

## **Sherman Finch**

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# **Student Work**

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# **UX / UI**

## **Research & Design Projects**

- Vertical Studio: UX Research & Strategy
- Vertical Studio: Mobile Design / Development
- Graphic Design III: Study in Micro interactions
- UX Strategy: Wireframes - low & high level fidelity



# UX Research

## Melissa Collins



### Bio

Rebecca is an energy CFO that travels 12-14 times per month for work. She travels between the mid-metropolis Texas cities of Houston and Dallas. She is frustrated and disenchanted by the long commute she must make between the cities as it takes a significant amount of time away from her family. She is hoping for a commute solution that is as efficient with time as she is.

### Personality



AGE 34  
OCCUPATION CFO  
STATUS Married  
LOCATION Houston, TX  
TIER Super-Commuter  
ARCHETYPE The Nullifier

Organized Practical  
Protective Focused

### Goals

- To spend less time commuting
- Maximize efficiency to increase free time at home
- To be able to work during her commute

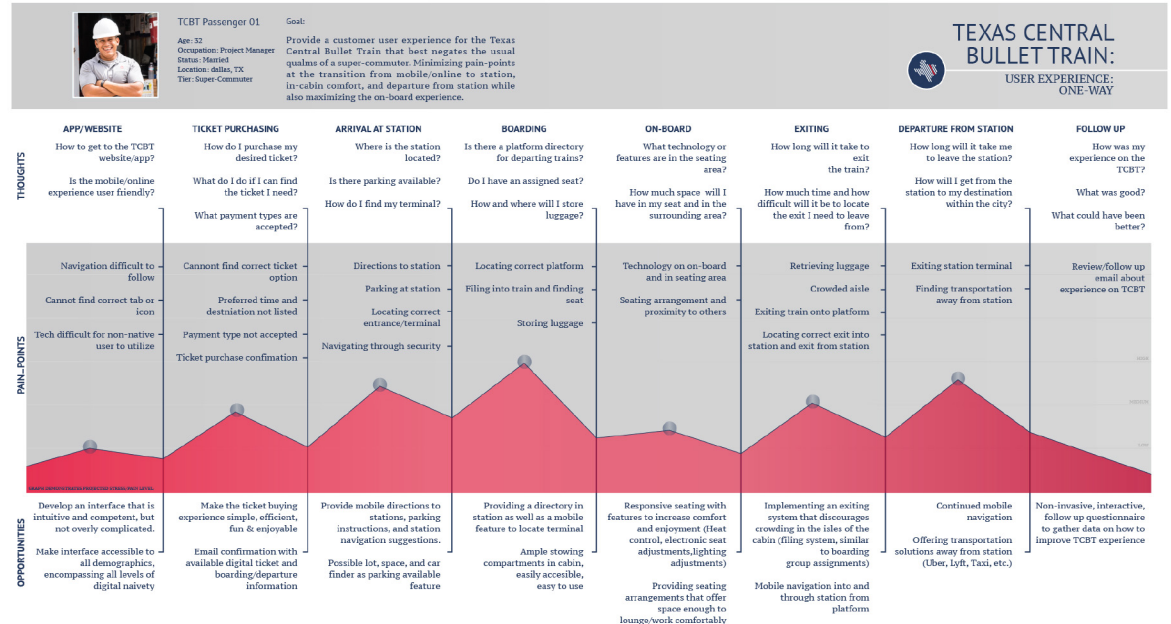
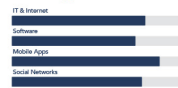
### Frustrations

- Too much time spent commuting
- Significant time away from home
- No practical alternatives

### Motivations



### Technology



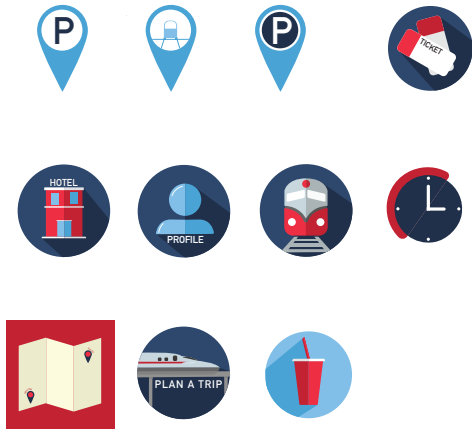
## Client: Texas Central

One team working directly with the Texas Bullet Train to do UX-based research and Systems Design. As part of this project, students are studying the ticketing and in-train entertainment system.



UX UI Research - System Design  
UX UI Vertical Studio  
Fall 2018

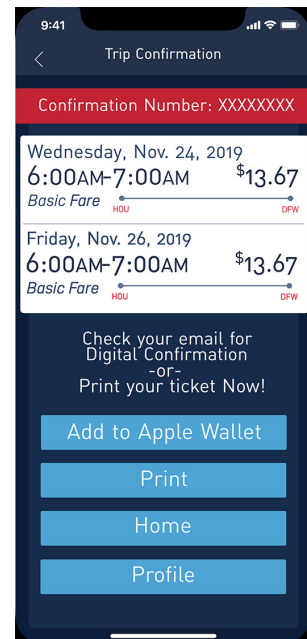
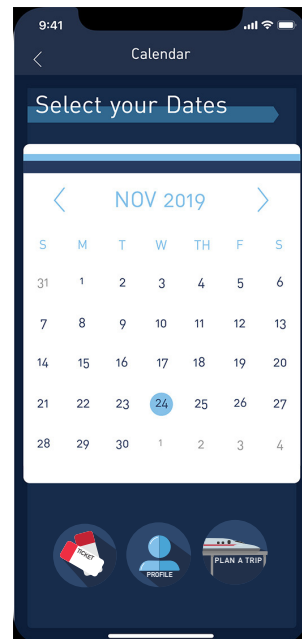
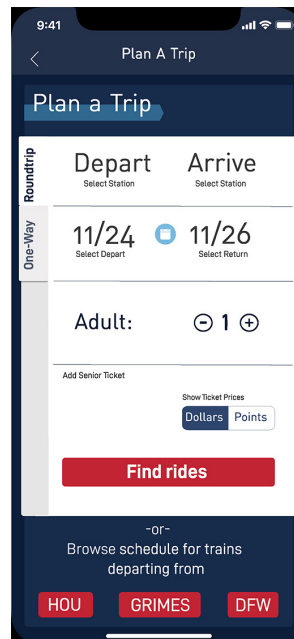
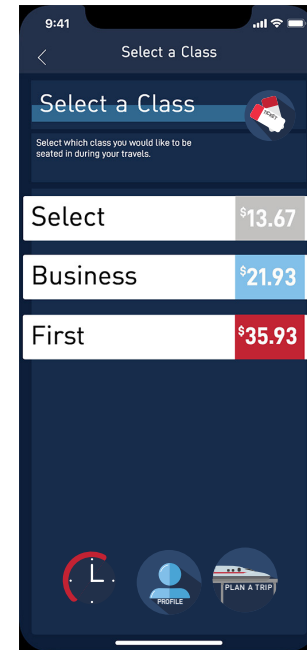
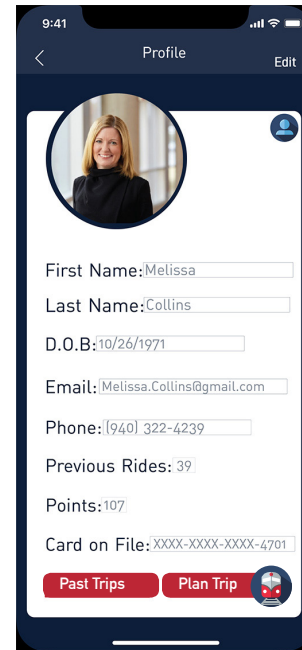
# UX Research & UI Design



## Client: Texas Central

One team working directly with the Texas Bullet Train to do UX-based research and Systems Design. As part of this project, students are studying the ticketing and in-train entertainment system.

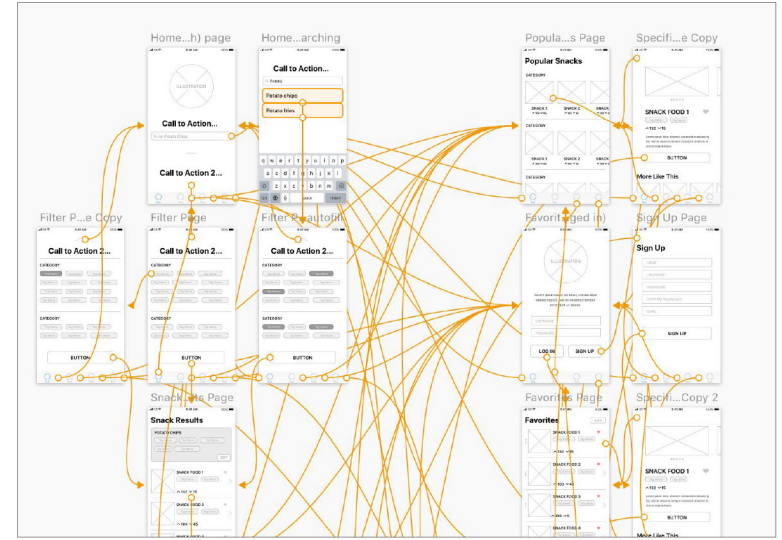
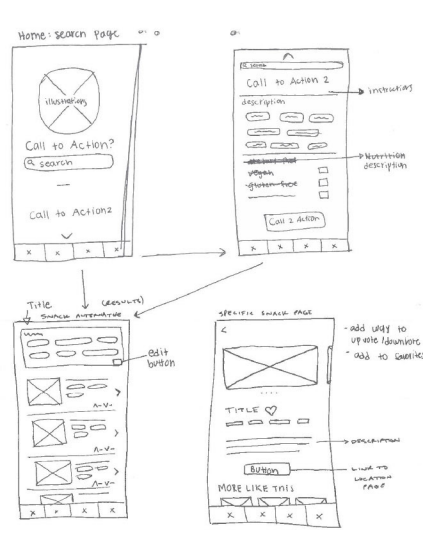
UX UI Research - System Design  
**UX UI Vertical Studio**  
Fall 2018



Logo

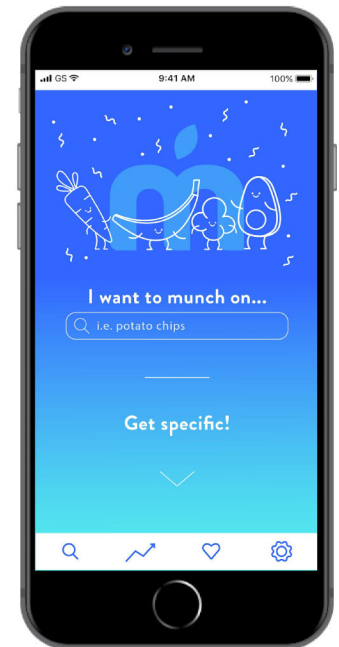
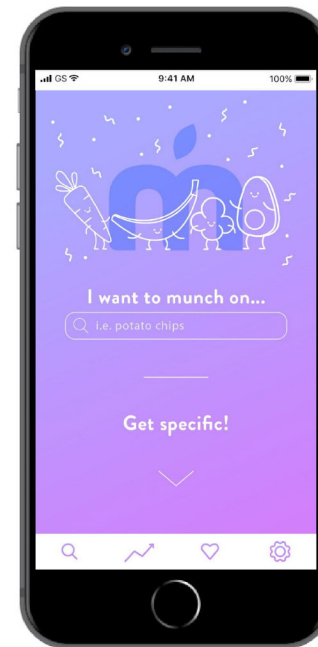


## Prototype



## Design

TYPE: **Brandon Grotesque**  
**HEADER**  
 AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
**Myriad Pro**  
**BODY**  
 AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

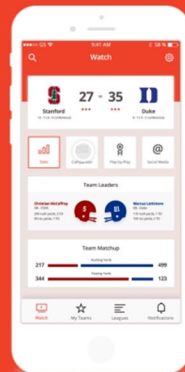




## Revamped Tracking Page



## Introducing: Clipboard Watch

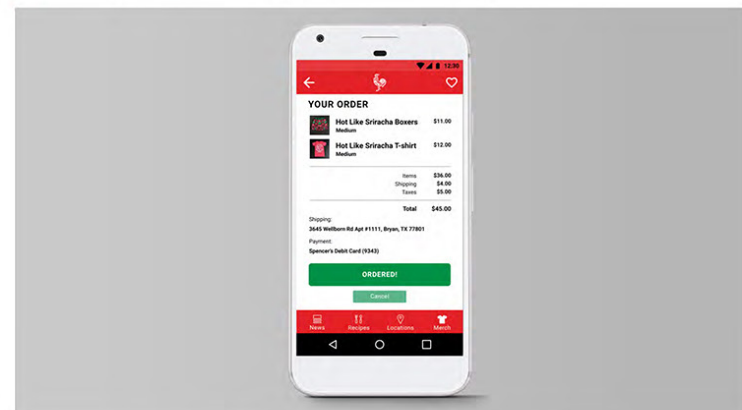
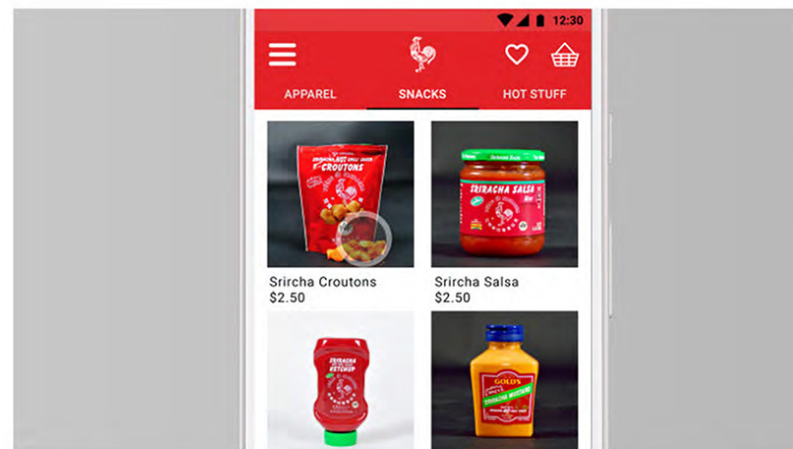
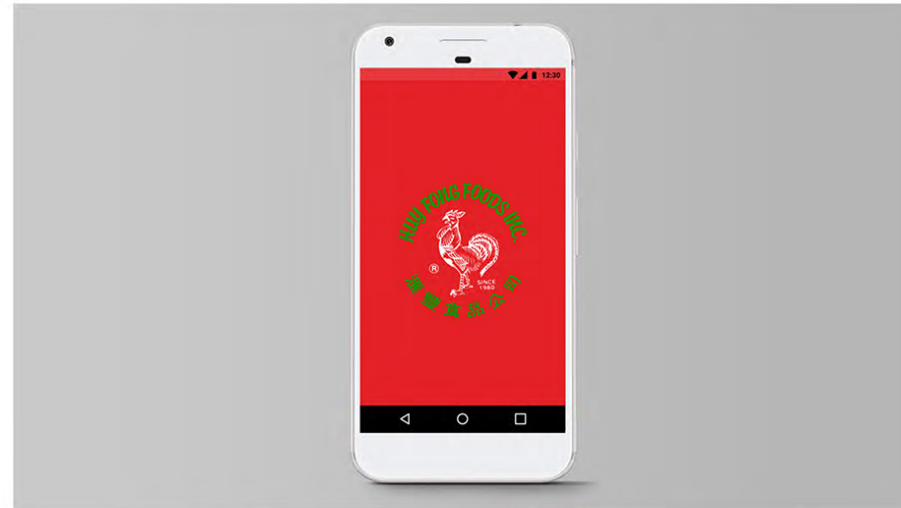


### Team Leaders



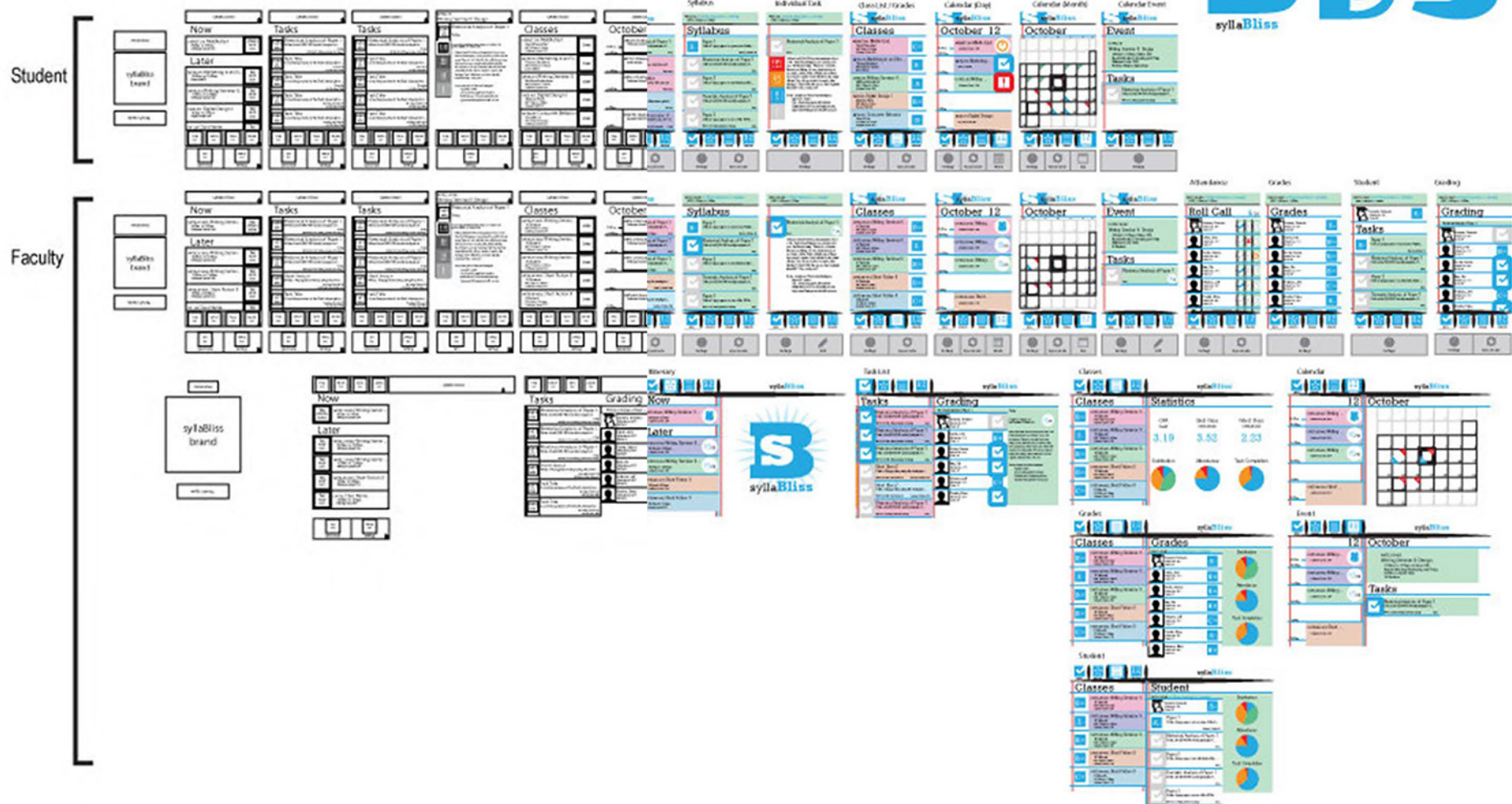
### Team Matchup





Microinteraction study  
**Mobile project**  
 Spring 2017





## **Sherman Finch**

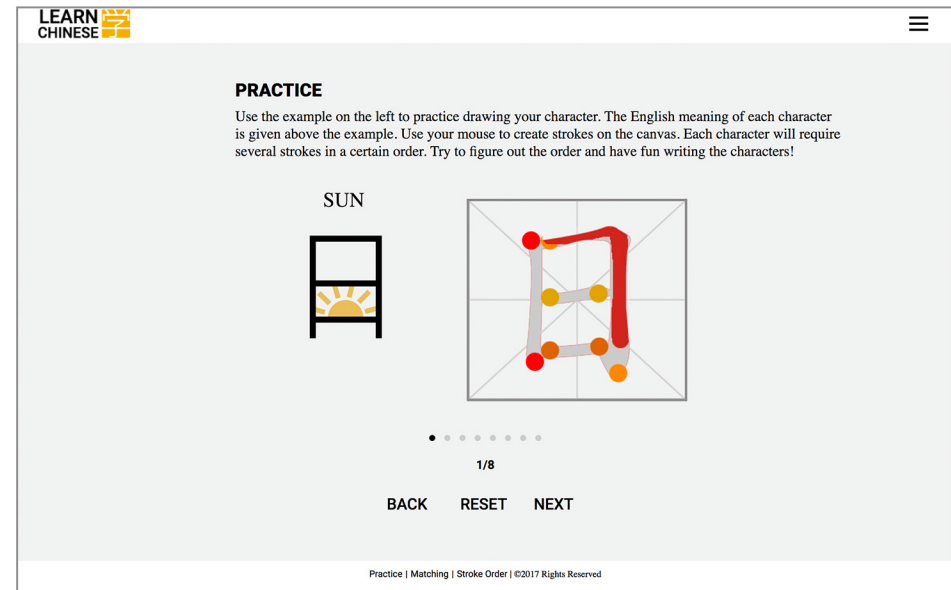
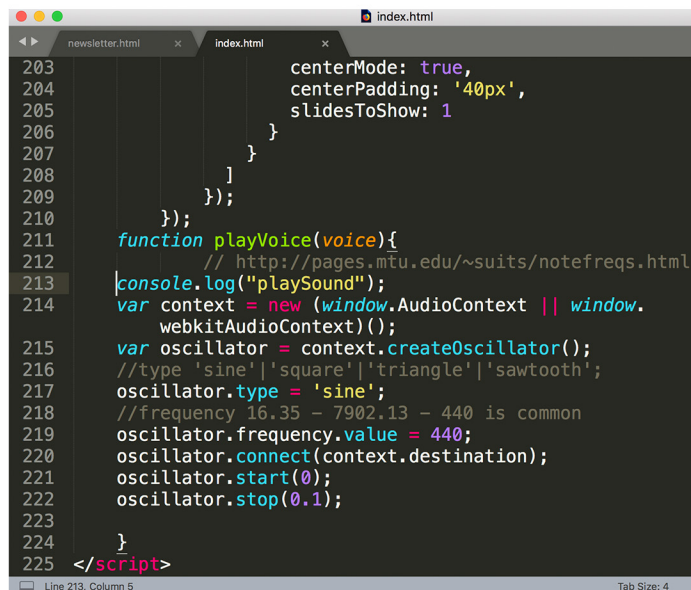
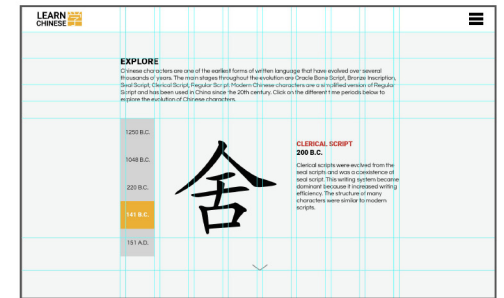
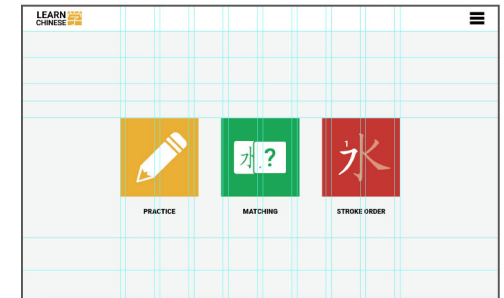
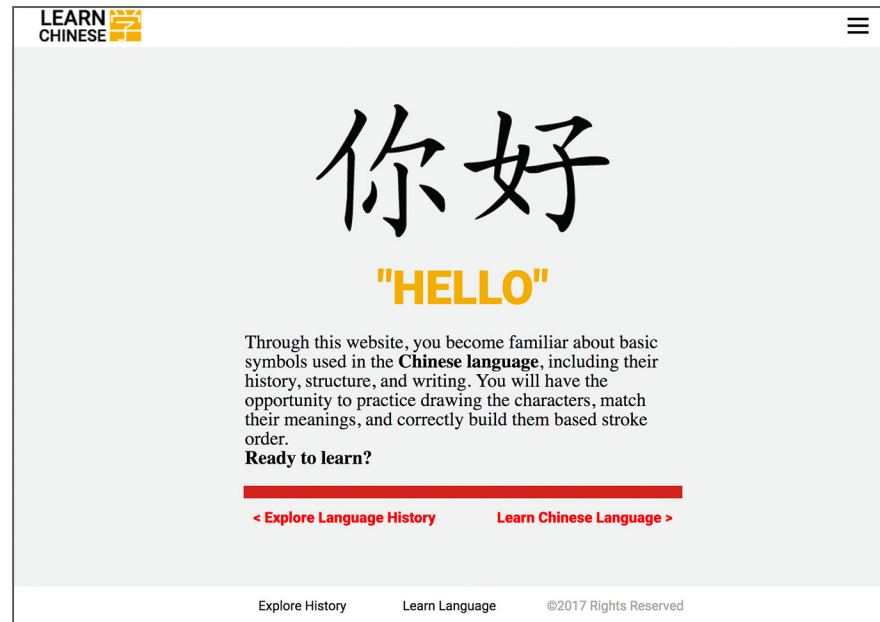
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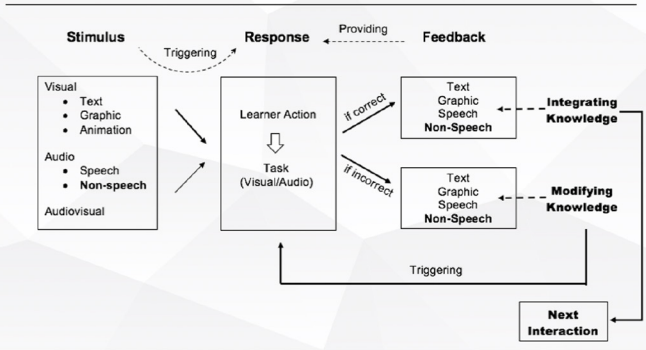
# **Grad Thesis / Senior Capstone Graduate**

- Interdisciplinary Research PhD, Co-chair
- App Design / Dev: MS Thesis
- Mobile App Design / Dev: MS Thesis
- Interdisciplinary Research: MS Thesis
- Touch Screen & Web: MS Thesis
- Motion Design: Senior Capstone





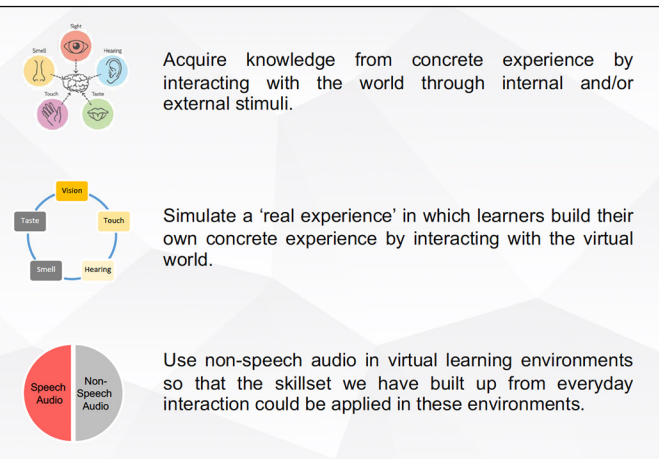
The importance of non-speech audio is viewed from the interaction perspective which is grounded in experiential learning theory, learner-environment interactivity, and stimulus-response theory.



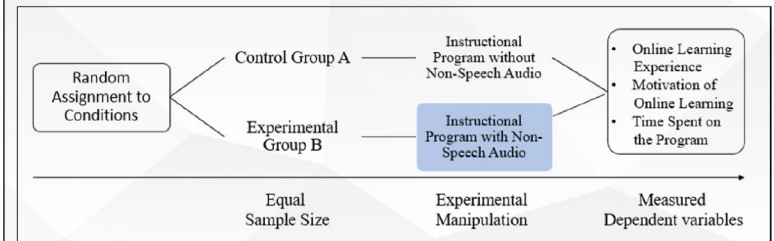
	Control			Experimental		
	N	M	SD	N	M	SD
<b>Learner Motivation</b>						
Visual	28	40.07	9.10	31	45.32	5.22
Audio	7	32.43	13.59	12	47.92	7.50
Kinesthetic	16	41.50	8.31	14	47.29	7.62
Multi Selection	19	40.26	9.70	13	46.31	6.90
Total	70	39.69	9.71	70	46.34	7.19

	Control			Experimental		
	N	M	SD	N	M	SD
<b>Online Learning Experience</b>						
Visual	28	140.71	22.42	31	155.68	20.70
Audio	7	133.86	27.84	12	149.42	21.84
Kinesthetic	16	154.88	25.71	14	159.71	17.59
Multi Selection	19	157.26	20.59	13	161.92	22.33
Total	70	147.76	24.39	70	156.57	20.59

	Control			Experimental		
	N	M	SD	N	M	SD
<b>Time Spent on the Program</b>						
Visual	28	587.82	209.76	31	652.87	281.08
Audio	7	569.29	162.81	12	658.00	354.48
Kinesthetic	16	556.50	131.57	14	606.07	257.01
Multi Selection	19	586.58	202.79	13	608.31	373.28
Total	70	578.47	191.57	70	636.11	302.65



A quantitative research method was selected as the most suitable method to address the research questions.



### H3<sub>0</sub>: Main Effect - Time Spent

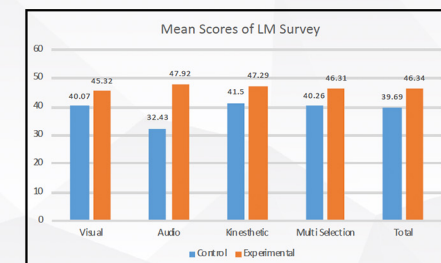
There is no statistically significant difference on the amount of time spent on the program between the two groups.



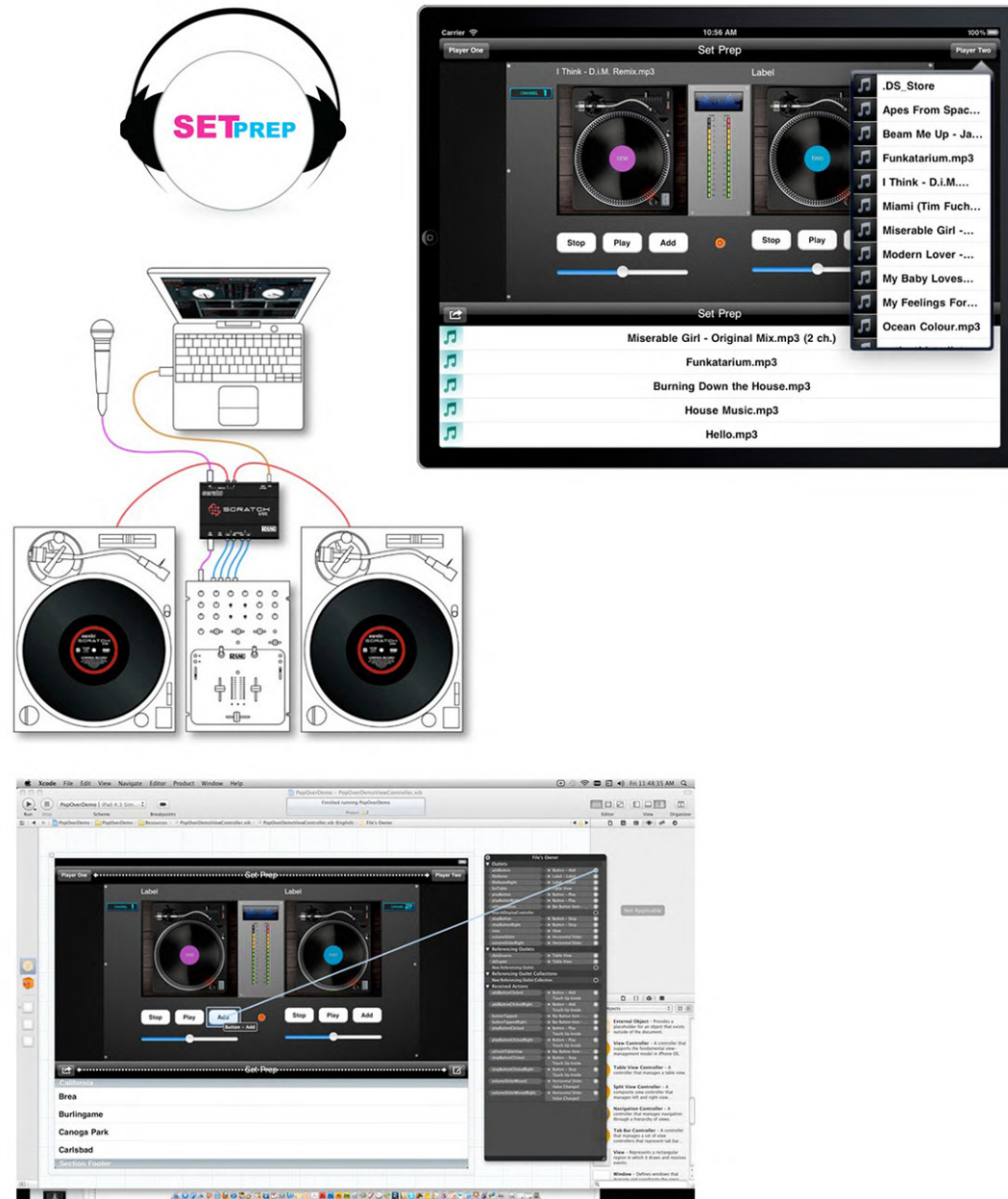
- $F = .852$ ,  $\eta^2 = .007$ , and  $p = .358$
- Failed to reject  $H_{30}$

### H1<sub>0</sub>: Main Effect - Learner Motivation

There is statistically significant difference on the learner motivation between the two groups.



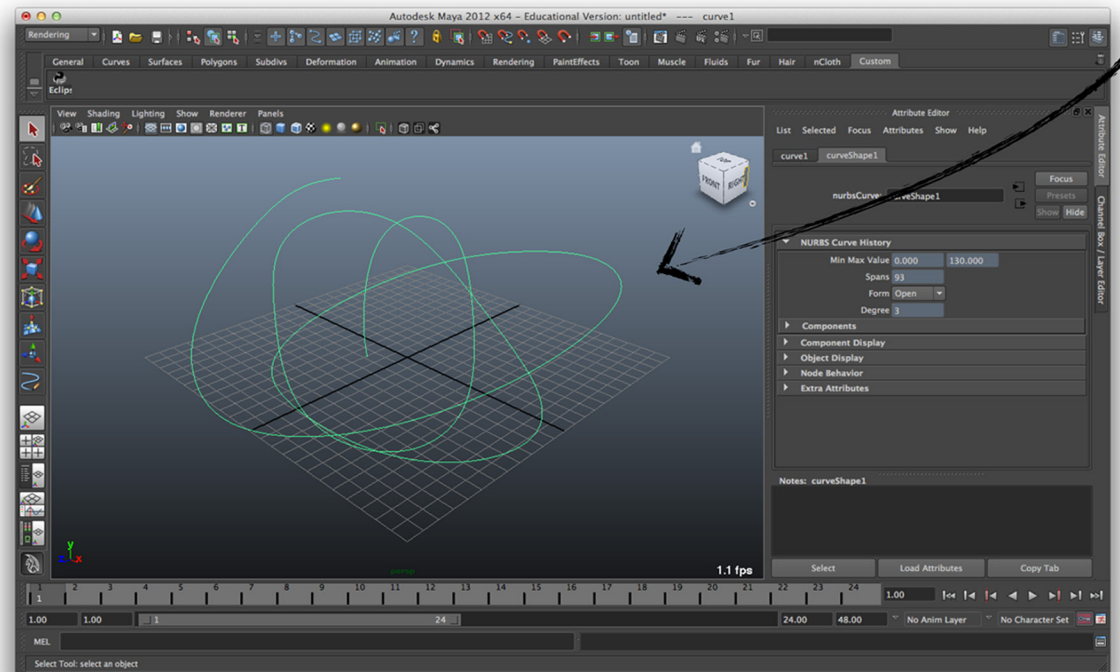
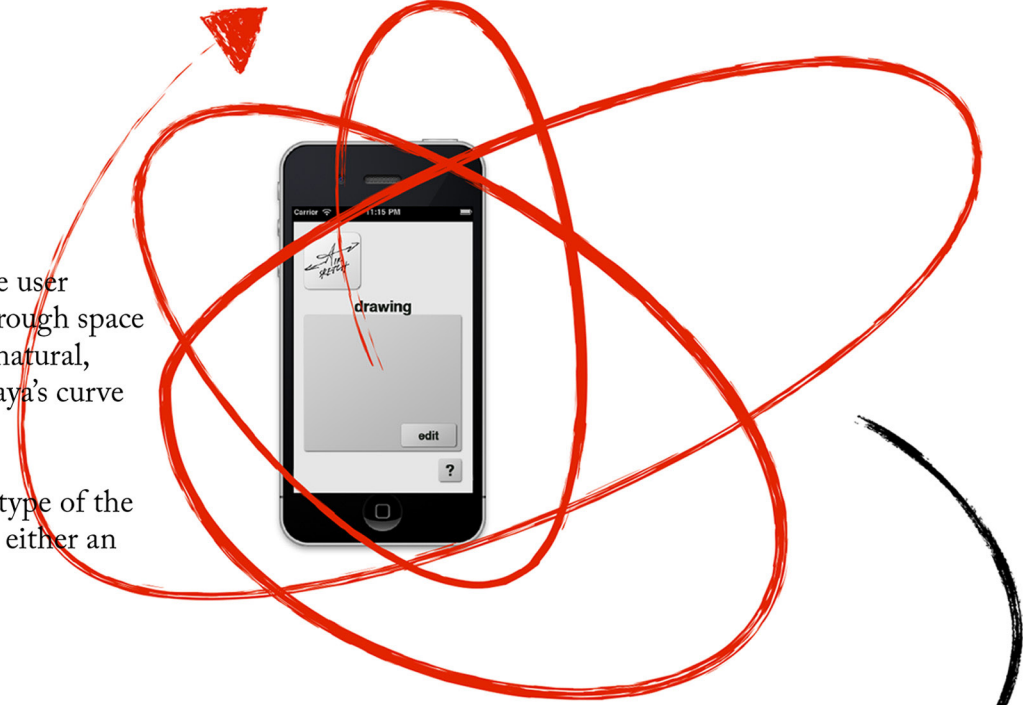
- $F = 14.619$ ,  $\eta^2 = .106$ ,  $p = .000$
- $H_{10}$  was rejected.



Geoff Beatty | Air Sketch

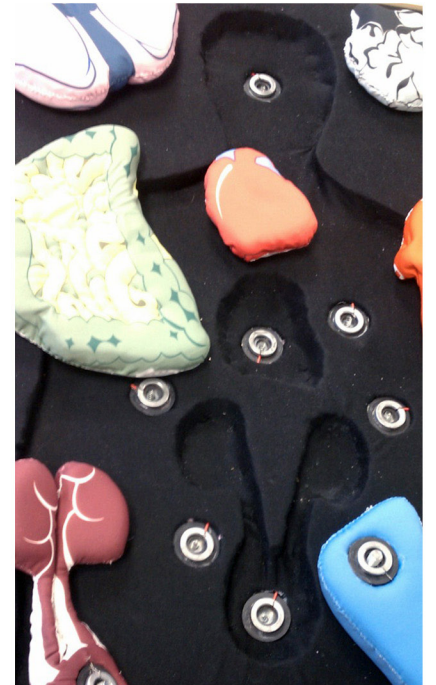
*AirSketch* is an application for creating 3D strokes within Autodesk Maya. The user moves a smartphone equipped with both an accelerometer and a gyroscope through space and a corresponding line appears in Maya. This interaction allows for a more natural, gesture-based approach for creating lines. When used in conjunction with Maya's curve utilities, such as Paint Effects, it becomes a visual painting tool.

For my thesis, I propose a two-part project. First, I will build a working prototype of the *AirSketch* tool. Second, upon completion of the software, I will use it to create either an animated short film or a series of digital paintings.

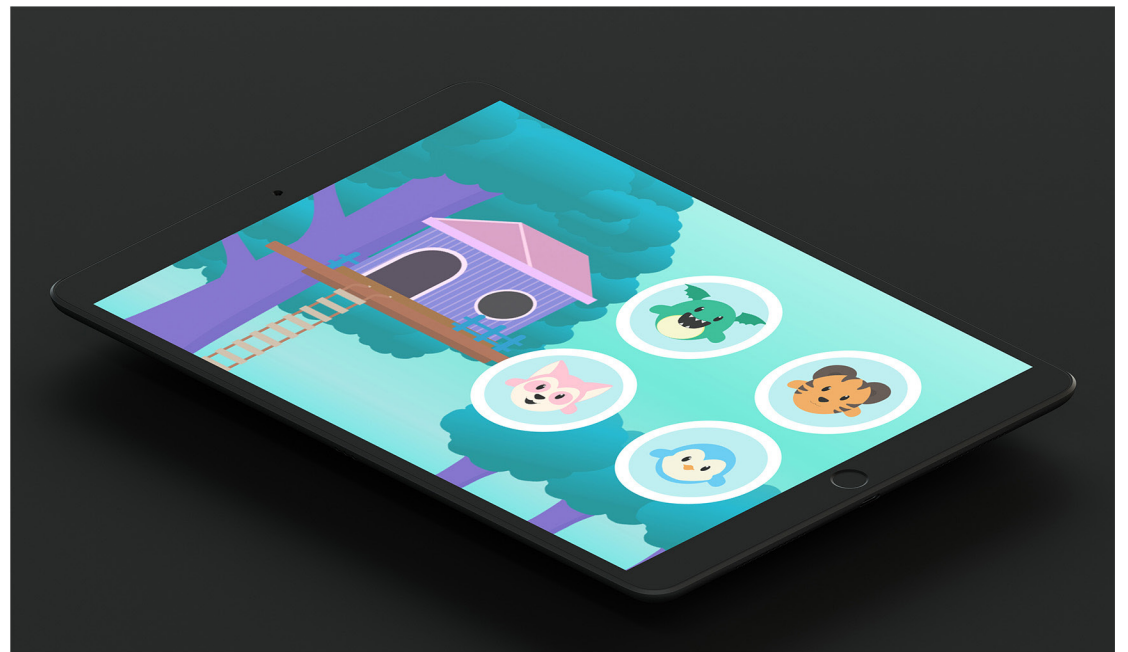
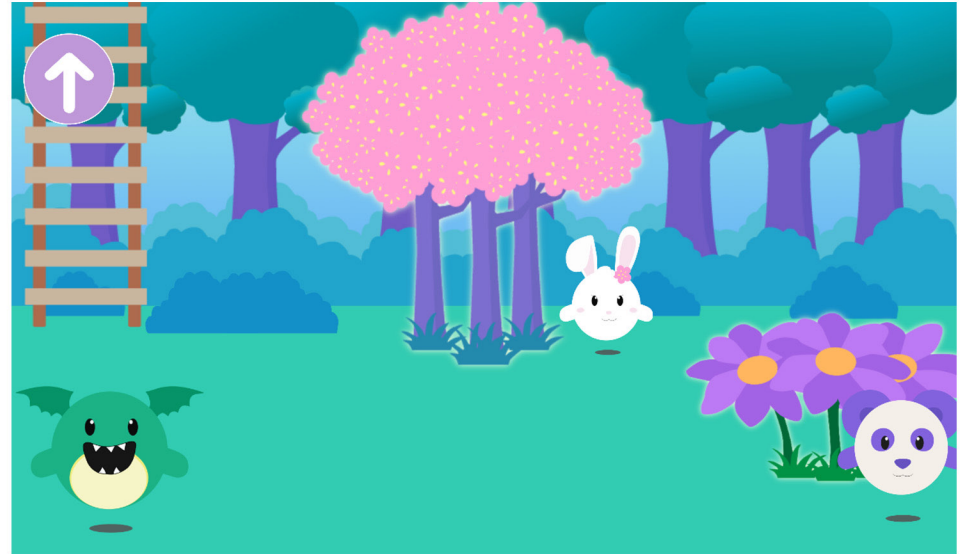
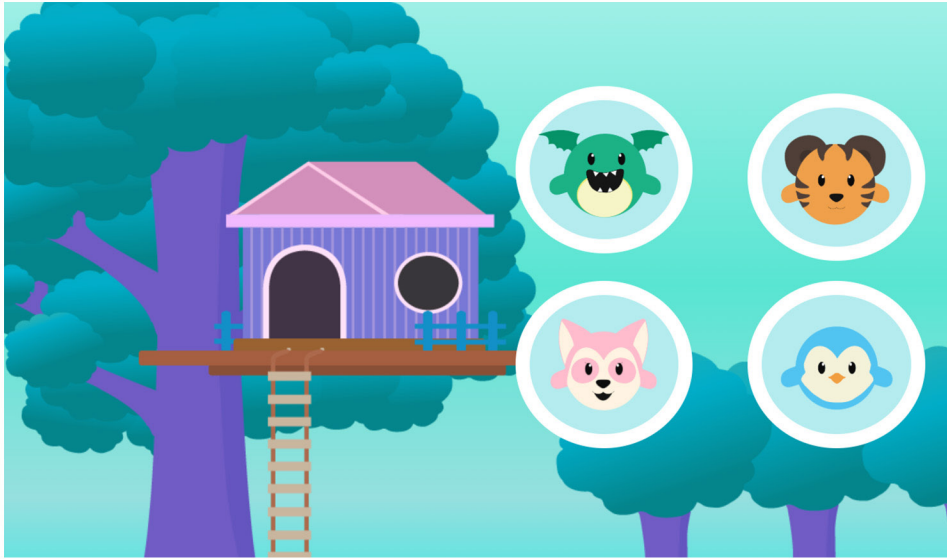


Interdisciplinary Graduate Thesis  
**Mobile Research & Development**  
Spring 2012





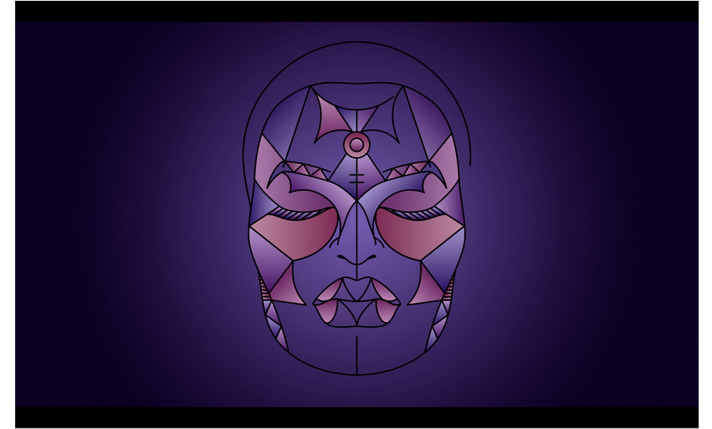
Cross - disciplinary Graduate Thesis - Soft Materials  
**Physical Computing & Medical Textiles**  
Spring 2010







WAKE



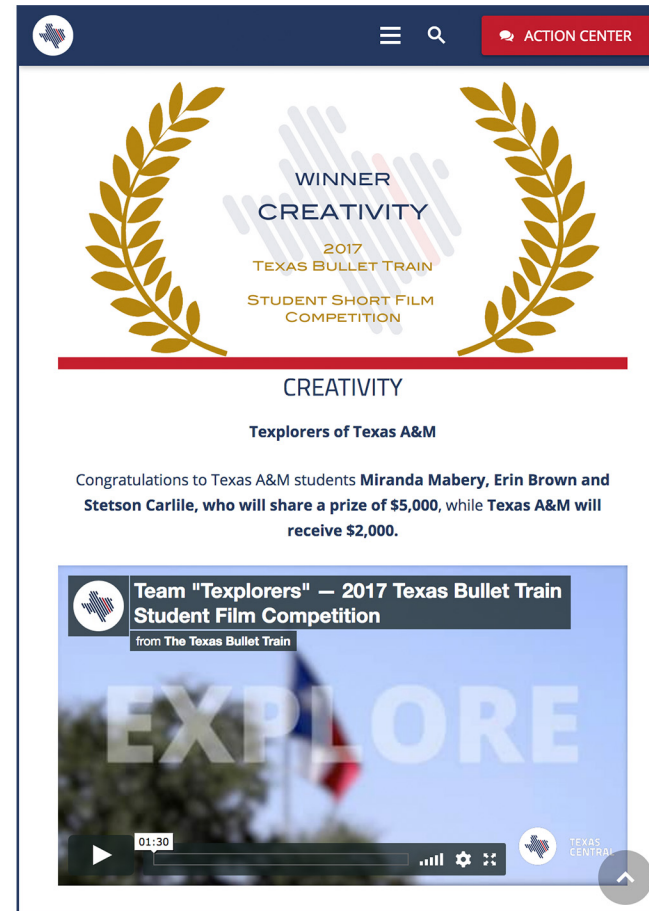
## WAKE

This project was conceived after the Women's March back in January 2017, and is to be completed by March, Women's History Month, and International Women's Day, March 8th, 2017.

Senior Capstone Project  
**Motion Design**  
Spring 2016

## Competition: Texas Bullet Train

Three student teams were finalist out of 50 submissions and two of these teams won awards. The work was judged on adherence to the topic and technical use of video design and creativity. \$14,000.00 in prize awards, includes the areas of Live Action and Creativity.



[www.texascentral.com/2017/11/20/announcing-winners-texas-bullet-train-student-short-film-competition/](http://www.texascentral.com/2017/11/20/announcing-winners-texas-bullet-train-student-short-film-competition/)



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# **Environmental Graphics Design Studio**

- Vertical Studio: Fabrication / Branding

Location on campus that had signification and  
Create an installation with a graphic message.

The project was a cross-collaboration with the  
Automated Fabrication Lab, the campus  
Maker Space, and artist Taekyeom lee.

Logo



## Building: Student Center

Studio worked with Lee Takyem in a joint project using fabrication and graphics. In the assignment, students selected spaces on campus to design a graphic installation where the audience can interact with your message.



Logo



## Building: College of Architecture

Studio worked with Lee Takyem in a joint project using fabrication and graphics. In the assignment, students selected spaces on campus to design a graphic installation where the audience can interact with your message.

Diversity Environmental Graphic Design  
**Graphic Design Vertical Studio**  
 Spring 2018





## Building: Aggie Muster

Students worked with Texas A&M Core Cadets & Lee Takyem in a joint project using fabrication. and enviromental graphics.

For the assignment, students selected spaces on campus and designed a graphic installation where the audience can interact with the message.



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# **Game Design Projects**

- Multi - Media Web Studio: Game Design Prototype
- Design III: Intro to Game Design & Dev using Unity - Students worked in teams of 3
- Mobile Game Design using Javascript







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# **Motion Design**

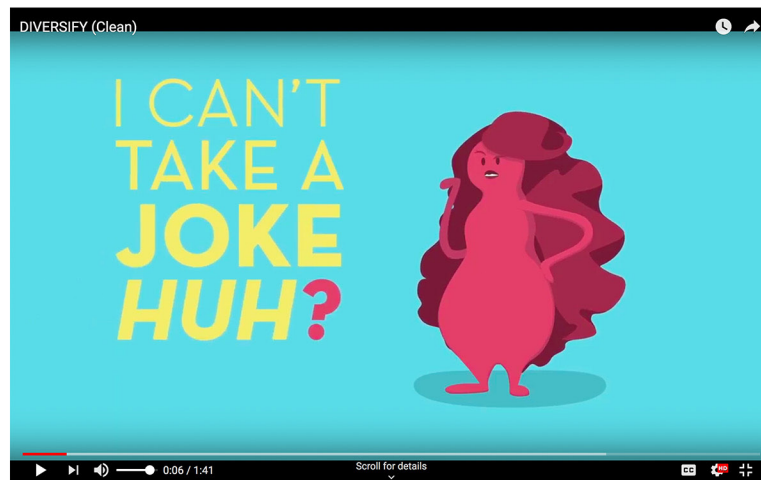
## **Projects**

- Vertical Studio: Diversity Animated Short
- Vertical Studio: Marketing Animation Project
- Vertical Studio: Animated short
- Graphic III: Story Boarding
- Digital Design III: Motion Typography Study
- Digital design III: Kinetic Typography short
- Digital Design III: Video and Type Short



Logo

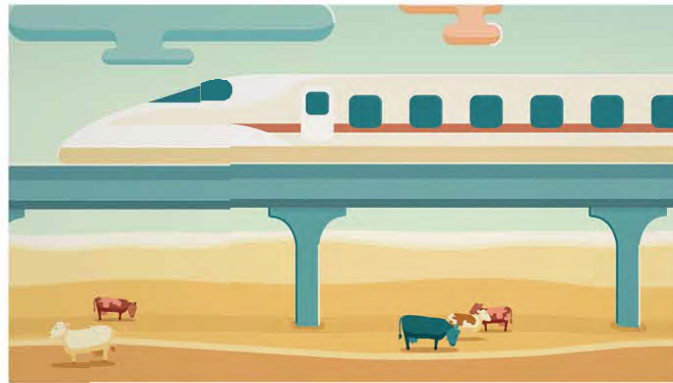
DIVERSIFY



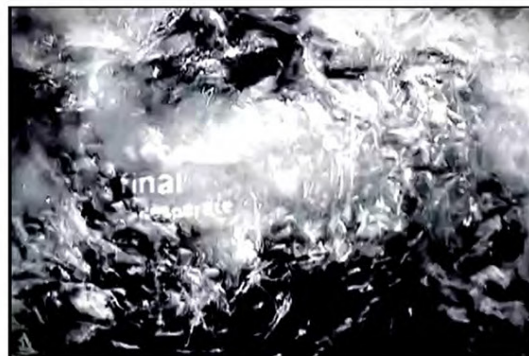
Awarded College Diversity Award  
**Motion Design Vertical Studio**  
Spring 2016

## Logo

REVIVE







Poem - Video & typography  
**Interactive Design & Media**  
Spring 2009





Poem + Film  
**Interactive Design & Media**  
Spring 2012-13

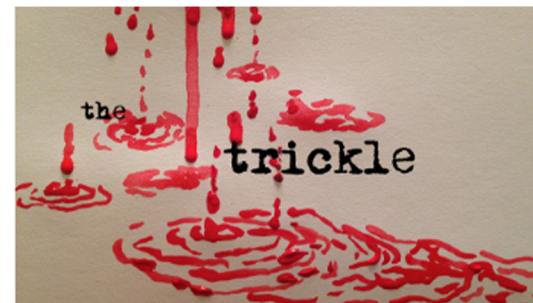
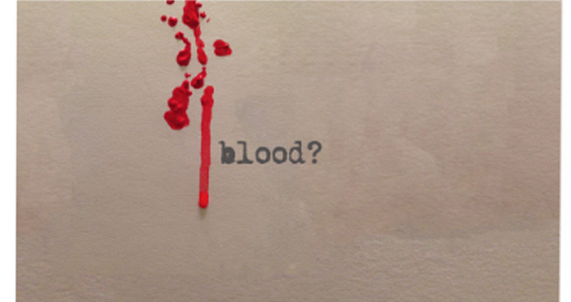
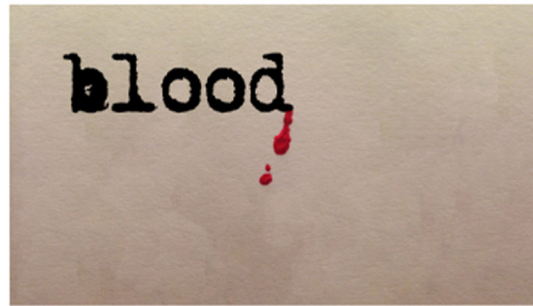
TELEVISION  
IS NOT  
THE TRUTH

WE'RE  
IN THE  
BOREDOM

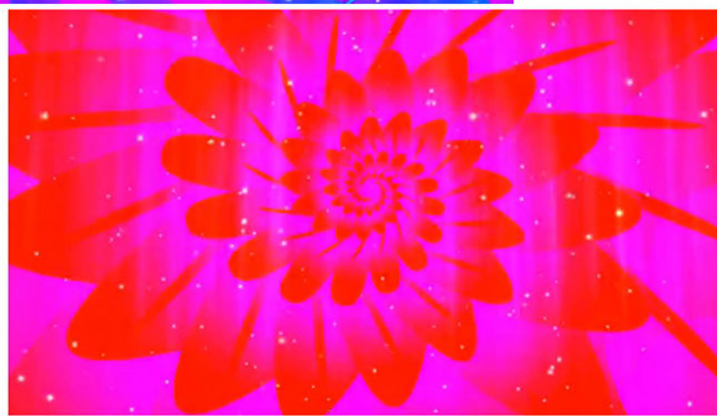
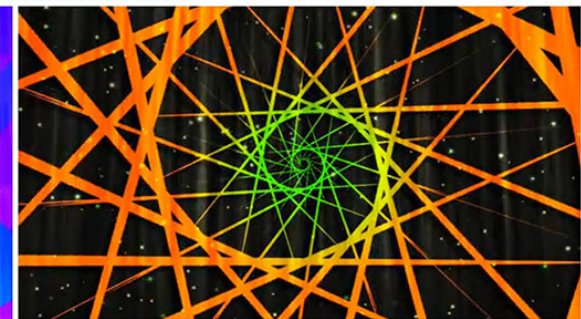
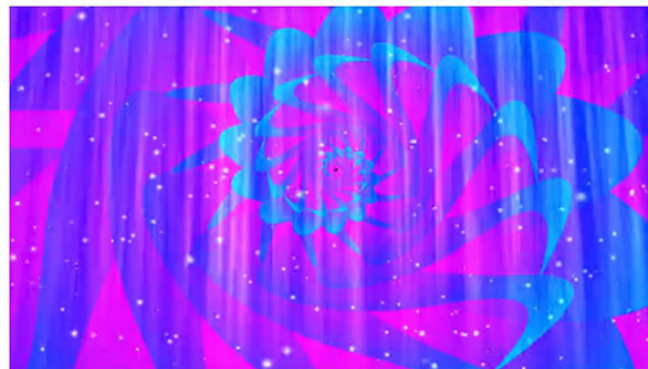
Archie  
Bunkers  
house

WE'RE  
ALL YOU  
KNOW

Poem - Video & Typography  
**Interactive Design & Media**  
Spring 2009







Poem + Film  
**Interactive Design & Media**  
Spring 2012-13



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# **Web Design / Development Projects**

- Renoir Project: Web Design/Dev Project with Digital Archives
- Interactive Design: Web Dev - HTML, CSS, Javascript
- Intro Web Design: Wireframe, Sitemap
- Rich Internet Design & Development
- MultiMedia Design & Development

Logo

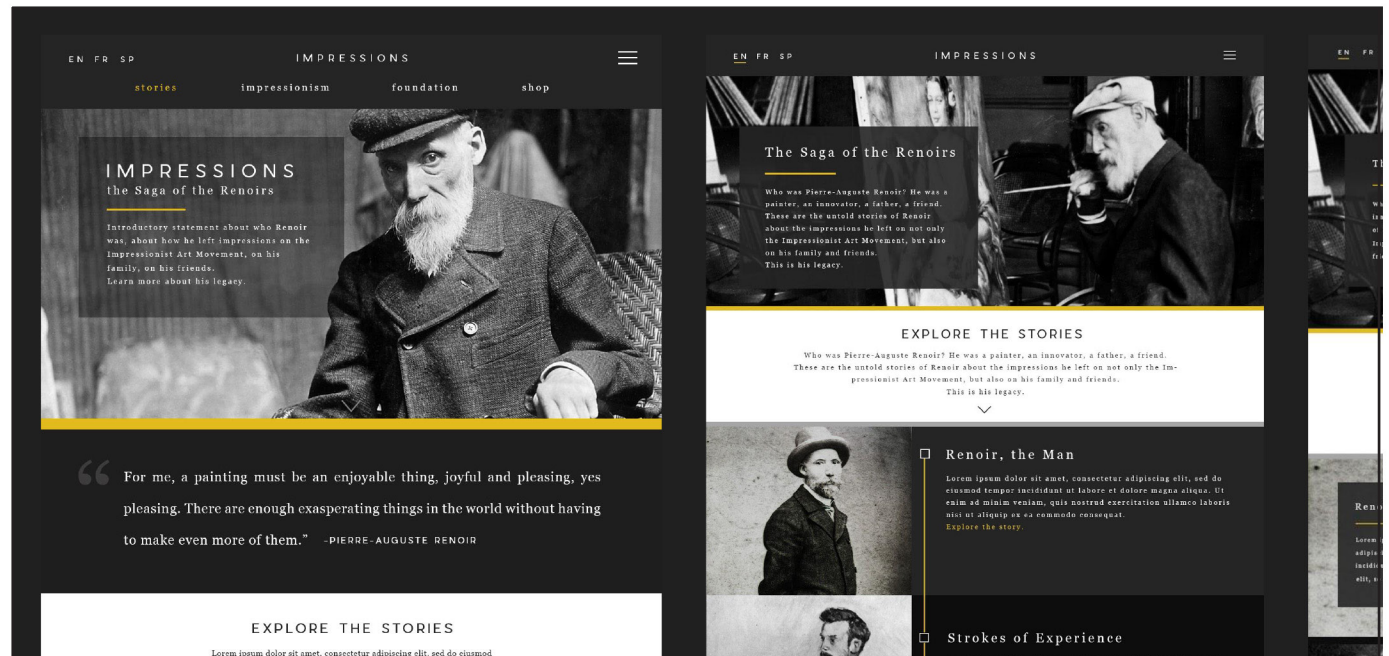
# IMPRESSIONS

The Saga of the Renoirs



## Renoir Project

Students worked directly with the Paul Renoir's Foundation along with College of Archives for a semester long project to produce a artbook and interactive website. This involved handling and organizing digitized photographs and records.



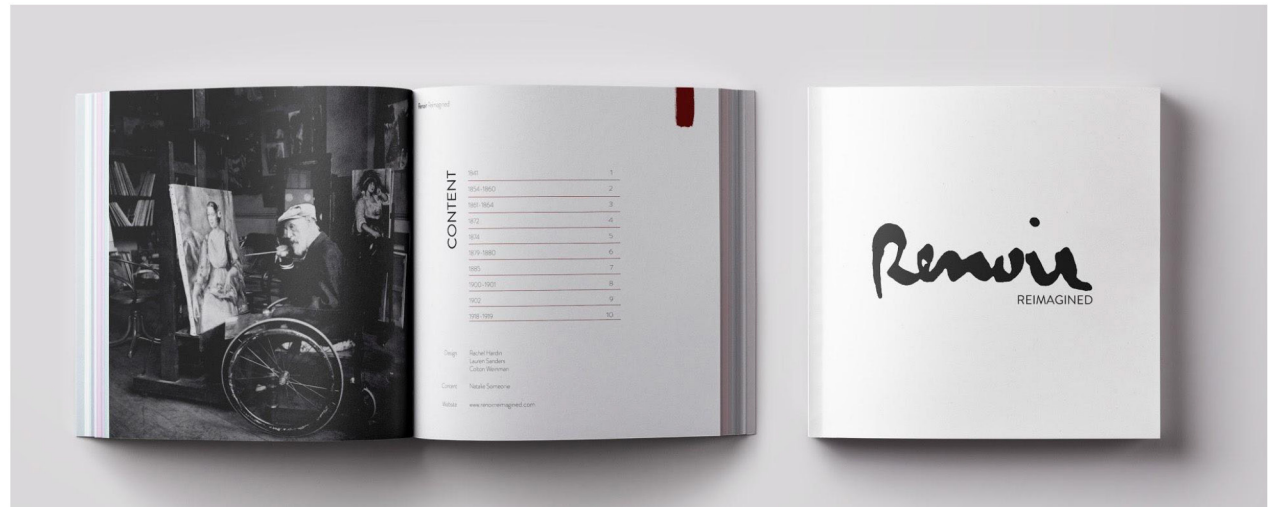
Branding & Digital Archives

**Graphic & Interactive Vertical Studio**

Spring 2017

Logo

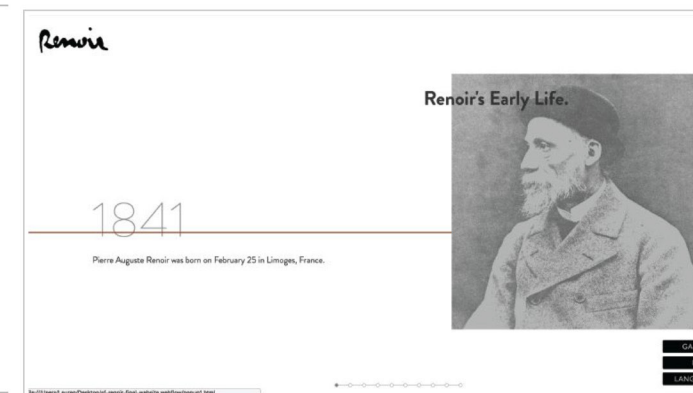
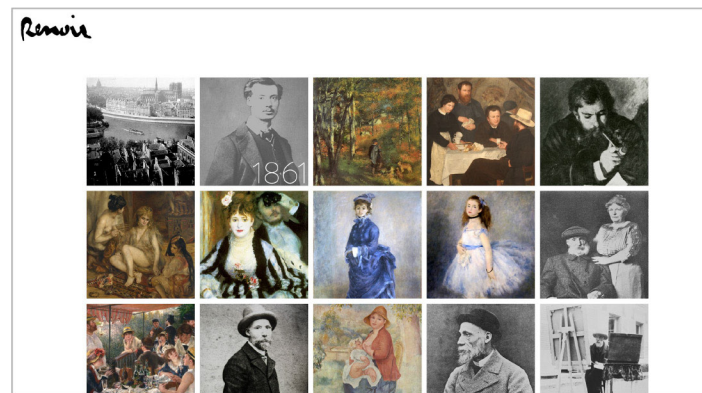
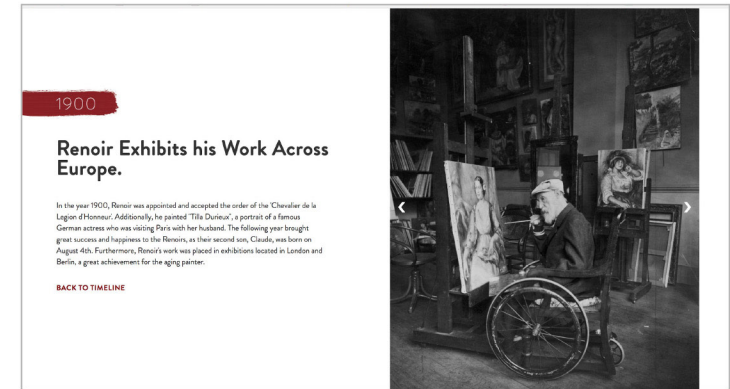
**Renoir**  
REIMAGINED

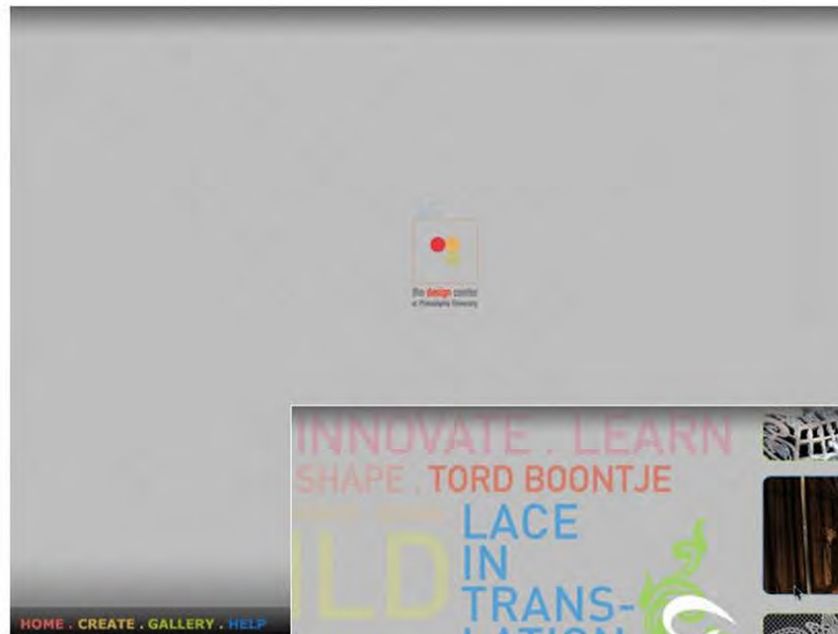


## Renoir Project

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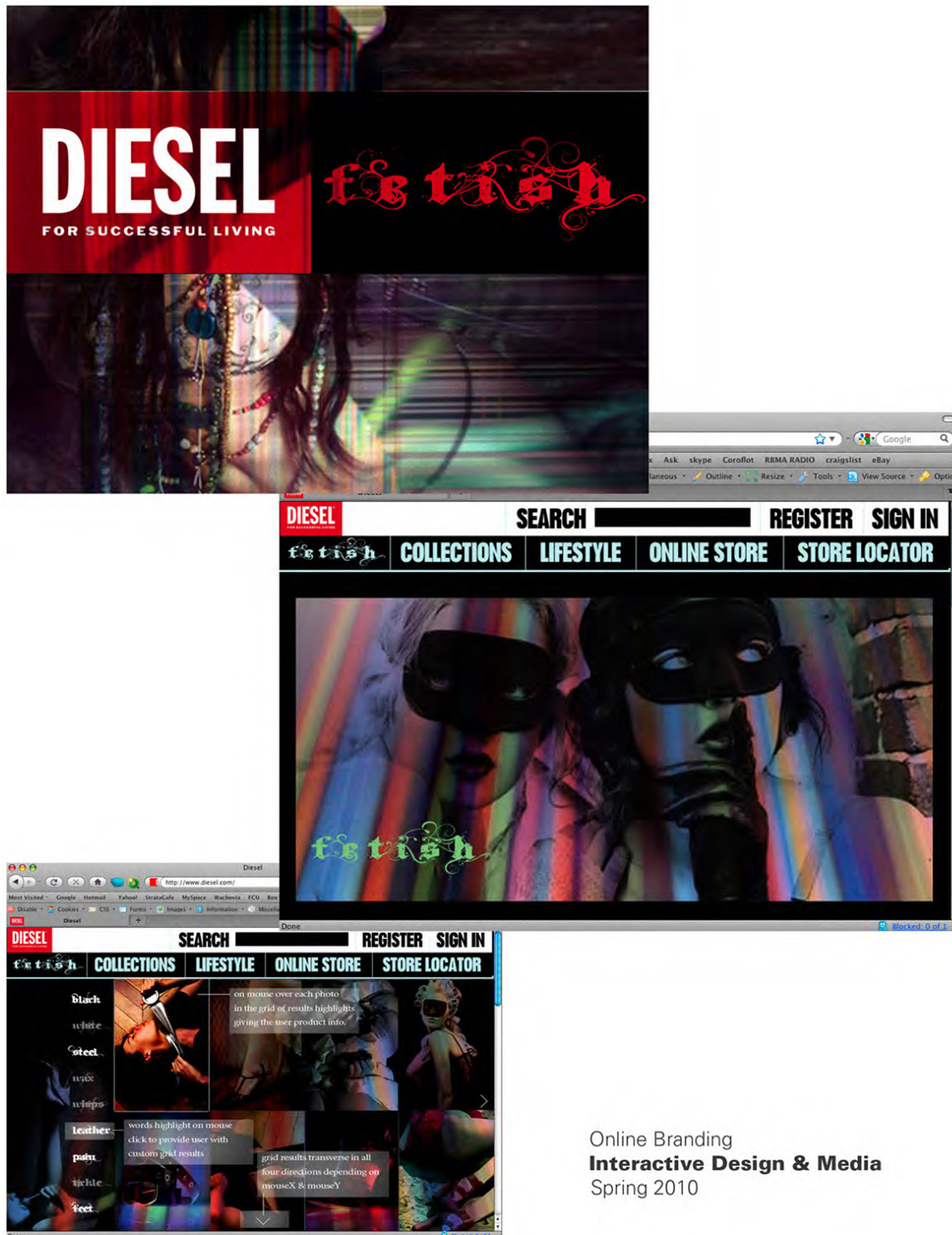
Branding & Digital Archives  
**Graphic & Interactive Vertical Studio**  
Spring 2017





Rich User Experience  
**Interactive Design & Media**  
Fall 2010





## Fashion Design

*A part of the School of Design & Engineering*

[\[Home Page Wireframe\]](#)

## "The Visionaries" Showcases Inspiring Student Designs

## NEWS & EVENTS

## STUDENT WORK

## CURRICULUM

## FACULTY

## ALUMNI

**BLOG**

Join the Fashion Experience  
Apply here



The 2011 Philadelphia University Fashion Show paraded spectacular student designs that wowed the packed house at the Academy of Music on April 30. The fashion show theme, *The Visionaires*, captured the spirit of the event.

[\[Read More\]](#)

## ABOUT US

Future designers begin at our University with traditional studies of line and form. Our proven curriculum in apparel management and production includes hands-on experience with the latest computerized design and production equipment. In addition, our unique understanding of textile materials makes this program one of the best in the country.

Fashion Design students have an opportunity to add an international dimension to their education by participating in the Study Abroad Program during their third year of study. Students studying overseas gain a cross-cultural experience while broadening their design skills, enabling them to strengthen their competitive edge in the global marketplace. Students can also choose to participate in the Internships Program designed to enrich their education while gaining work experience.



**2011 Senior Show**  
Outstanding Fashion designs

Show paraded spectacular student designs that wowed the packed house at the Academy of Music on April 30. The fashion show theme, The Visionaries, captured the spirit of the event ...

more

## PhilaU

[Gallery Page Wireframe]

### Fashion Design Logo

### Student Work

### Alumni Work

### Professors Work

## Accordion Navigation

Alumni  
work

"A Famous quote  
once said"

Event  
Gallery  
Info.

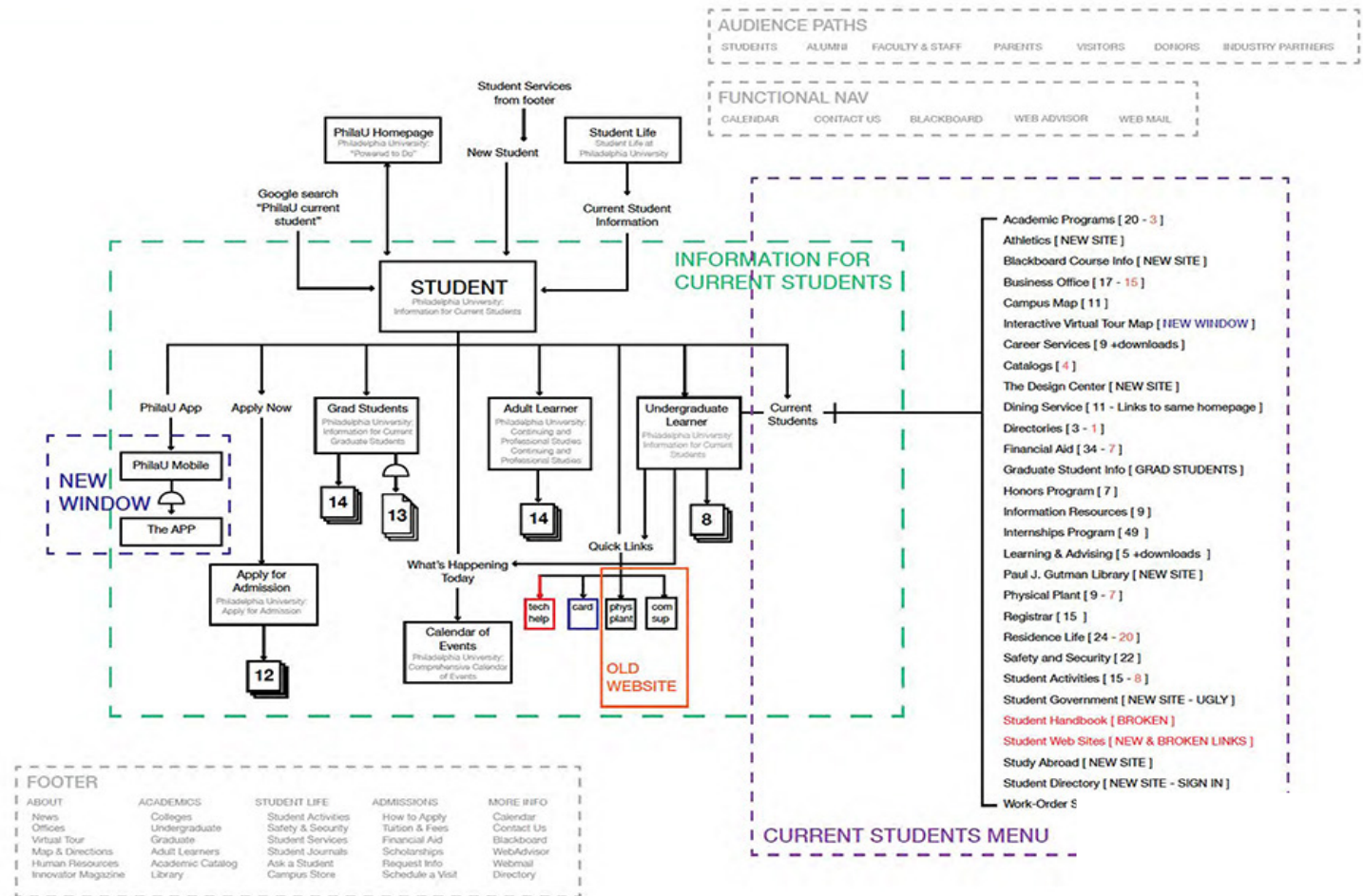
student  
work

student  
work

"A Famous quote  
once said"







**NEW JERSEY STATE POLICE  
2010 GANG SURVEY**

# LOCATION WHERE GANG ACTIVITY HAS BEEN REPORTED

PUBLIC SAFETY
Criminal Activity
Gangs
Educators
Schools

## PUBLIC SAFETY

### RESIDENT AND TRANSIENT GANG MEMBERS

The gang presence reported in a certain location within the 2010 Gang Survey incorporates both resident and transient gang members. What does this mean? Resident gang members are those who live and are active in gang activity in the same town, while transient gang members are those who live in one town, but who may be active in gang activity in other towns.

Gang members, like everyone else, seldom confine all their activities to one municipality. They may live in one town, work

in another and visit friends or relatives in a third, all while committing crimes in all, some or none of these towns. The 2010 Gang Survey sought to measure the impact of transient gang members in particular in addition to resident gang members, and so added municipal agencies to include both types of numbers in their responses about particular gangs. It is important to note that when reading about gang activity in certain places,

**CRIMINAL ACTIVITY**

**KAMES**

**CRIMINAL ACTIVITY**

**EDUCATORS**

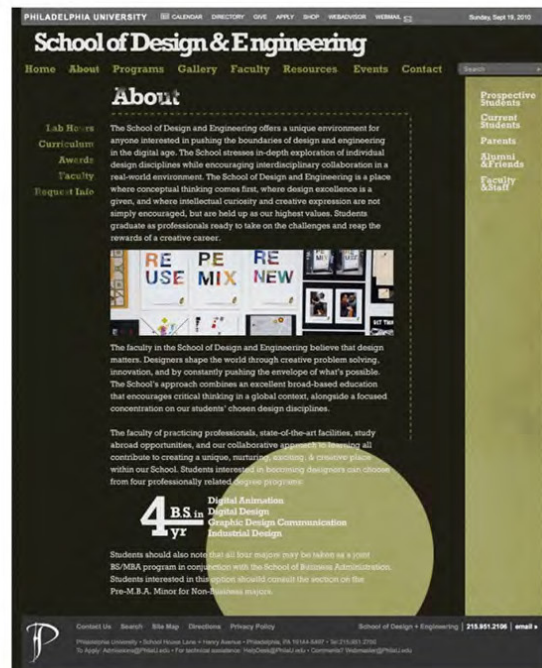
**SCHOOLS**

FOOTBALL

Gang Presence by Region

Data by Division

**Collaboration  
Graphic Communication &  
Interactive Design  
PUDW  
Spring 2011**



## **Sherman Finch**

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Mobile: 281-733-6738

# **Print Design**

## **Projects**

- Vertical Studio: Brand & Magazine Layout
- Vertical Studio: Brand & Identity
- Vertical Studio: Brand & Identity
- Graphic Design II: Brand & Poster Design
- Graphic Design II: Typeface Design
- Graphic Design III: Motion Design

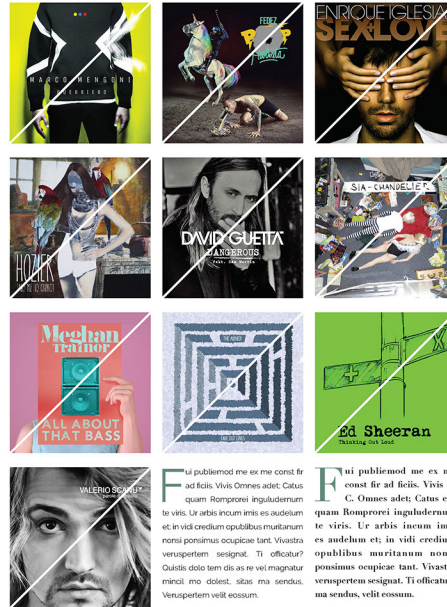


"ART IS ABOUT BEING  
IN THE **MOMENT** AND  
BEING IN THE **SPACE**  
WHICH YOU CREATE."

-RICK WOODBURY

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Simensigitis visque manultus etra?  
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## VELVET UNDERGROUND

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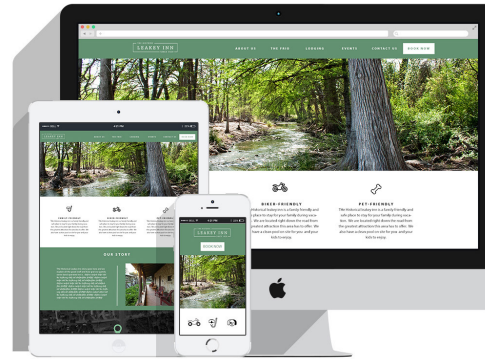


Logo





# Logo



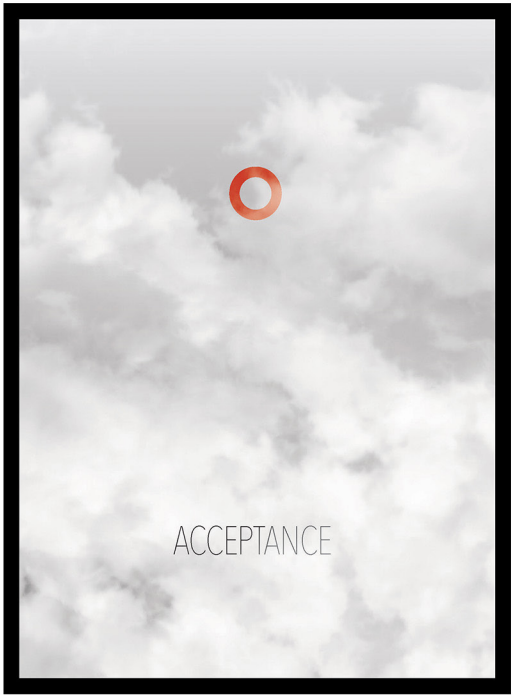
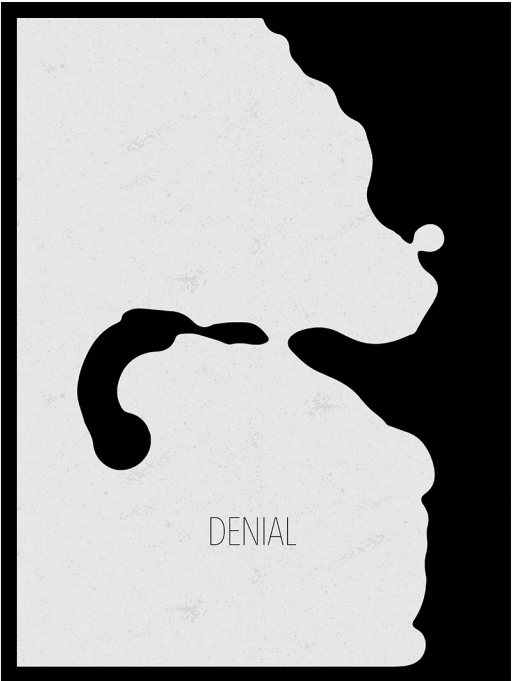
Logo

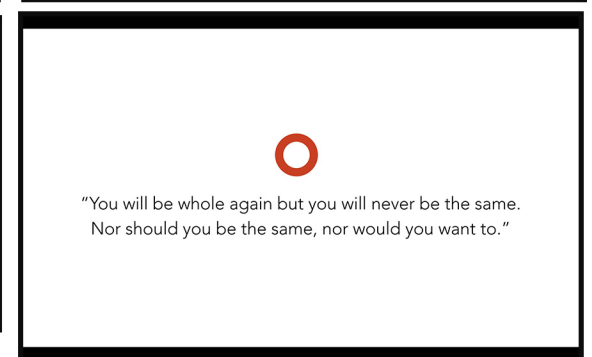
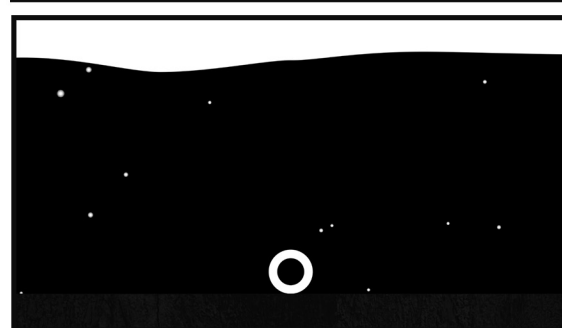
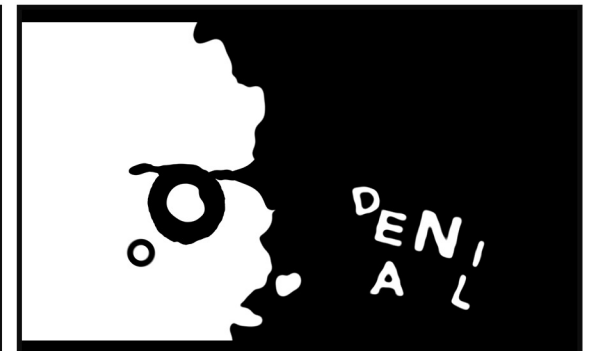


Brand & Poster Design  
**Graphic Design II**  
Spring 2018



Logo





**Sherman Finch**

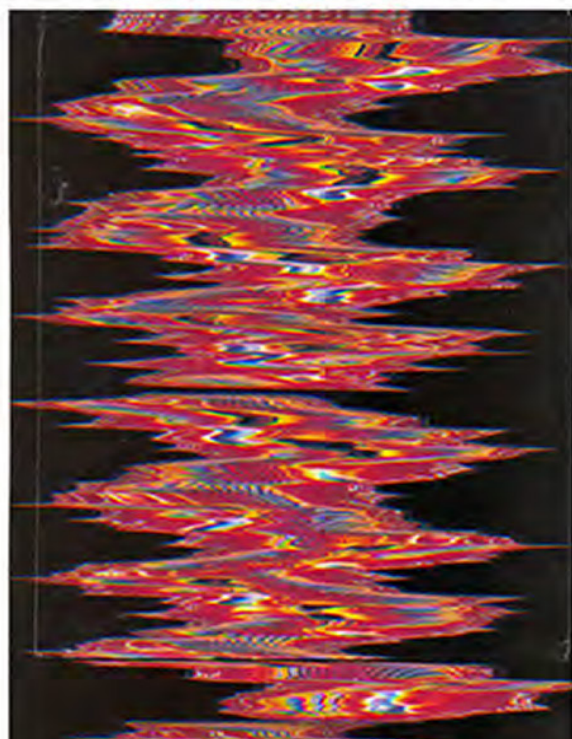
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## **Digital Art Projects**

- Digital Innovations: Digital Scan Exploration
- Digital Innovation: Mobile Design / Development
- Algorithmic Driven Art







Creative Scans  
**Digital Art**  
Spring 2003-07

**Sherman Finch**

sfinch@tamu.edu

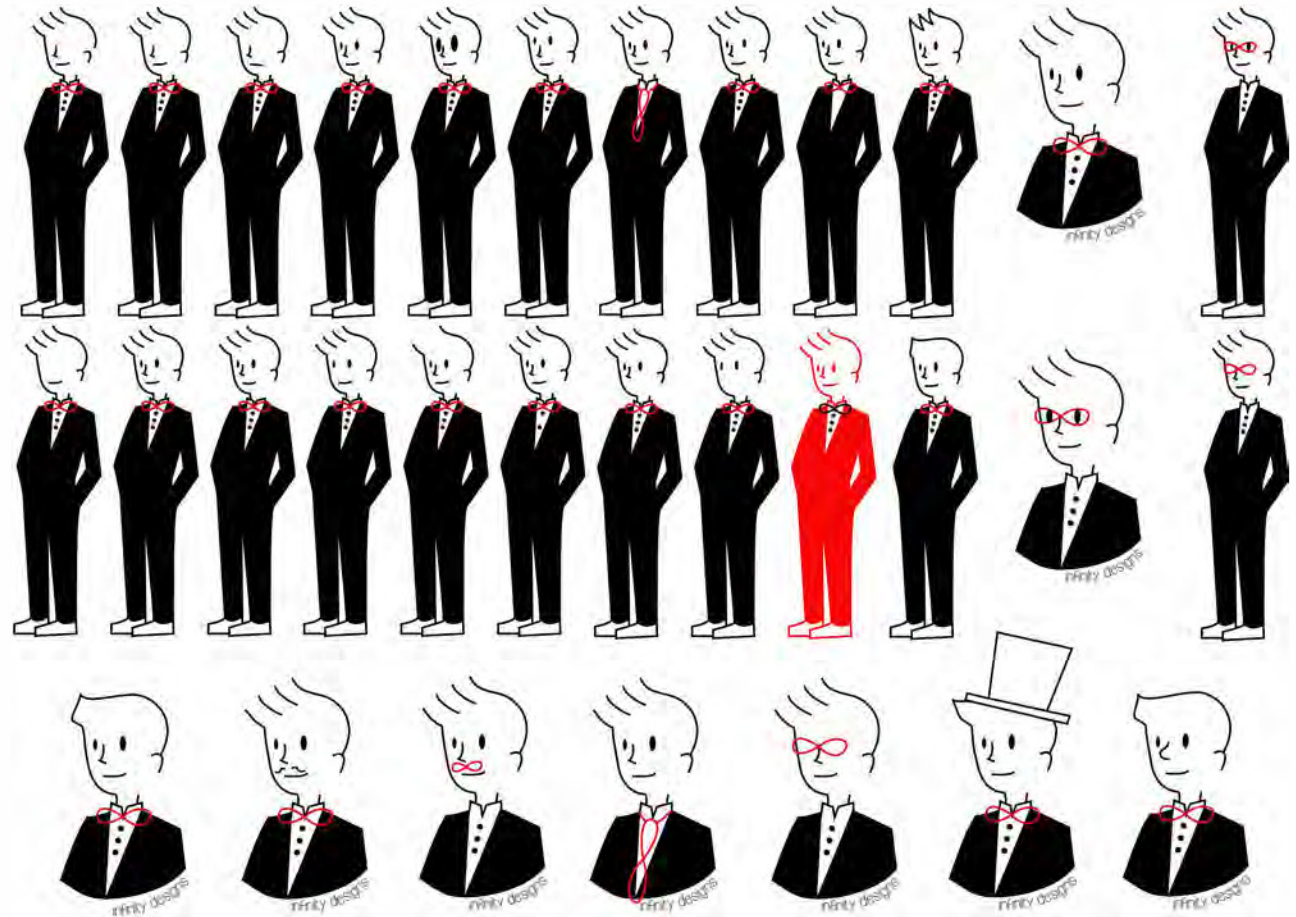
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# Foundations

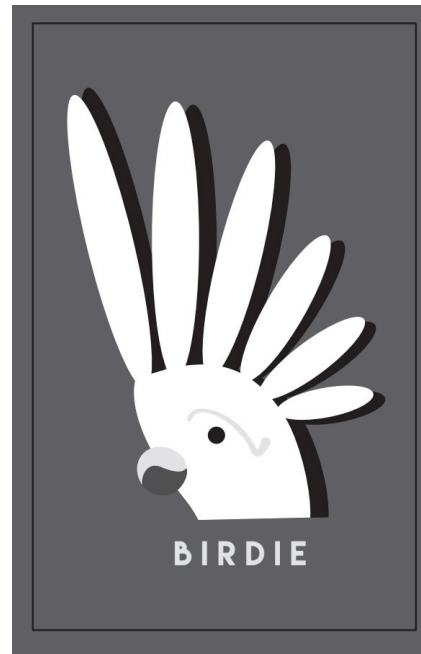
## Student work

- Graphic I: Intro to Logo Study
- Graphic I: Logo Design
- Foundations: Typography Study
- Foundation: Drawing I
- Figure Drawing I





**CHEROKEE**  
WESTERN APPAREL



**BIRDIE**



**Cub Co.**  
CLOTHING COMPANY



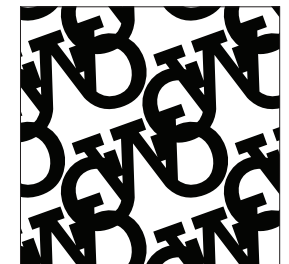
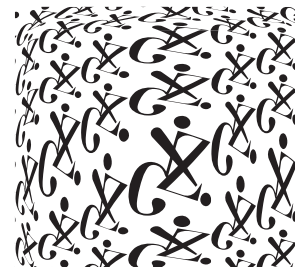
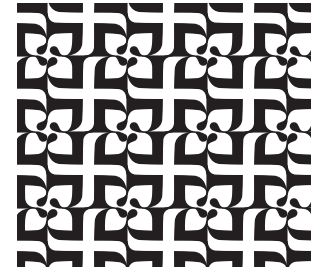
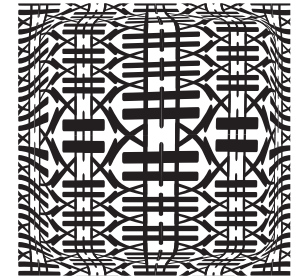
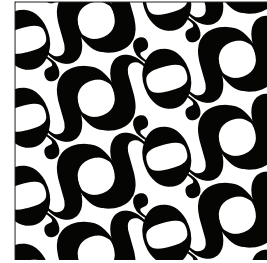
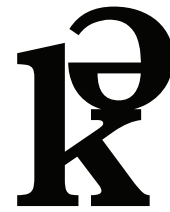
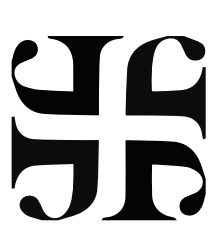
REDFOX SECURITY



**EMPEROR**  
MUSTACHES







# Logo

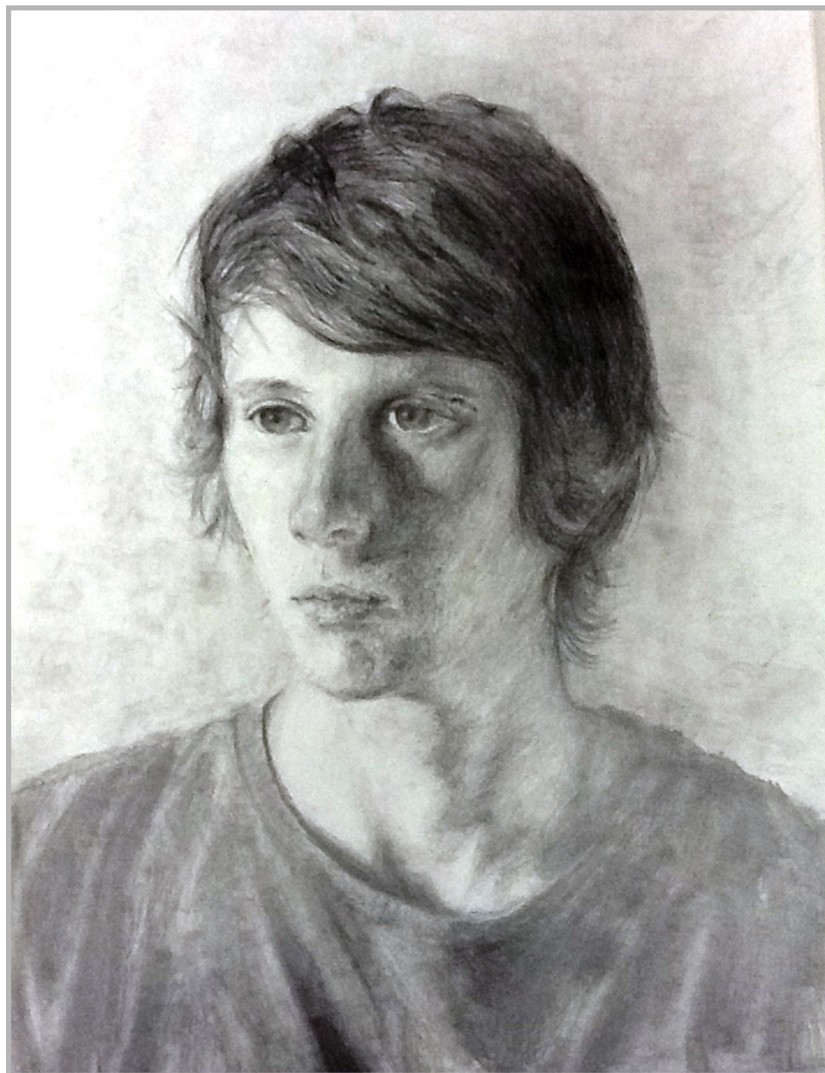




## Logo







Foundations  
**Fine Art**  
Spring 2006



# Thank You

**[shermanfinch.com/wordpress/](http://shermanfinch.com/wordpress/)**