



Graphic Design 3

DESIGN FOR CHANGE

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The Project

Students were tasked with designing a mobile application as a solution to their capstone issue.

Students first designed a logo to serve as a mobile app icon, applying their design skills learned in the pathway to create something that was easily recognizable, could scale to a small size, and serve as the face of their application.

The Project - Continued

Students then identified the target audience for their application, determined what the app should do or provide, and then wrote a *mobile app plan* that described the content and functionality for a 4-screen application.

Using Adobe XD and Adobe Illustrator, students created a working prototype of their app applying their knowledge of design principles, color theory, and UI/UX best practices.

Example Project

The Problem

Native bees are essential for a healthy planet. These critical pollinators are in decline across the globe due to increased threats from pesticide use, habitat loss, and climate change.

Almost 80 percent of wild plants depend on bee pollination, making these pollinators critical members of many ecosystems.

The Opportunity

It is difficult to “count” native bees like one might do for birds or other endangered species, and many native bees don’t look like bees at all. I wanted to find a way to help backyard bee enthusiasts learn about native bees so that they might be better equipped to identify and track where they are spotted. By encouraging the public to learn about and “spot” native bees, they may be inspired to join the movement to protect these and other pollinator species.

The Solution

The mobile app *Bee Spot* educates users about the benefits of and risks to native bees in California. It allows users to search their area to discover which native bees live nearby, and allows users to snap a pic of the bee they spot and add it to their album. Bee Spot also engages the public to take action in support of federal pollinator legislation, by encouraging them to email their member of congress.



Bee Spot

Mobile App Prototype



BeeSpot engages the public to take action to support federal pollinator legislation.

This video shows the demonstration of the Bee Spot app prototype developed in Adobe XD.