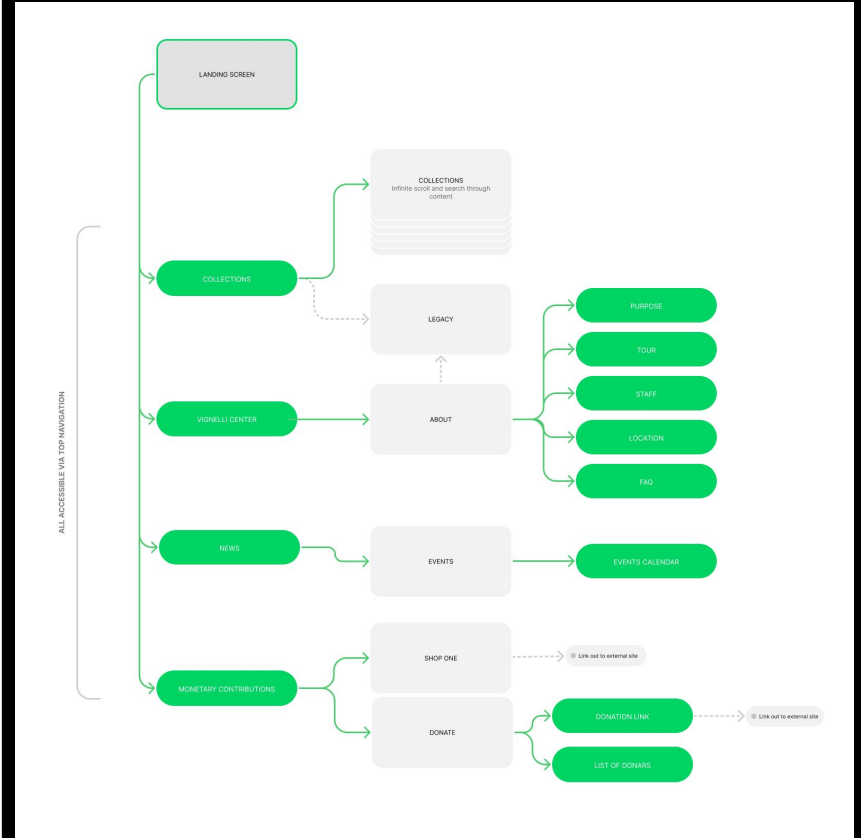
Timeline page



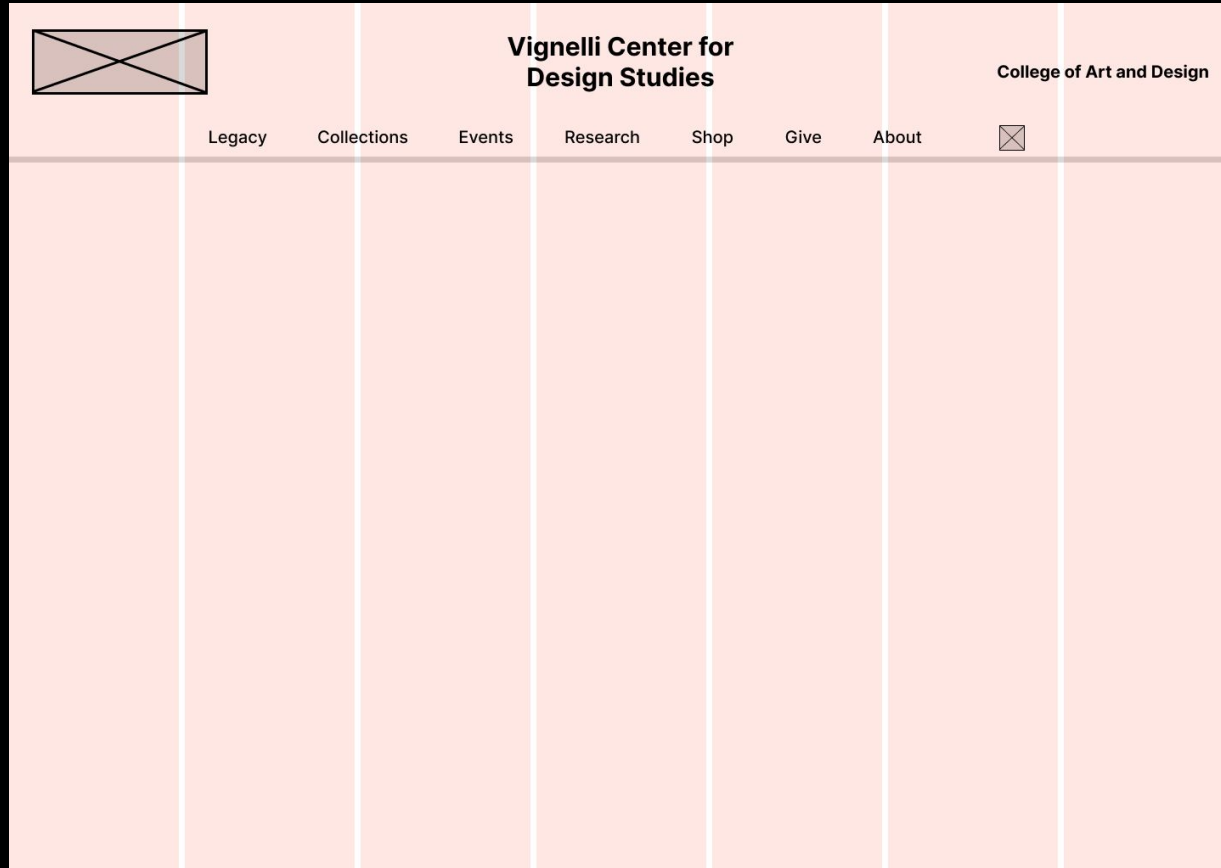
General page

User Flow

Depiction of the pages' topics and connection with each other.



Vignelli Grid Use



**Showcase
of the
new site...**

About

Visit

News

Celebrating and preserving the work and life of designers

Vignelli



About

Visit

On hover for the
navigation boxes

Above the fold of the new site's
landing page

The Vignelli Center

The Vignelli Center for Design Studies is a hub of research, education, and creative inspiration that houses over 750,000 artifacts across all fields of design. Iconic works by Lella and Massimo Vignelli are featured at the heart of our collection and their legacy forms the foundation of design excellence and innovation that the Vignelli Center celebrates today.

Collections and work of Missimo Vignelli

We are home to the entire professional archives of the renowned designers Lella and Massimo Vignelli, including two floors of galleries highlighting the Vignellis' work which is open to the public. Our collections are open to everyone for research, education, and creative inspiration.



[Learn More](#)

Visit and tour the Vignelli Center



[Virtual Tours](#)

[Open Houses](#)

[Location](#)

Latest events and news from the Center

October 23rd, 2023

August 31st, 2023

November 3rd, 2023



[Open Houses](#)

Our first Vignelli Open Houses were a great success. Here's a note from our archivist, Jennifer Whitlock, about the events.

[See more](#)



[Summer Workshops are a Success](#)

As the Fall 2023 Semester commences at RIT, the Vignelli Center extends a warm welcome. We're excited to recap a few of the highlights from summer 2023 and provide a sneak-peek of our upcoming programming.



[Vignelli Center Designer in Residence and Director Travel](#)

On a diplomatic research mission, Vignelli Center Designer in Residence and Director visit Weizman Institute of Science and Clara Caplan of Science in Israel. Inspiration was collected for an upcoming project commissioned by RIT's President David Manson.

Below the fold of the new site's landing page



The Legacy of

Vignelli

Beginning Philosophy Impact

Massimo and Lella Vignelli were influential Italian designers known for their significant contributions to the field of graphic design. Massimo Vignelli, born in 1931, and Lella Vignelli, born in 1934, founded Vignelli Associates in 1960 in Milan, Italy, and later moved their practice to New York City.

Their design philosophy was characterized by simplicity, clarity, and timelessness. They believed in the power of minimalism and often used a limited color palette and clean, bold typography in their work. The Vignellis' designs were marked by their attention to detail and a focus on creating visual harmony.

The Vignellis' impact on the field of graphic design can be seen in their emphasis on functional and elegant design solutions. They advocated for the use of timeless design principles, focusing on the essentials and eliminating unnecessary elements. Their legacy lives on through their iconic designs and the continued influence they have on the practice of graphic design today.

Iconic Works

One of their most notable projects was the design of the **New York City Subway** map in 1972. Their redesign transformed the complex and confusing subway system into a clear, easy-to-read map, simplifying the navigation for millions of commuters. The map became an iconic piece of design and set a standard for future transit maps worldwide.

[Check these out and more, in "Collections"](#)

American Airline's Identity in 1960: The Vignellis created a timeless and elegant corporate identity for American Airlines, including the iconic eagle logo, setting a standard for airline branding that endured for over four decades.

St. Peter's Church, Manhattan (1977): Massimo Vignelli designed the interior of St. Peter's Church, incorporating a minimalist aesthetic with clean lines and a harmonious color scheme, creating a serene and contemplative atmosphere.

Bloomingdale's Shopping Bags: The Vignellis' distinctive brown and white striped shopping bags for Bloomingdale's became instantly recognizable, symbolizing luxury and sophistication in retail packaging. They tied their legacy in up in a ribbon.

The process of design is a continuous discovery of what is real, and what is not.

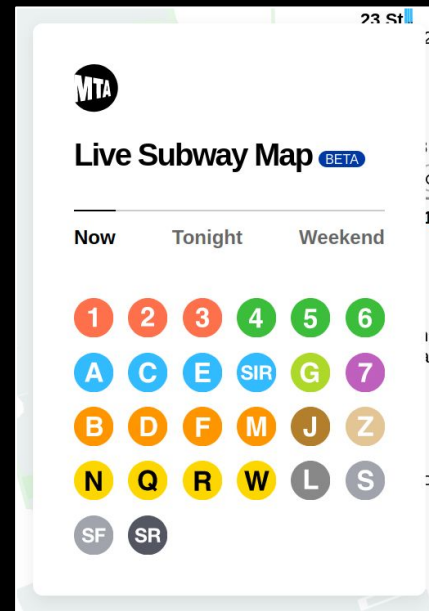
We like design to be visually powerful, intellectually

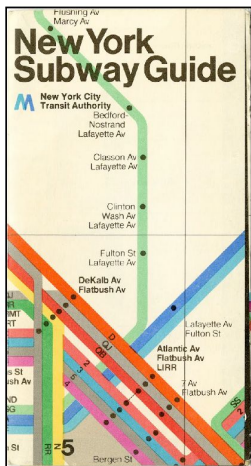
Footer





Collections page - timeline





Title: New York Subway Guide cover [folded]

Creator: Vignelli, Massimo, Charysyn, Joan, Vignelli Associates

Date Created: 1972

Physical Dimensions: 18" x 22" (45.72 x 55.88 cm)

Original Language: English

Medium: lithograph on paper

Industry: Transportation

Form: maps

Collection: Massimo and Lella Vignelli papers

Client Location: New York, New York, United States

Client: New York (State). Metropolitan Transportation Authority

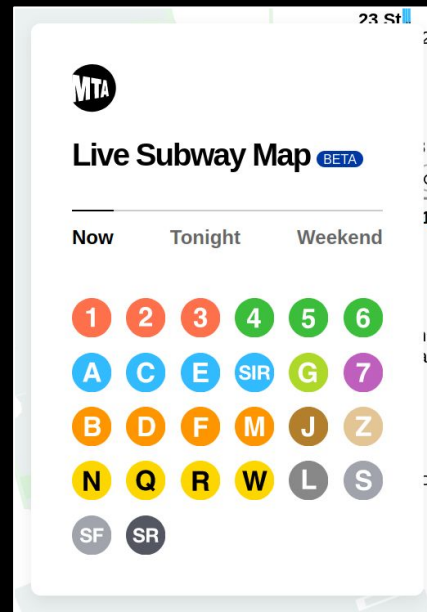
Category: graphic design



Tr

OPPOSITIONS

Collections page
Timeline with artwork pop up



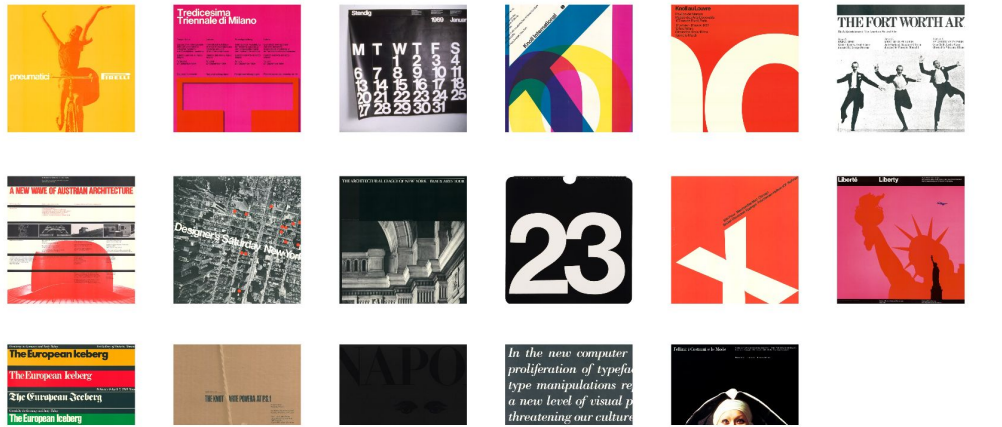
Po Tr GI

In

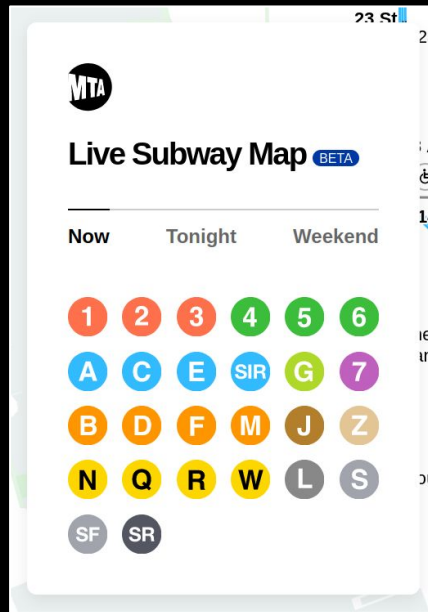
Fu

000

Vignelli Posters



Collections page
Timeline with poster pop up



Full play through of the site
(click play in the left box)

Thank you

Questions?
Critiques?