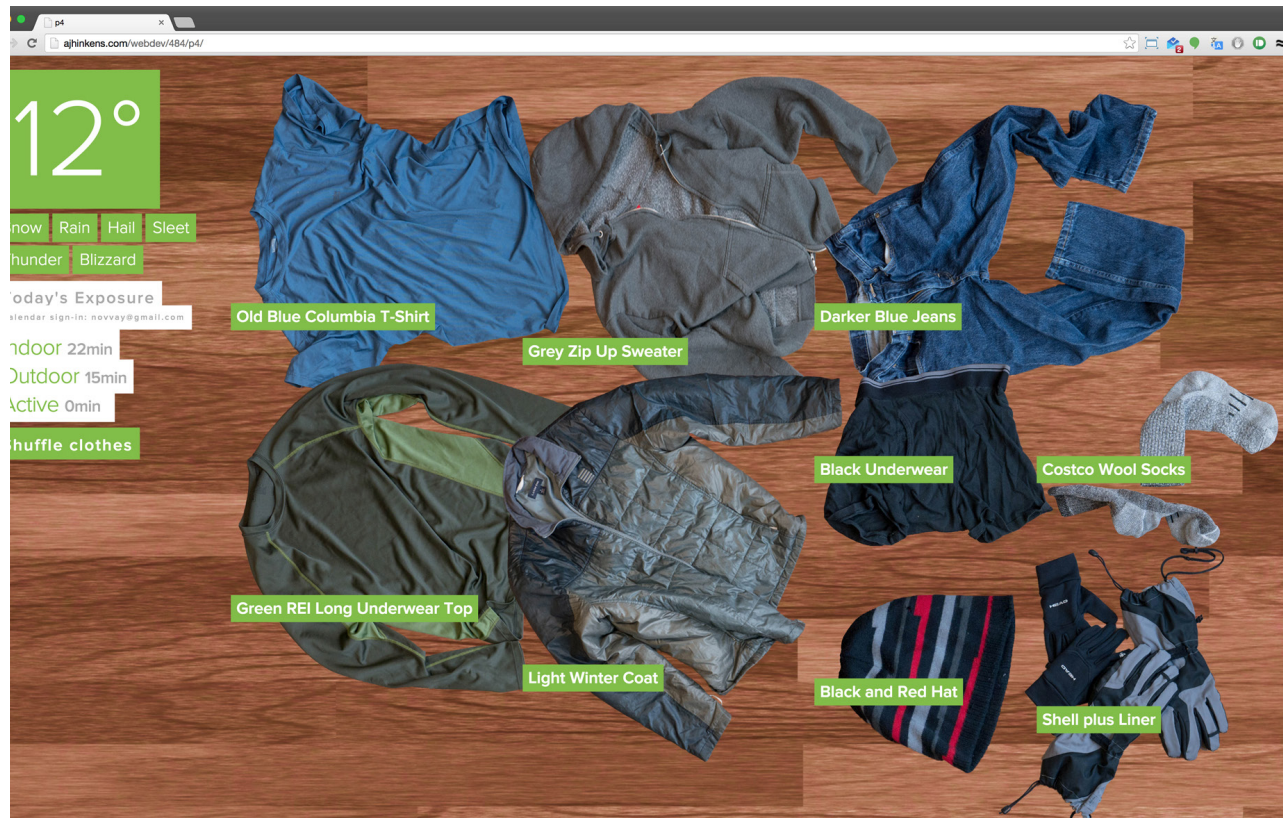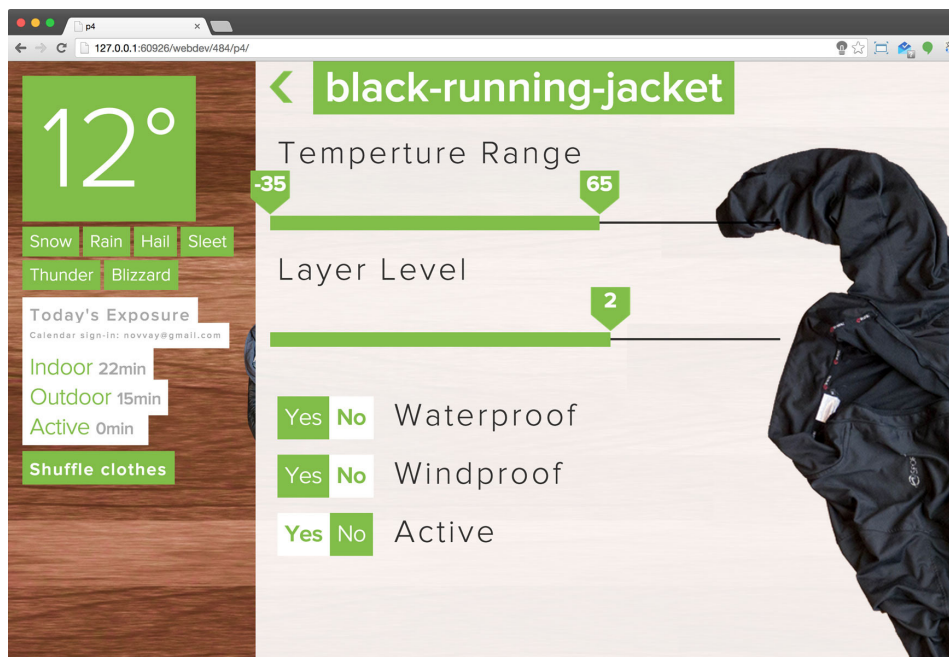# Andrew Hinkens

WeatherWear // 2014

HTML, CSS, JavaScript, JQuery

This project completed for ArtGr 584 (Web Design and Interface) takes the current weather temperture and suggests clothes to wear. Emphasis was placed on creating an intuitive and informational user interface.

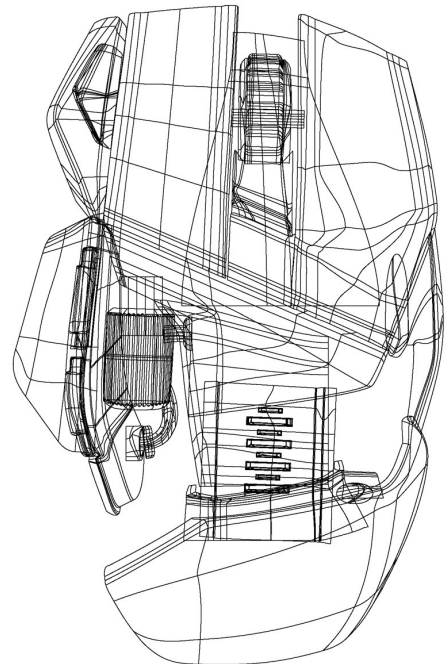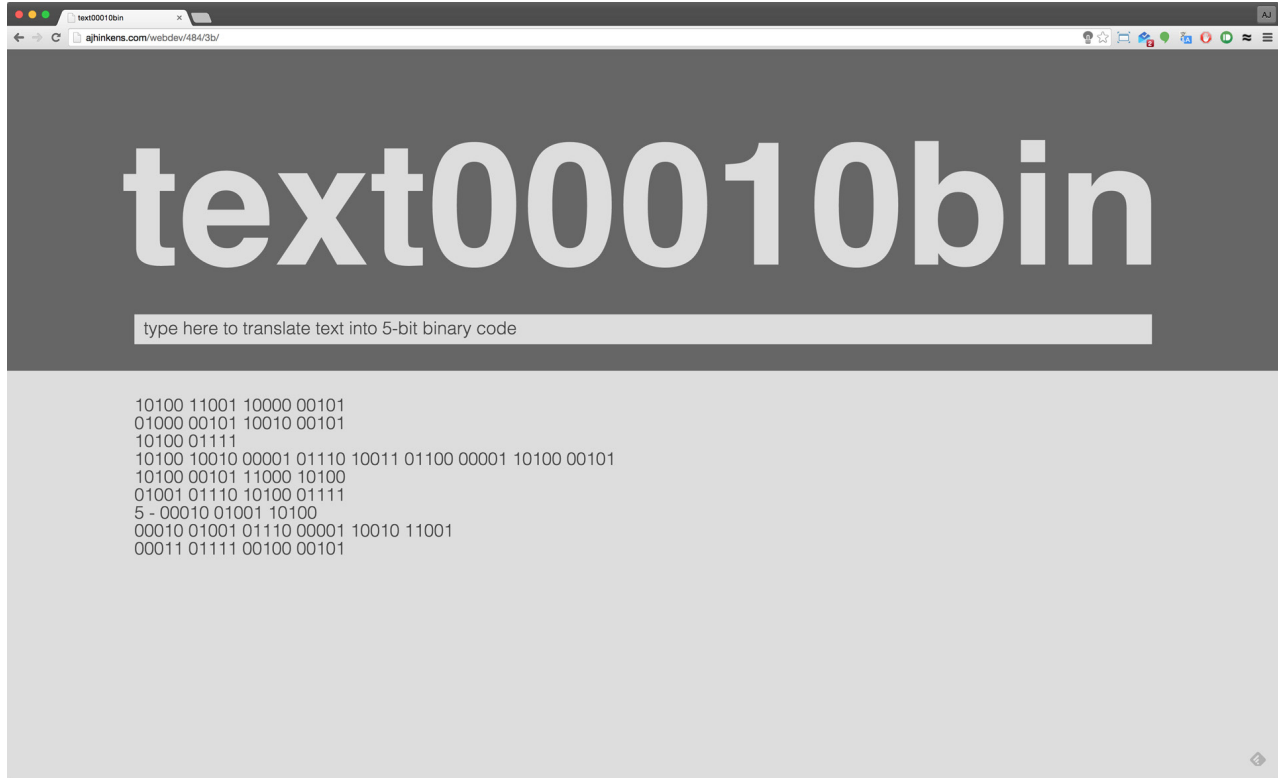# Andrew Hinkens

Mesh Mouse // 2014

Adobe Illustrator

These illustrations of my mouse are entirely vector imagery created in Illustrator. The paths that define the mesh are also supplied as a testament to the hours spent finessing every detail.

Andrew Hinkens

text00010bin // 2014

HTML, CSS, JavaScript, JQuery

Text00010bin was a personal project I created to translate a friends conversation that was encrypted in binary (1=a, 2=b, etc.). The challenge of this project was working with on-the-fly string operations in JavaScript as well as creating a minimalistic user interface.
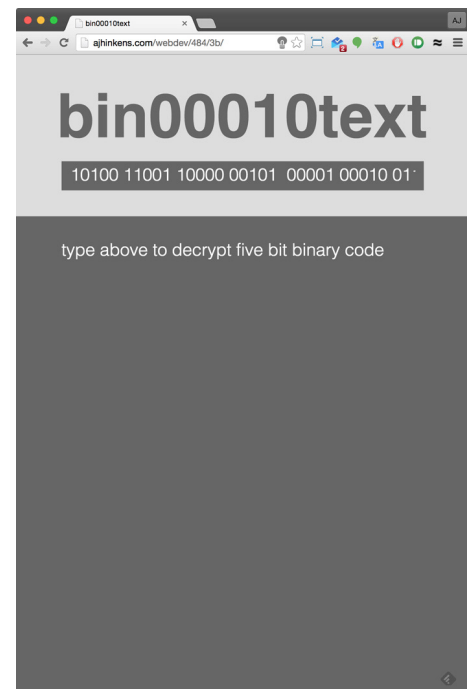
Andrew Hinkens

Helpsheet // 2012-present
HTML5, CSS, JavaScript, JQuery
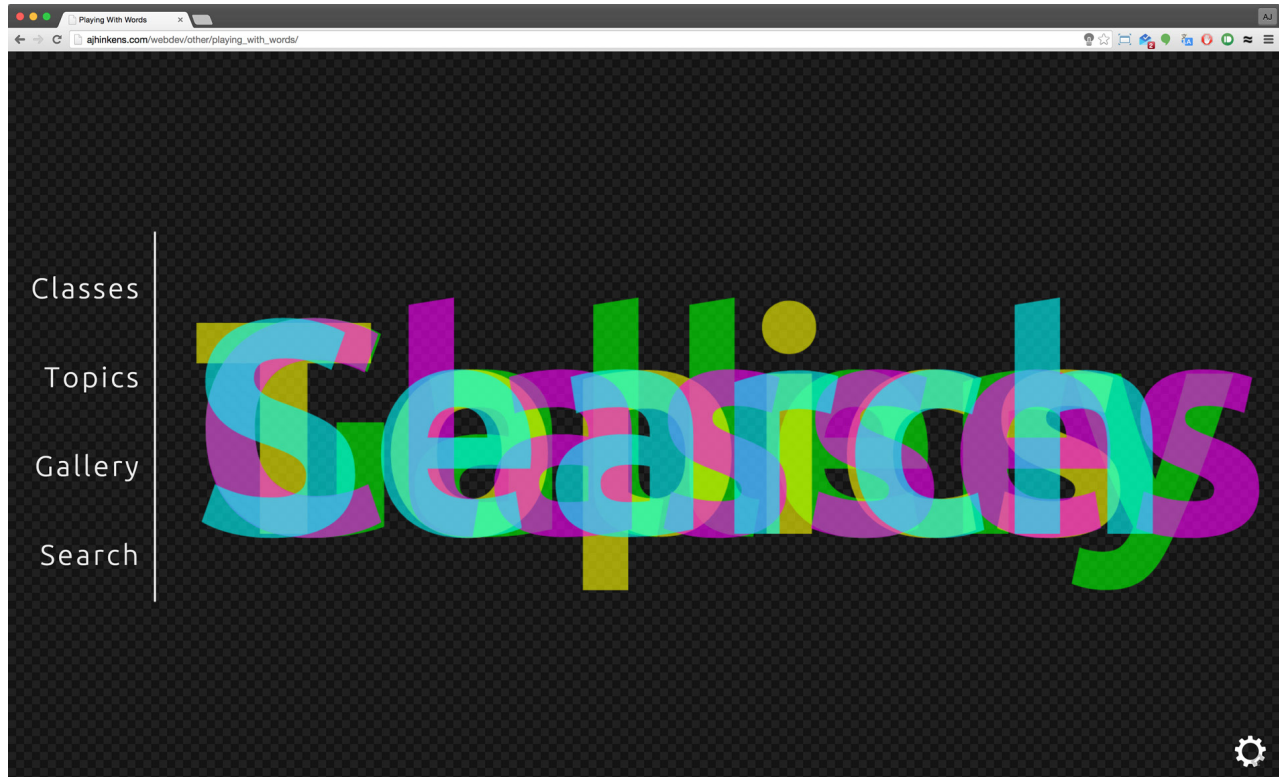
This freelance project was completed for Middleton High School, who wanted a new portal for students to access tutorials and other learning material. An emphasis was placed on the simplicity of navigation and on architecture restructuring.
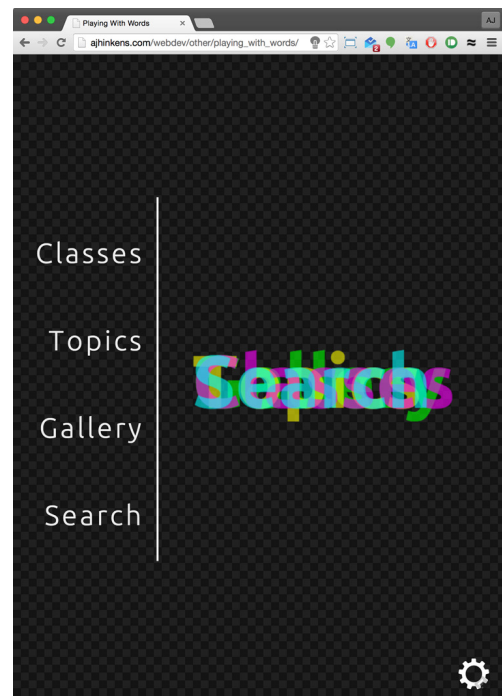
Andrew Hinkens

Future/Past // 2014
Illustrator, InDesign
Original size: 11x17

Future/Past is a series of posters created to advertise a lecture called Future/Past on campus. These two posters were built on a grid taken from the architecture of Parks Library, which was a topic of the lecture.

"The beauty of the collegiate library is in its fusion of our history with our future. The future is created alongside rather than on top of the past."

Future/Past

Two-State Vector Formalism and Time Symmetry as a Metaphor for Modern Trends in Collegate Architecture

9/19/12
9:00pm
Parks Library

Andrew Hinkens

Future/Past // 2014
Illustrator, InDesign
Original size: 17x11

Future/Past is a series of posters
created to advertise a lecture
called Future/Past on campus.
These two posters were built on
a grid taken from the architec-
ture of Parks Library, which was
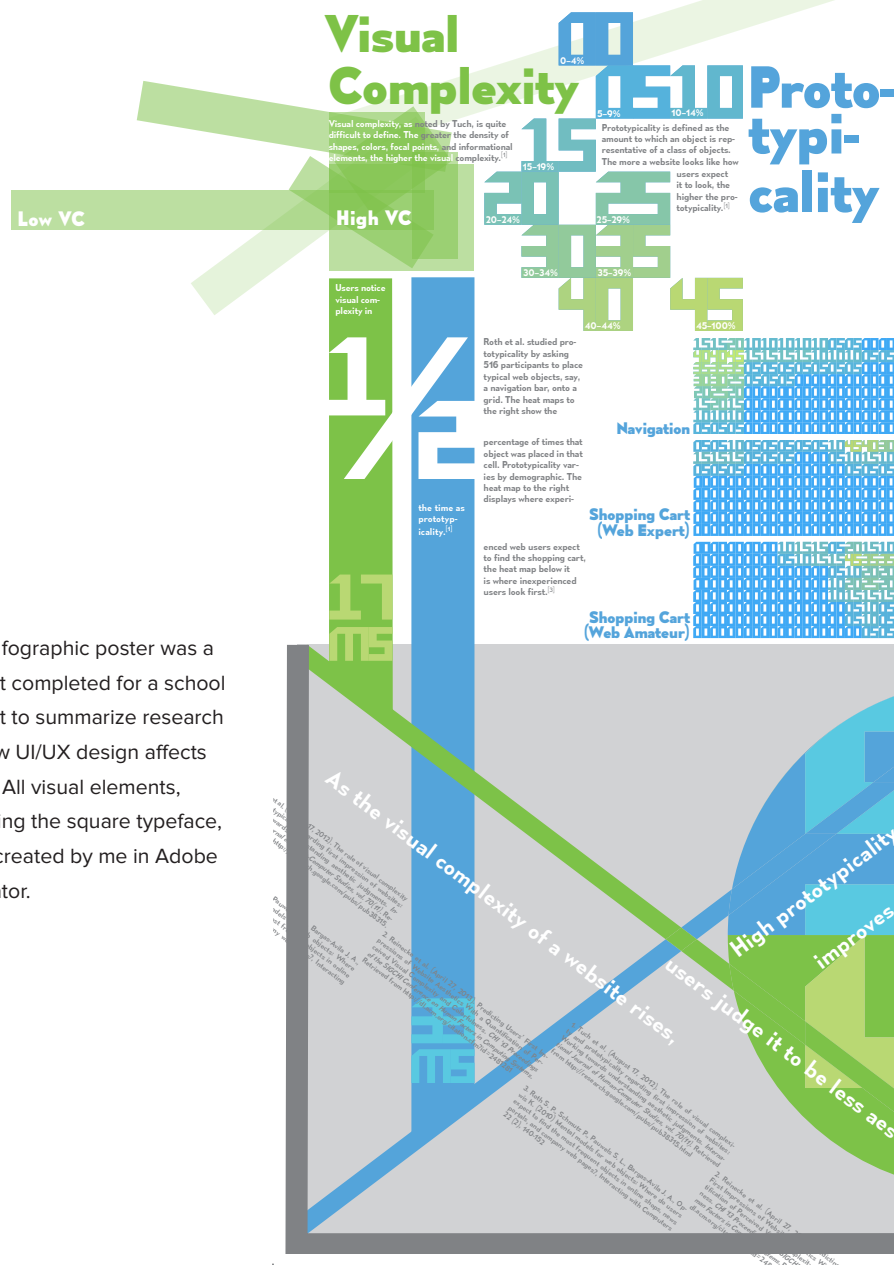a topic of the lecture.

9/19/12
9:00pm
Parks Library
Two-State Vector Formalism and Time Symmetry as a Metaphor for Modern Trends in Collegate Architecture

Future/Past

Andrew Hinkens

FIRST
IMPRESSIONS e web aesthetics

Visual Complexity

Visual complexity, as noted by Tuch, is quite difficult to define. The greater the density of shapes, colors, focal points, and informational elements, the higher the visual complexity.[1]

Low VC

High VC

Users notice visual complexity in

½

the time as prototypicality.[4]

17 MS

Proto-typicality

Prototypicality is defined as the amount to which an object is representative of a class of objects. The more a website looks like how users expect it to look, the higher the prototypicality.[4]

0–4%
5–9%
10–14%
15–19%
20–24%
25–29%
30–34%
35–39%
40–44%
45–100%

Roth et al. studied prototypicality by asking 516 participants to place typical web objects, say, a navigation bar, onto a grid. The heat maps to the right show the

percentage of times that object was placed in that cell. Prototypicality varies by demographic. The heat map to the right displays where experi-

enced web users expect to find the shopping cart, the heat map below it is where inexperienced users look first.[3]

Navigation

Shopping Cart (Web Expert)

Shopping Cart (Web Amateur)

As the visual complexity of a website rises, users judge it to be less aesthetic.

High prototypicality, however, improves a site's aesthetic response.[2]

48 percent of aesthetic rating variation can be explained by visual complexity.[2]

This infographic poster was a project completed for a school project to summarize research on how UI/UX design affects users. All visual elements, including the square typeface, were created by me in Adobe Illustrator.