

Date September 30, 2025

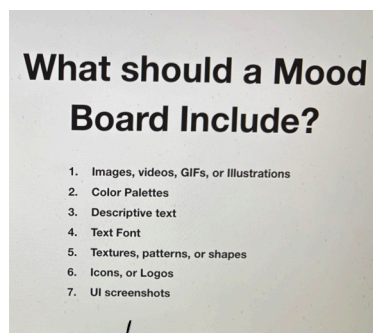
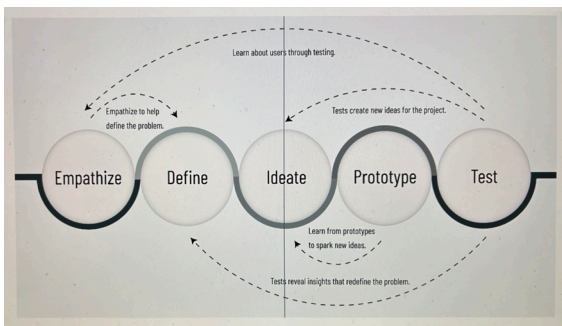
From Joe Litow, Professor

Re Class Observation: Martin Dominguez ART 225 FG Web Design 1 16054

On September 26, 2025, I observed Martin Dominguez's ART 225 FG 16054 Web Design 1 class in Orange Hall 39. Ten students were present. Restating the class cornerstone, *learn about users through testing* Martin reviewed the first four weeks' activities which included initial research and development culminating in wireframes for each student's personal website. Pointing to the web design steps, empathize, define, ideate, prototype, and test Martin introduced the Mood Board as the next phase in the student's web design.

After advising the students to research Mood Boards starting with *Pinterest* Martin segued into what a mood board should include: images, color palettes, descriptive text, text font, textures patterns or shapes, icons or logos, and UI screenshots. He offered copious examples and valuable tips for each area. He was effective in recognizing each student's individual project during the discussion. For websites do not use more than two to three fonts. Use contrasting fonts and keep it simple. Helvetica is a reliable, stable sans serif font. Avoid a cliché like Times New Roman. He presented numerous Mood Boards illustrating cohesive color palettes. He ardently instructed the students to use hex numbers for colors. The students must create two Mood Boards, an A and a B. They will later design two UI Mockups. A mockup shows a product is 90% finished before it is built. Martin exhibited past students' work showing the effectiveness of proposing two designs during these development stages.

As I mentioned in observing Web Design 2 class Martin structured this introductory class to provide for ideation, interaction, and collaboration. Martin connects his students to the real world of web development and design in every aspect of this course. Martin's Web Design 1 class is experiential learning at its finest level. It is a robust and substantive introduction to UX UI design. I reiterate what I noted in Martin's previous observations: SUNY Orange students are fortunate to gain invaluable experience under an experienced, enthusiastic, and energetic mentor.



Joseph Litow

Joe Litow

Professor

Date 9/30/2025

Martin Dominguez

Martin Dominguez

Instructor

Date 9/30/2025