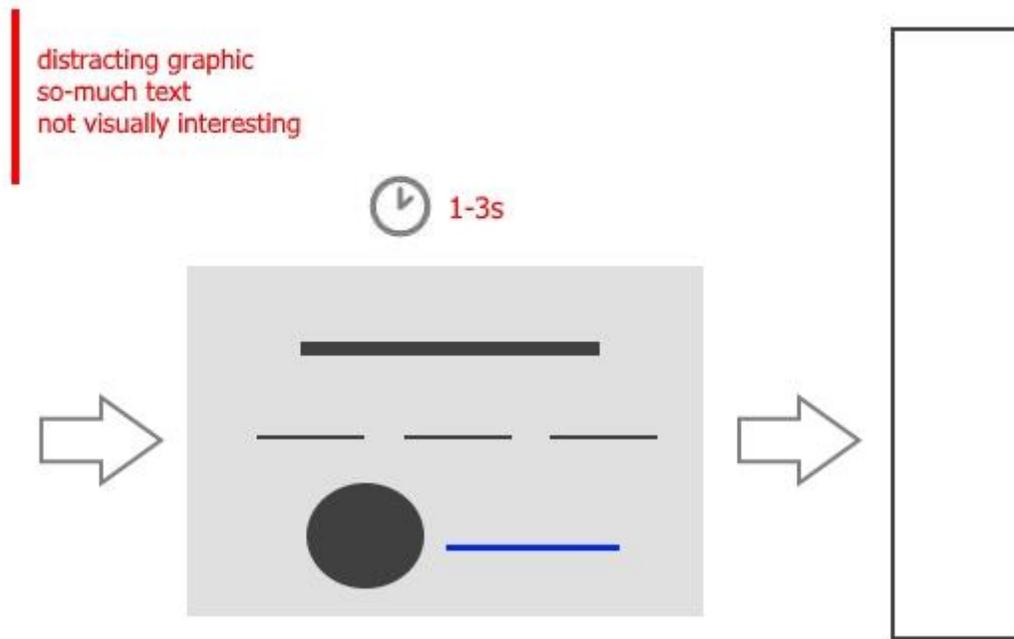


REDESIGNING BRL-CAD SPLASH SCREEN

# Idea

Proposition for my design is simple, using the three terms that defined Archer's productivity in three words in the old splash image: *THINK. INVENT. CREATE.*

## PROBLEMS



In the text-format it looked kind of messy as user whenever starts any application to do a task user wants it to open quick and for that time-period that was too messy to read.

So for me to define those terms I use it to address through iconography. I came up with icons resembling think, idea and create.

## **THINK**



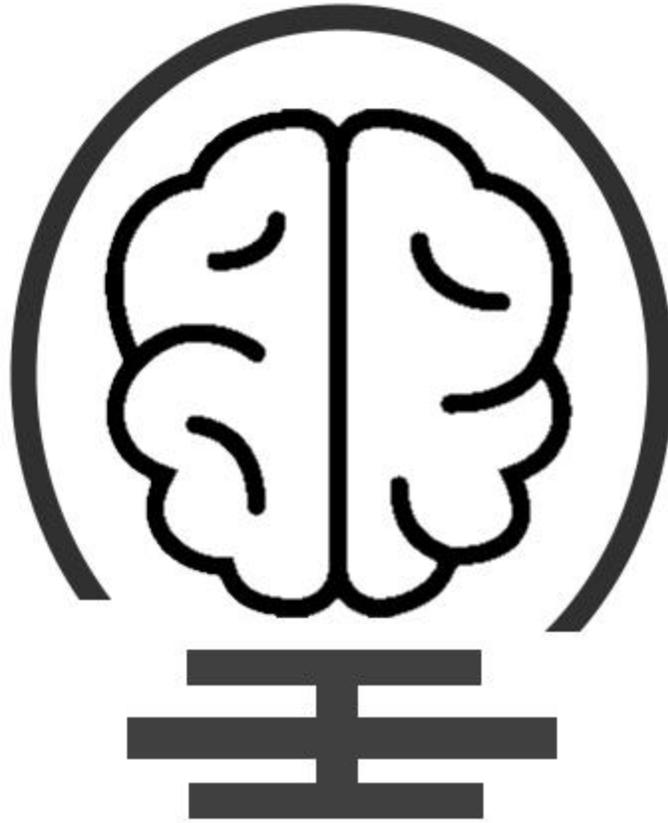
The brain icon resembles think, bulb icon illuminates the idea, and the plus sign icon is equal to the creation.

## Importance of Iconography

Icons acts as visual metaphors and illustrations that can convey significant meaning in a small amount of space, for instance my three icons easily tells the users what's the software application about in short-time for first-time interaction, but if they are mixed and presented in minimal way they will save the space and user can see the meaning by just looking it up in first glance and after that user can also focus on other elements present on screen in same time period.

### PROPOSITON

When I started creating this one *think* icon, I remembered those three terms present on the old splash image and the way BRLCAD makes user's productivity to flourish. While worked on it I mixed the brain icon in a build with its stem resembling the plus-sign to show the creation. Here's how it come up!

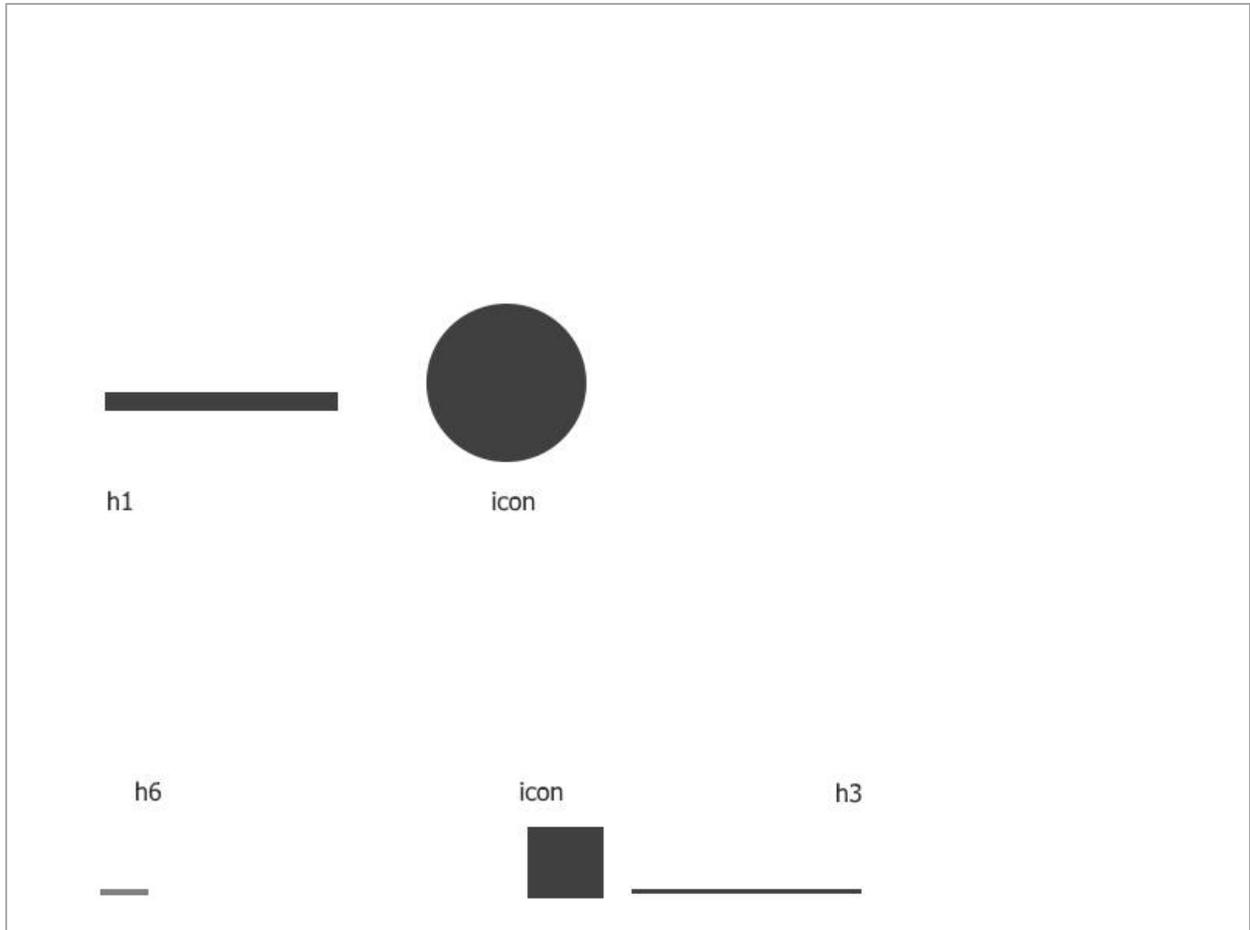


As you see the icon uses black color to show the impact of thinking and subtle gray color for bulb's curve and it' stem to show the plus sign.

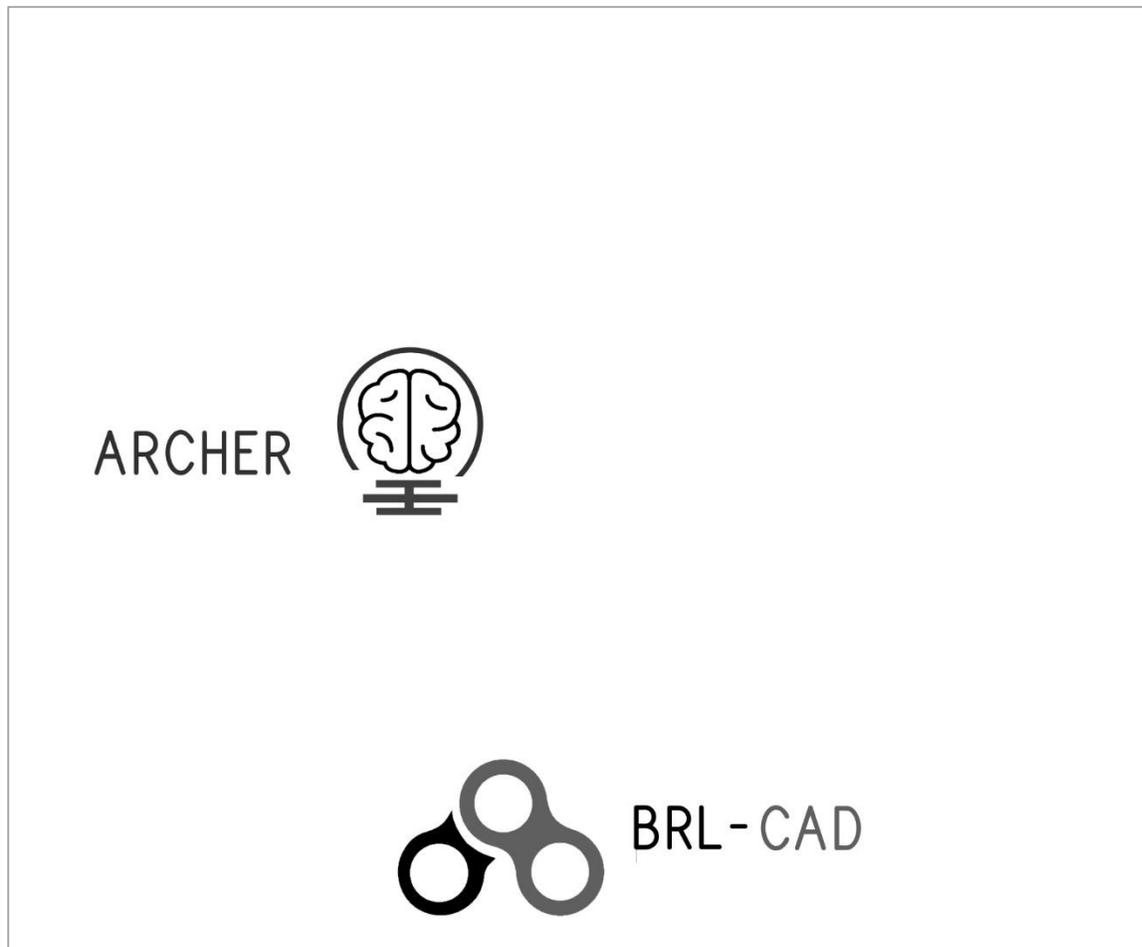
# Redesigning the Splash Page

## MOCKUP

When I started designing the splash page I came up with various mockups, and selected the one which is featured as the cover page of this document.



## CONCEPT



As you can see from my concept splash page, it clearly follows the mockup you saw when you first open this document. My concept follows the minimal design with my think icon resembling the terms: think, idea and creation as discussed above. Also, I feel that this design is easier for eyes to read and understand the meaning and having a good impression on every launch.

TYPOGRAPHY

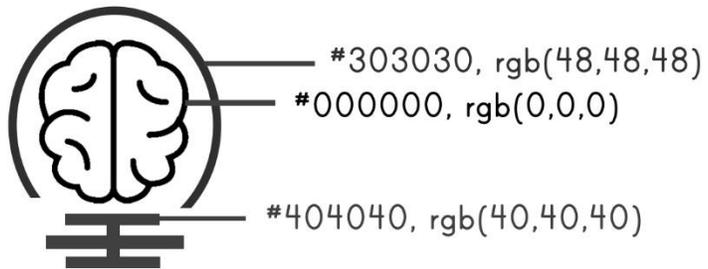
ARCHER | Print Bold  
84pts  
#303030  
rgb(48,48,48)

BRL-CAD | Print Bold  
84pts  
#000000, #5F5F5F  
rgb(0,0,0), rgb(95,95,95)

My concept splash page uses the beautiful San serif font 'Print Bold' and 'Print Clearly'. I love this font of being clean, readable and thin trace.

ABCDEFGHIJKLMNOP  
QRSTUVWXYZabcdefghijklmnop  
hijklmnopqrstuvwxyz  
0123456789  
.,:;'"!?"@#\$%&\*{(//)}  
}

# ICONOGRAPHY



Below are some of the applications for my concept design:

## APPLICATIONS



## Closing Words

I hope that you loved reading my case study on how I created this splash page design and would consider taking designs from this in your final design. I am happy to work for an open-source project! 😊