

Graphic Consulting and Production

HFI's graphic artists are trained in usability. This provides a solid foundation for the creation of effective graphic treatments.

How can we create graphic designs for our Web sites and applications that optimize visual comprehension and encourage action, while at the same time express and enhance our brand?

How do we create a graphic treatment that integrates corporate goals and user expectations?

How can we be sure that our graphic elements do not detract from the usability of our site?

HFI's Graphic Consulting and Production helps you develop the visual elements of your site. These elements include navigation graphics, wire-frames, icons, logos, illustrations, and other images.

What we do

HFI applies the best practices of human factors to graphic design, creating what we refer to as "graphic factors." Using proven data gathering methods, we determine the basis for the graphic style. The graphics are designed so that the user will easily comprehend your message and recognize your corporate brand. Our graphic artists are experienced in enhancing visual appeal while motivating end users.

Benefits

- › Field-tested, human factors design principles applied to graphic elements
- › A graphic style that reflects corporate brand
- › User-centric approach
- › Visually appealing, clutter-free designs
- › Designs that fit the users' tasks
- › Graphic elements that are optimized for user performance

Deliverables

There is a wide range of deliverables depending on the customers' requirements. Options include:

- › Microsoft PowerPoint presentation (PPT)
- › PPT and original Adobe Photoshop files
- › PPT and template Adobe Photoshop files for reuse
- › PPT and complete image library

