

*Moving science to action for
the planet and all who live here.*



Design Thinking



Design is solving problems

Design Thinking process



creative thinking
teamwork
student responsibility

Design Thinking communication



accessibility
story telling
aesthetics

Color Palette



Primary



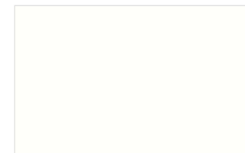
UCLA BLUE

PANTONE 2383 Coated
PANTONE 3553 Uncoated
CMYK Coated 83 40 3 6
CMYK Uncoated 100 29 2 7
RGB 39 116 174
HEX #2774AE



UCLA GOLD

PANTONE 109 Coated
PANTONE 114 Uncoated
CMYK Coated 0 9 100 0
CMYK Uncoated 0 7 93 0
RGB 255 209 0
HEX #FFD100



WHITE

CMYK 0 0 0 0
RGB 255 255 255
HEX #FFFFFF

Secondary

BLUE TONES



DARKEST BLUE

PANTONE 302 Coated
PANTONE 2955 Uncoated
CMYK Coated 100 48 12 58
CMYK Uncoated 99 38 6 43
RGB 0 59 92
HEX #003B5C



DARKER BLUE

PANTONE 7692 Coated
PANTONE 2186 Uncoated
CMYK Coated 100 45 0 45
CMYK Uncoated 100 34 0 32
RGB 0 85 135
HEX #005587



LIGHTER BLUE

PANTONE 278 Coated
PANTONE 278 Uncoated
CMYK Coated 45 14 0 0
CMYK Uncoated 41 9 1 0
RGB 139 184 232
HEX #8BB8E8



LIGHTEST BLUE

PANTONE 2707 Coated
PANTONE 2707 Uncoated
CMYK Coated 20 6 0 0
CMYK Uncoated 22 5 1 0
RGB 218 235 254
HEX #DAEBFE

GOLD TONES



DARKEST GOLD

PANTONE 1235 Coated
PANTONE 121 Uncoated
CMYK Coated 0 31 98 0
CMYK Uncoated 0 15 76 0



DARKER GOLD

PANTONE 123 Coated
PANTONE 115 Uncoated
CMYK Coated 0 19 89 0
CMYK Uncoated 0 11 94 0

Color Contrast



Brand Color Combination Charts

BRAND COLORS TO BRAND COLORS

Background \ Text	#00185C	#005587	#277AAE	#88B8E8	#DAE8FE	#FFD100	#FFC72C	#FFB81C	#FFFFFF	#FFFF00	#FFD700	#FF69B4	#FF00FF	#800080	#000000
Background	Text	Text	Text	Text	Text	Text	Text	Text	Text	Text	Text	Text	Text	Text	Text
Darkest Blue #00185C		1.4	2.3	5.6	9.7	8	7.5	6.8	11.8	10	8.7	5.2	9.4	2.2	1.7
Dark Blue #005587	1.4		1.5	3.8	6.5	5.4	5	4.5	7.9	6.8	5.9	2.5	6.3	1.4	2.6
UCLA Blue #277AAE	2.3	1.5		2.4	4.1	3.4	3.2	2.8	5.9	4.4	3.7	1.3	3.7	1	4.2
Lighter Blue #88B8E8	5.6	3.8	2.4		1.7	1.4	1.3	1.2	2	1.9	1.5	0.7	1.6	2.5	10
#DAE8FE	9.7	6.5	4.1	1.7		1.2	1.2	1.4	1.2	1.1	0.9	0.5	1	4.3	17.3
UCLA Gold #FFD100	8	5.4	3.4	1.4	1.2		1	1.1	1.4	1.3	1	0.4	1.1	3.4	14.3
Dark Gold #FFC72C	7.5	5	3.2	1.3	1.2	1		1.1	1.1	1.4	1.1	0.3	1.2	3.4	13.4
Darkest Gold #FFB81C	6.8	4.5	2.8	1.2	1.4	1.1	1.1		1.7	1.6	1.2	0.2	1.3	3	12.1
White #FFFFFF	11.8	7.9	5	2	1.2	1.4	1.5	1.7		1	1.5	0.8	1.9	5.3	21
Yellow #FFFF00	10	7.3	4.4	1.9	1.5	1.3	1.4	1.6	1		1.2	0.5	1.1	4.9	19.5
Green #00FF00	8.7	5.9	3.7	1.5	1.1	1	1.1	1.3	1.2	1.5		0.7	1	3.9	15.4
Magenta #FF00FF	5.2	2.5	1.3	0.7	1.7	1.3	1.4	2	1.6	1.3	0.7		2.4	1.4	5.8
Cyan #00FFFF	9.4	6.3	3.9	1.6	1.4	1.1	1.2	1.1	1.2	1.1	0.9	0.5		4.2	16.7
Purple #800080	2.2	1.4	1	0.5	2.5	1.6	1.6	1.6	1.4	0.9	0.7	0.4		3.9	
Black #000000	1.7	1.4	1	0.5	10	17.3	14.3	12.1	21	19.5	15.4	12.1	16.7	3.9	

Pass, AA (4.5+)
Pass, AAA (7+)
Pass, Large Text Only (3+)
Does Not Pass

Design Thinking tools



Speaking
Presentations
Print
Web

Code
Maps and dataviz
Infographics
Project Management

Speaking



SEPTEMBER 14 @ KLEVERDOG

Talk

Web Design Accessibility,
Performance and Aesthetics

Guest

Scott Gruber,
designer | developer



Schedule

Mix and mingle (pizza provided) @ 7:00pm

Recorded talk @ 7:30pm

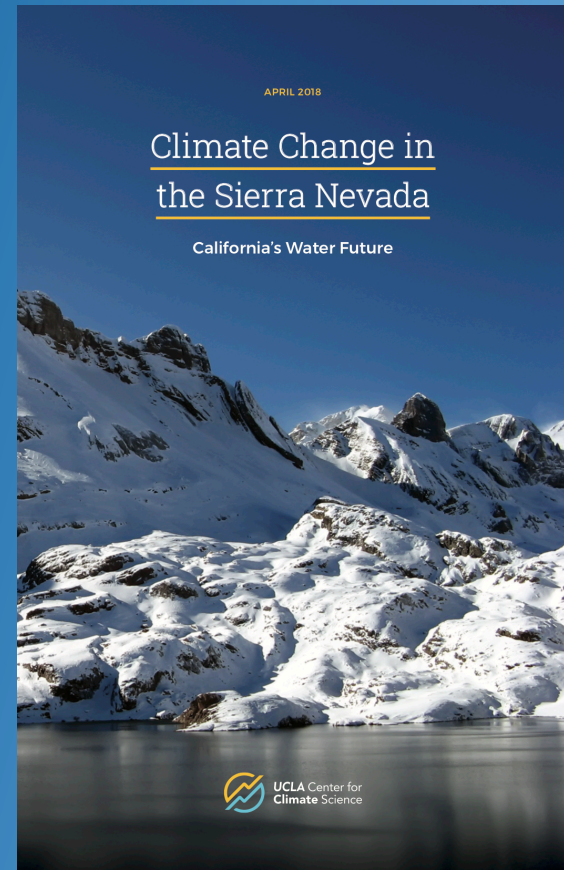
Unrecorded Q&A @ 7:45pm

More mixing and mingling @ 8:15pm onward

The free monthly **FWD:labs Salon** is for makers, do-ers,
and all aspiring to become masters of industry.



Print



Print



Contents

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Print



UCLA CENTER FOR CLIMATE SCIENCE

Sierra snow is a critical
California water resource.
Our innovative techniques
project future snowpack
under climate change
in a comprehensive and
physically realistic way.

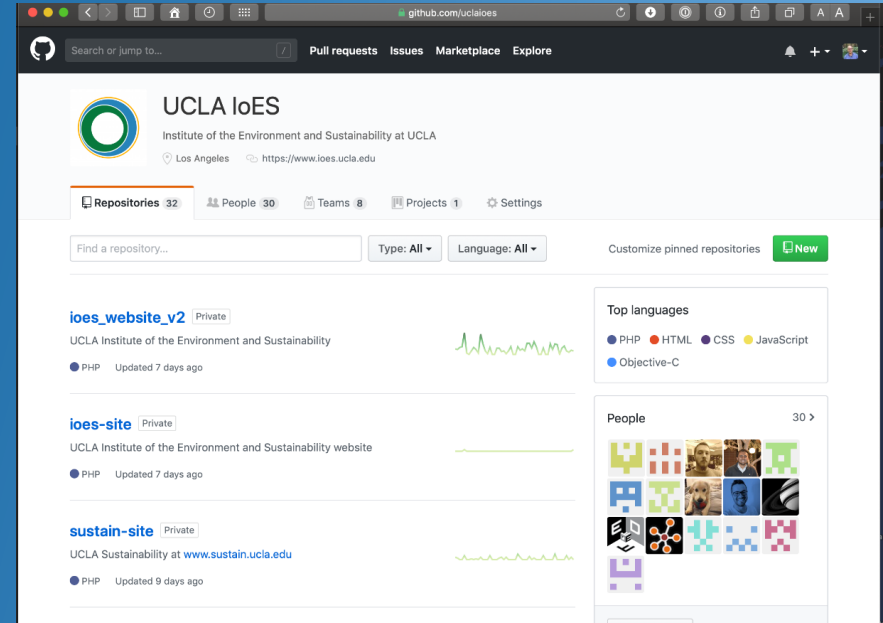
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Web Tools

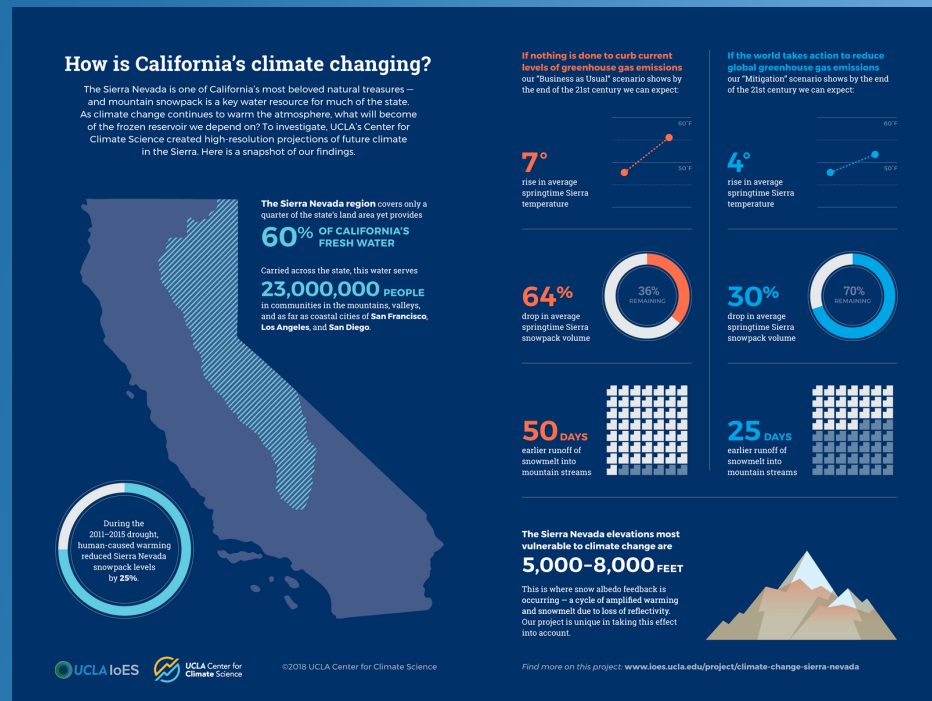


The screenshot displays the UCLA IoES website. At the top, the browser address bar shows the URL www.ioes.ucla.edu/project/climate-change-sierra-nevada/. The website header includes the UCLA IoES logo and a search icon. The main content area features a large image of a snow-capped mountain range. To the right of the image, the title "Climate Change in the Sierra Nevada" is displayed, followed by the text "climate, water" and social media icons for Twitter, Facebook, and Email. Below the image, a paragraph describes the project: "In this project, Dr. Alex Hall and our team at the UCLA Center for Climate Science undertook a comprehensive investigation of future climate in California's Sierra Nevada. The team used an innovative method they developed to produce fine-scale climate change projections. Unlike past studies, these projections take into account key physical processes that affect the rate of snow loss under warming. Using these projections, our team has answered key questions about the fate of the Sierra Nevada snowpack, a critical natural resource that not only supports an iconic ecosystem but also provides freshwater to millions of Californians." Below this paragraph are two links: "Read the final project report" and "See our findings in graphic form". To the right of the main text, there is a section titled "IOES CONTRIBUTORS" listing Alex Hall, Neil Berg, Daniel Walton, Xingying Huang, and Katharine Davis Reich. Below this is a section titled "RELATED ARTICLE" featuring a smaller image of a mountain landscape and the text "New report on climate change in the Sierra Nevada shows need for human adaptation". At the bottom of the main content area, the text "The scientific challenge" is visible.

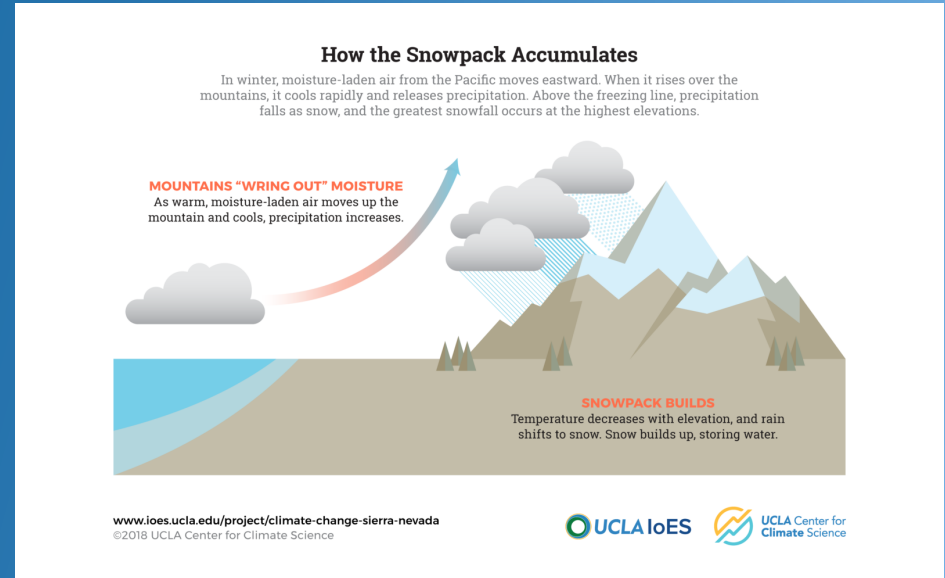
Sharing Code



Infographics



Infographics

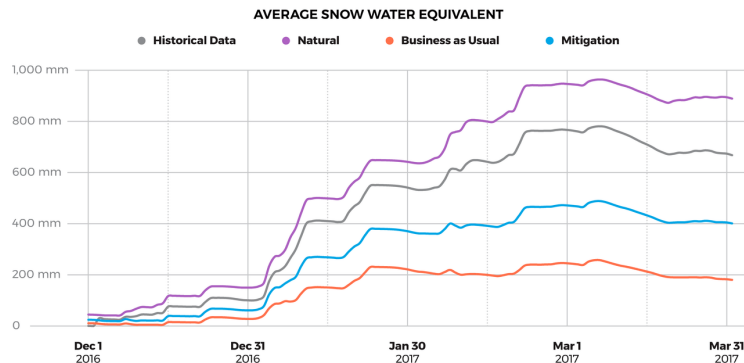


Infographics



Impact of Climate Change on Wet Year Snowpack

This graph shows average Sierra snowpack during 2016–2017 as it actually occurred (gray line), as it would have occurred without climate change (purple line), and as it would occur at 2081–2100 under Business as Usual (red line) and Mitigation (blue line).



www.ioes.ucla.edu/project/climate-change-sierra-nevada
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Project Management



The screenshot shows the Basecamp web application interface. At the top, there's a navigation bar with links: Home, Pings, Hey!, Activity, and Find. A search bar is present with the text "Jump to a team or project..." and a hint "Press ⌘+J to quickly jump to a project or team from anywhere." The main header identifies the organization as "UCLA Institute of the Environment and Sustainability" with the "UCLA IoES" logo. A sidebar on the right lists links: My Assignments (16), My Bookmarks, My Schedule, My Drafts, My Recent Activity, and My Boosts. The main content area is divided into two sections: "Teams" and "Projects". The "Teams" section features a grid of team cards: "Academics Team", "Alumni Planning Team", "Blue Prosperity: Allison, Peter, SC..." (with a description: "Team to communication internal IoES information about the Blue..."), "Business Office", "Events", "IoES Central HQ", "Misfits", "Practicum Planning Team", and "SAR Team". Each team card displays member avatars and initials. The "Projects" section shows a grid of project cards: "Evaluate Basecamp", "Fall 2018 courses", and "Graduate Core Class Research Project". At the bottom, a footer note states "You're using Basecamp for Non-profits."

Critique and Feedback



What did I enjoy about this design and why?

What concerns me about this design and why?

What does this design remind me of and why?

Critique and Feedback



Dispassionate

Respect

Lacking Authority

Justify Impressions and Concerns



**We know the problems—it's
time for solutions.**



Thank You

sgruber@ioes.ucla.edu

speaking.scottgruber.me

twitter.com/scott_gruber

4356 Life Sciences