

Project 03

Informing America

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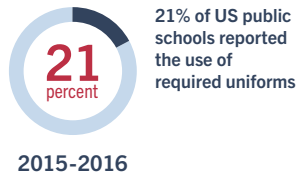
INFORMING AMERICA MICROSITE MOCK-UP



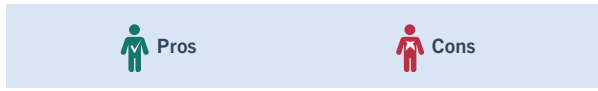
This is an informational website to help educators and parents decide if uniforms would an added benefit to their school safety program.

INFORMING AMERICA DETAILS

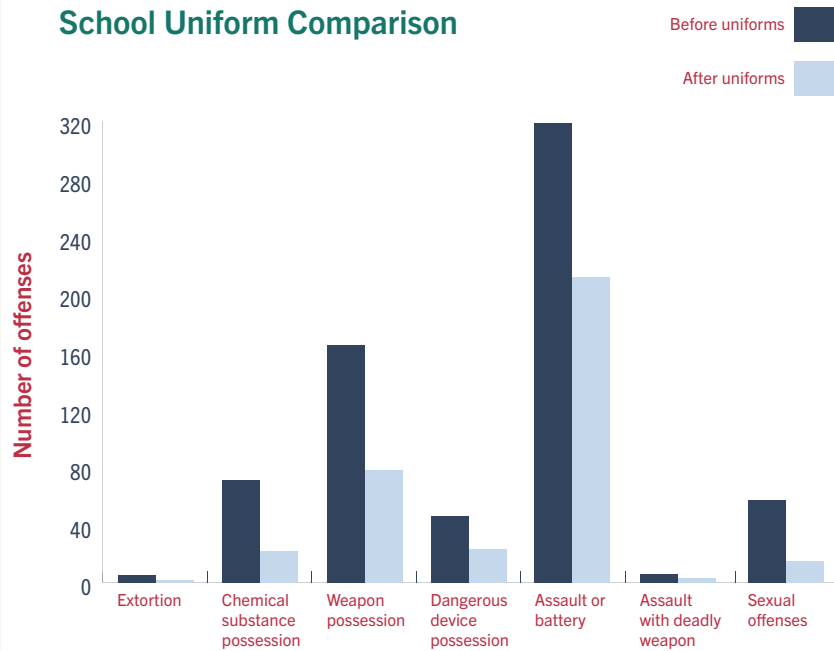
Charts and graphs that help show the data for uniforms



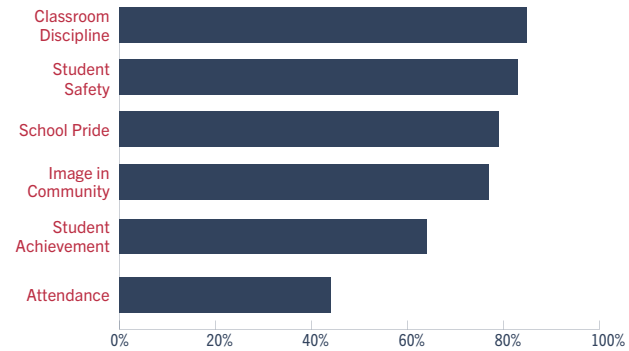
Thefts
decreased from 29 to 10 instances after the first year of implementing school uniforms



School Uniform Comparison



School leaders report improved results in...



PONDER | PROJECT 03 LEARNING SUMMARY

How has Project 03 been valuable for your major?

My major is Web Design and Development with an emphasis in Design. This project will be a valuable experience for me as I move forward. Someday, I hope to work in Marketing and to be able to communicate information visually is going to be a key skill to possess.

I've learned that it's important to conduct user testing. The user testing really does give you a good insight if your design is going to be successful or not. It helps to refine the functionality of your design.

I think in my free time it will be good to go back with some of my site designs and also convert them to tablet and mobile first screen sizes. It's good to show the versatility of the website in those three views.

I was amazed at how much research went into one project. Even after 3 weeks, I found myself needing to find more information in order to tell the whole story of my subject. I included looking for pictures that would complement the site and enhance the feel of it.

It was valuable to have mood boards to reference and see which direction I wanted to take some of my designs. I looked at them often and added to them throughout the process of the project. By collecting different facets of information it helps me form new ideas of what I wanted to try.

It's important to be able to communicate visual information. We live in a world where people are in such a rush. They want to get information quick and fast. That's where designing visual data can be useful.

The internet has trained people to look for important information and if it doesn't catch your eye initially the information does not get received. It's our job as future designers to be able to communicate information through our designs. We can achieve this through good design principles of hierarchy, contrast and the use of good white space to help direct the eye.

I've noticed the feedback and critique discussion boards have helped me with my project also. I would be looking to critique someone's design and would notice that I could make the same improvements in my design. For example, I noticed one of my classmates had a bullet list of items and the wording underneath did not align with the top sentence. I had pointed that out in the discussion board if she would align those sentences on top of each other it would be easier for the user to read.

After that, I went to work on my design and noticed I had done the same exact thing. I think it's a very valuable skill to be able to take constructive criticism and be able to improve on your design from that feedback. In the workforce, I know major projects have design reviews. It takes multiple people to get an amazing finished design.

I also, think it's a good skill to learn what the design principles are so you can give good feedback. I know you can break the rules but it's always good to have a different perspective on your designs.

I've had multiple art and design classes and when I first started receiving feedback it was painful because I wasn't able to separate personal feelings with constructive criticism. I've learned that I look forward to feedback and what people to tell me what I can improve on. That is the only way that I'm going to improve as a designer. I have developed a pretty thick skin and take every suggestion and feedback into consideration then make a decision of which direction I should go based on that feedback.

This project has also helped me to learn how to make graphs in Illustrator. This is a skill that I didn't have prior. I found myself going to youtube.com in order to be educated in many different ways you could make graphs. If I go into marketing this will be a valuable skill to make charts and to be able to display them in a visually pleasing way.

Module 08

“Fast is fine, but accuracy is everything.”

—Wyatt Earp

STEP 01 | POSSIBLE TOPICS OF INTEREST

Topic 01

Homework

Why this topic interest you

I would really like to know hear the pros and cons to homework and the drawbacks. To see if this aspect of schooling is helping our kids.

Potential Audience (segment of the American Population)

Teachers that would want to know if homework is going to be beneficial to their students.

Topic 02

Social Security

Why this topic interest you

I want to explore where we are at as a nation with Social Security and see if other options would be available for the future.

Potential Audience (segment of the American Population)

Everyone that is the working class in America that contribute to Social Security.

Topic 03

School Uniforms

Why this topic interest you

I have kids in school and I wonder how school uniforms if required would affect their education? Gang activity is very prevalent in the area we live.

Potential Audience (segment of the American Population)

School educators and parents of school age children from 6 to 18.

STEP 02 | TOPIC NARROWING EXERCISE

Of the Topics you listed earlier, which one are you most interested in and why?

I'm interested in learning more about school uniforms. I'm not for or against them but would like to know the statistics behind schools that have implemented a specific dress code. I'd like to know if there was a drastic change in behavior and if their tests scores were higher after the implementation. I wonder if some of the negative social aspects get alleviated from requiring the student to wear school uniforms among public schools.

List context information to help you narrow your topic.

Remember this refers to the "Who, what, where, when, why and how questions".

1. Does it decrease bullying and violence
2. Will it keep out gang violence form the schools
3. What socioeconomic demographics would benefit from having a uniforms.
4. How will it affect the ability for people to afford specific uniforms for their kids.
5. Will it change the behavior of the students in a positive way and increase the productivity of studies.
6. When was school uniforms initiated and why?
7. How does school uniforms increase respect or does it change the behavior of the student in the classroom?

Is there an abundance of information about your topic readily available? If yes, list a few sources you could use to help get you started on your project. If no, change your topic:

Yes

Select specific sources from the following source lists that actually contain important information about your topic (30 Data Resources, Finding Data (MSU tips), BYU-I Research Guide)

History of how uniforms were used in the past
<https://bbc.in/2NAyBD2>

Academic Achievement Paper for the use of uniforms.
Information for Educators
<https://bit.ly/2UcLk1z>

What school can and cannot enforce regarding implementing a dress code
<https://bit.ly/2Tlzbdf>

Safety measure implemented and Data involving the use of school uniforms
<https://bit.ly/2VrotiJ>

List of statistical data for and against behavioral problems when implementing uniforms
<https://bit.ly/2BXawlB>

Educators and parents pros and cons from a public school uniform debate
<https://bit.ly/1NK9mZB>

Why would your topic be worth including in the "Informing America Project"?

This may be a valuable tool in helping to see if behavioral problems within the school can be alleviated with a change in what children are allowed to wear to school.

Rewrite your topic based upon your responses so far. (Refer to resources in the instructions for help)

Refined Topic: Does enforcing a mandatory school uniform in public schools increase academics and decrease behavioral issues among the students?

Refined Topic: Will mandating school uniforms in public school help increase academic productivity and alleviate behavioral problems within the classroom?

STEP 03 | SPECIFIC AUDIENCE

General Audience

An American adult (*around a 11th grade reading level*)
Consider the academic level of a newspaper as a comparison.

Specific Audience

1. Who are they?

Educators: Full-time and Part-time educators that devote their time to teach children. Average income for full-time teachers would be about \$56,000 with part-time averaging about \$11,000 to \$24,000.

School Administrators: May also have children of their own in a neighboring school district. Their median salary is about \$90,000.

Parents: Working middle class people with children in school. Average children would be 2 to 4 kids. Both parents working in order to provide.

I decided not to include students since the decision to mandate any dress code or school uniform in a public setting would be decided by the school officials.

2. What's Their Most Pressing Issue, Problem, or Desire?

The pressing issue in the schools right now is if school uniforms would decrease the behavioral problems and increase the academic performance of the students. Teachers are finding it very challenging to teach because of the lack of respect that is being displayed by the students. Most of the lack of respect are coming from lower income demographics which have very strong gang ties.

School administrators are having to take time away from their duties to constantly be addressing behavioral concerns. Resources and money are constantly having to be used for incentives.

Parents have concerns of children fitting in and being bullied at school. Financial concerns also may be a problem to not be able to buy them the latest fashion or designer clothes.

3. Where Do They Get Their Info?

Educators and Administrators are educated people and would receive a lot of information from their higher ups. They would also consult with other people in the fields and educational journals of what has worked in their classroom and in schools.

Parents get their information from other parents. They look for solutions through the internet and social media. Many working parents rely on information coming to them from the schools.

4. What Benefit of Your Product Solves Their Problem? (What will they pay for)

For the parents if a uniform was mandated it would save them hassle in the morning for what their children had to where. There would be no division between any of the other students. They would know exactly how much they would be spending on clothes each year.

Administrators and educators would not have to deal with dress code violations.

5. What Sets Off Their BS Detector?

I will need to not have this based on just opinions. I will need to find data proving for and against if uniforms have changed the outcome of behavior within the school. This will require me to find studies and examples of schools that have been successful or not successful in their attempt at school uniforms.

6. Who Do They Trust?

Trust will have to lie in the statistics of schools that have tried to implement school uniforms. Trust would rely on other educators, administrators, and parents that have noticed a difference.

STEP 04 | PRELIMINARY SOURCING

Narrowed and Refined Topic

Does implementing school uniforms in public schools help increase academic productivity, attendance and alleviate behavioral problems within the classroom?

Research 5 specific sources where you can learn relevant and important information. *To help you, use the questions to guide your basic secondary research*

1. Define/Describe your topic as clearly as possible:

My topic is to compare the pros and cons of school uniforms. There is debate to whether if uniforms implemented in public schools would help alleviate behavioral problems and increase attendance and raise the academic performance of the students.

The statements in favor for school uniforms are:¹

1. It improves classroom behavior by having conformity and having the kids live up to a group standard as you would in a work place.
2. School uniforms actually reduce costs of clothing for the new year and make it easier for children to get ready in the morning reducing confusion over what to where.
3. It allows the children to have a sense of belonging and the clothes are a reflection of values within a group.
4. They help increase self-confidence and self-esteem and reduces children getting made fun of that can not afford to buy name brand clothing.

1 Caruso, Peter. "Individuality vs. Conformity: The Issue Behind School Uniforms." *NASSP Bulletin: Official Journal of the National Association of Secondary School Principals* 80.581 (1996): 83-88.

5. It increases student attendance by students saying it was easier to come to school knowing they wouldn't be made fun of for the clothes they were wearing.

6. It creates more pride and recognition in the community. Usually private schools are only associated with school uniforms and it adds that element of prestige by having uniformity with uniforms.

7. It elevates school academics because teachers are taking less time addressing negative behavior due to children bullying others in the classroom.

The following statements are against uniforms:²

1. It violates the 1st amendment for children to be able to express themselves through dress standards.
2. School uniforms are a way that the administrators can control the kids and prevent them from expressing their individuality among their peers.
3. School uniforms are an economic hardship.
4. School uniforms will NOT deter violence or gang activity in the school because kids will find other ways to show gang affiliation.
5. Children will still alienate others regardless of what they are wearing even if it's the same.
6. There is no substantial evidence to support that school uniforms have made a difference because every school district that has implemented have been in small groups therefore the studies are unreliable.

2 Caruso, Peter. "Individuality vs. Conformity: The Issue Behind School Uniforms." *NASSP Bulletin: Official Journal of the National Association of Secondary School Principals* 80.581 (1996): 83-88.

2. What is the history of your topic? When did it start? How has it changed over time? If it is a new phenomena, provide context or background information to help us better understand how your topic relates to current events and society.

The first uniform was believed to be used in the 16th century for at Christ Hospital School in London in 1552. It used the "long blue coat and yellow, knee-high socks." Usually uniforms would use a buttoned down shirt with a plaid skirt for the girls and a tie for the boys. A uniform usually serves as a group emblem and suppresses individuality. A uniform can be anything that restricts clothing to a particular color or style.³

The first public school district to implement a required dress code for all grades k-8 was in Los Angeles in 1994. This was due to the huge gang influence in the inner city. They wanted to provide safety within the school and was hoping by enforcing uniforms this would alleviate the fear of the students going to school. It was met by mixed reactions from parents being very divided on this decision from the school district.^{4 5}

3. Who is effected by your topic directly and indirectly?

The decision directly affects the students. There is fear that they will have to conform to the ideals of a social

3 https://en.wikipedia.org/wiki/School_uniform

4 Author unknown. "School Uniforms Growing in Favor in California." *The New York Times*, September 3, 1994. <https://nyti.ms/2VzKOeb>. Accessed March 4, 2019.

5 Stanley, M. Sue. "School Uniforms and Safety." *Education and Urban Society* 28.4 (1996): 424-435. <https://bit.ly/2C68Xlh>. Accessed March 4, 2019

institution. It also directly affects parents they grapple with “if [their] child has a high need for self-expression and personal comfort in her clothing, then uniforms may create unhealthy resentment and result in negative behaviors from [their] child. On the other hand, if [they] believe that [their] child needs to focus more on academics than physical and social appearances, then uniforms may help level the social pressures associated with independent dressing.”⁶

4. Identify at least 3 key facts or statistics that are important to your topic.

First Year results of Long Beach study:

1. Fighting decreased 51% (from 1,135 to 554) in the Long Beach Study.⁵
2. Robbery decreased 65% (from 29 to 10) in the Long Beach Study.⁵
3. Middle-school suspensions were reduced even more substantially, from 2,813 in 1993-1994 to 1,814 in 1994-1995, a reduction of 36%.⁵

5. List a key piece of information about your topic you haven’t listed yet previously.

The Department of Justice (USDOJ, 1996) cited eight examples of support for disadvantaged students provided by the uniform policy, as well as the results of the policy’s implementation. Findings reflected a positive correlation between uniforms and some aspects of school climate, crime rates, attendance rates, and student behavior.⁷

6 Chen, Grace. “Public School Uniforms: The Pros and Cons for Your Child.” *The Public School Review*, April 6, 2018, <https://bit.ly/2kaXF7l>. Accessed March 4, 2019.

7 Sowell, Russell Edward. “The Relationship of School Uniforms to Student Attendance, Achievement, and Discipline.” February, 2012. Liberty University, PhD dissertation. <https://bit.ly/2Ujv3HZ>. Accessed March 4, 2019.

6. Use this space to capture any other sources of information to reference later.

Effectiveness of school uniforms on academic achievement and behavior⁸

Do school uniforms improve student behavior, attendance, and achievement?⁹

School uniforms in relation to safety within the school.¹⁰

8 Adams, Bobbi Jo. “The effectiveness of school uniforms on students’ academic achievement and overall classroom behavior.” (2007). *Theses and Dissertations*. 770. <https://bit.ly/2natL37>. Accessed March 4, 2019.

9 Imberman, Scott A. and Gentile, Elisabetta. “Dressed for Success: Do School Uniforms Improve Student Behavior, Attendance, and Achievement?” March 4, 2009. <https://bit.ly/2H0vELQ>. Accessed March 4, 2019.

10 Wesley Scott Johnson. “ANALYSES OF THE IMPACT OF SCHOOL UNIFORMS ON VIOLENCE IN NORTH CAROLINA PUBLIC HIGH SCHOOLS.” (Under the direction of Dr. William Rouse, Jr.) Department of Educational Leadership, June, 2010.

PONDER | MODULE 08

“Fast is fine, but accuracy is everything.”

—Wyatt Earp

Who was Wyatt Earp?

Wyatt Earp lived between 1848 and 1929. He was a lawyer, owned multiple saloons and operated brothels. He was also a professional gambler. He is most notably known for participating in the gun fight at the O.K. Corral. Even though he worked in law enforcement he found himself in trouble with the law for stealing a horse, escaping from jail, and was sued twice.

How does this quote help you understand these steps in the design process?

Just like in a gunfight it doesn't matter if you're fast as much as it is to be accurate. For this project I can do things fast but in order to be successful, the research needs to be accurate. Research is the first step in any design process and it will make things easier to design around if I do things accurately the first time around.

Why is defining a specific target audience part of this design process?

Defining a target audience is important because it will help narrow down your research. There is so much information out there that it gets overwhelming. With a target group it will help you visualize how this information will help them.

What is the value of collecting and learning to source information in your day to day life?

I can't tell you how many times I have done research and I think I'll remember where I'll find something and I never can remember. The times where I haven't sourced

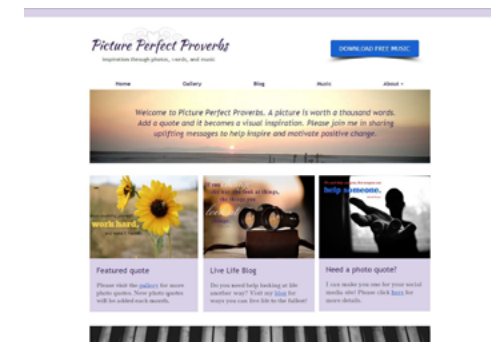
something correctly, I'll find myself trying to narrow down a day that I searched on the internet and I will have to go back in the history to look for the material that I want to reference. It is tedious and time consuming. If I would have just saved it and sourced it in the first place, it would save me so much time in the long run.

Why is the content important for the designer to understand?

If you don't have a clear understanding of the content that you're designing around, you'll miss the mark of what images and wording need be in the project you're working on. It's so important to have a clear idea of the material you'll be designing around. It will determine your color palette, structure, typography, and the whole feel of the design.

What experience have you had making web sites?

I still feel like I'm very much a beginner but the only experience I have had with making websites are in my previous classes for my major up until this point. I've been able to make a handful of websites. My major is front-end development so I've mainly focused on the design aspect of the websites. I still feel very inadequate when it comes to the flow of the whole website and how to set things up. I have a basic knowledge in HTML and CSS and learned just recently how to design a website that is mobile first through my CIT230 class. I learned how site-builders can help you make websites for a business and was able to set up a fully functioning website that was integrated with Google Analytics and to be able to accept payments.



Website that I created for my B250 class

What are you excited about?

I get excited when I get to learn new things. I'm constantly looking for ways to stretch myself and to expand on the knowledge that I have. This is part of the reason I chose this major. I had no idea what it was about and my eyes have been opened to a whole new world that I didn't understand. I won't lie, it scares me to step into a major that I was clueless about but it's also exciting because I'm proving to myself that I can do hard things. It has given me so much confidence to move forward with my education.

I'm excited to be on the downhill of my classes. I can see a light at the end of the tunnel and look forward to when I can graduate. If I was to go full-time I could get done this year but family comes first, so I'm going to keep going part-time. This has been a dream of mine to be a college graduate and slowly but surely making my dreams a reality with each semester that I complete.

Module 09

“What about confusing clutter? Information overload? Doesn’t data have to be “boiled down” and “simplified”? These common questions miss the point, for the quantity of detail is an issue completely separate from the difficulty of reading. *Clutter and confusion are failures of design, not attributes of information.*”

—Edward R. Tufte, “Envisioning Information” (italics added for emphasis)

STEP 05 | K.N.W.L. CHART

K What do you KNOW about your topic. (facts you have sources for)	N What do you NEED to know about your topic. (your interviews & other activities may help)	W WHERE you can look to find out what you need to know. (your interviews & other activities may help)	L List everything you have LEARNED from your findings. (This is more than a list of facts. Analyze the information you have discovered.)
<p>Long Beach School District Study for implementing school uniforms</p> <ol style="list-style-type: none"> 1. Fighting decreased 51% (from 1,135 to 554) in the Long Beach Study. 2. Robbery decreased 65% (from 29 to 10) in the Long Beach Study. 3. Middle-school suspensions were reduced even more substantially, from 2,813 in 1993-1994 to 1,814 in 1994-1995, a reduction of 36%. <p>The first uniform was believed to be used in the 16th century for Christ Hospital School in London in 1552. It used the "long blue coat and yellow, knee-high socks." Usually uniforms would use a buttoned down shirt with a plaid skirt for the girls and a tie for the boys. A uniform usually serves as a group emblem and suppresses individuality. A uniform can be anything that restricts clothing to a particular color or style.</p> <p>21% of public school reported that they require the use of school uniforms as of 2015-2016 school year. That is up 10% from 2005.</p>	<p>What the process of getting uniforms approved for public school.</p> <p>If any of the local schools around me have implemented uniforms.</p> <p>How parents feel personally about uniforms and if they have a place in the public school system.</p> <p>Is this something that is not a priority anymore among public schools?</p> <p>Are dress codes preferred to full uniforms?</p> <p>Which inner city schools have been successful with implementing uniforms.</p> <p>Need to get the stats of schools that have enforced a strict dress as opposed to a specific uniform.</p>	<p>Interview will prove helpful to direct me to the resources I would need.</p> <p>Call the school District</p> <p>Visit the Department of Education Government site.</p> <p>Speak with the local administrators at the elementary school.</p> <p>I can poll individual parents that have experience with having their kids where uniforms to school to see what effects it has had on their children and if they have noticed a safer environment for the children to attend school in.</p> <p>Visit the National Center of Education statistics to get further stats.</p> <p>Check Education Commission of the States for policies</p>	<p>Implementing uniforms in a school setting is a very subjective.</p> <p>There is data to confirm reduced influence of gangs with in the school. Uniforms benefit schools that the socioeconomic status is substantially poorer.</p> <p>It's hard to know how uniforms would affect each individual school so it needs to be based on the needs of the school.</p> <p>When uniforms are enforced the administrators have learned that it can not be too strict. There has to be room for compromise to a point. One school switched from same everything to allowing the children to wear different socks and shoes and jewelry so they can individually express themselves. They found if they were too strict that it presented problems.</p> <p>I'm getting feel that this was a social issue that was more pushed back in the mid 90's</p> <p>The only schools that look into having school uniforms are ones that are struggling with gangs or are in a rough area where crime is dominant and parents are not directly involved in the child's schooling.</p>

STEP 06 | DESIGN KIT: MINDSET

Learn from Failure

We have to be comfortable with the idea of failure. The learning that comes from an expected failure is probably more valuable than the success of it. Experiments prove that you probably didn't know what you think you know.

Failure is, designing experiments where you're able to learn from them.

Make It

Best designers and thinkers come from people that like to make and fiddle around with things. Don't spend time refining something, you want to get the main idea for the prototype. You just want to get something made that conveys that idea. It's important to try to get over the thought process of I don't know how to do that.

Creative Confidence

Creative confidence is the notion that you have big ideas and you have the capability to do something with it. If you're not confident it's important to identify what fear is preventing you from being creative. The middle is safe, push the boundaries to see where it will go with your creativity. Innovation happens when you push the boundaries of your fear.

Empathy

Empathy is a chance to feel and experience what other things are and to be able to understand the world around you. It's important when you understand where others are coming from, it opens yourself to new ideas. When you draw off of just your own experience it could be very narrow-minded or not fully experienced.

Embrace Ambiguity

It's important to let multiple ideas co-exist. It's important to keep an open mind as you are researching for your design. It's okay to not know the answer when we start. This will lead us to new paths as we keep an open-mind to new ideas.

Optimism

Designers need to have an optimistic outlook on the projects that they take on when it comes to coming up with solutions. "No" answers stop the creativity of the design to go forward. "Yes" answers propels you forward with your ideas and possibilities for a project.

Iterate, Iterate, Iterate

Iterate mean to go through again and again a process. Iterating makes it go through creative process more quickly. It helps to arrive at better solutions more quickly and helps to not get hung up on one idea that may not be a good solution for the project.

STEP 07 | TOPIC EXPERT INTERVIEW

Person being Interviewed

Mrs. Rebecca Monson

Principal at Bacchus Elementary, She has been a teacher for 25 years. 3 years of that have been as an administrator.

Gender: Female

Occupation: Administrator

Phone: 385-646-4762

Email: bbmonson@graniteschools.org

Address: 5925 S Copper City Dr, Kearns, UT 84118

Pre Interview Preparation

Bacchus Elementary | 1:00

Choose a location and time for your interview free from distractions

Purpose of this interview | The purpose of this interview is to get first person knowledge from a professional in the field on the subject of pros and cons of school uniforms.

How Long will this interview take? 20 minutes

I e-mailed all the questions that I would be asking so she could review over them.

I have 2 devices, a phone and a tablet, ready to record and fully charged.

Interview Questions & Answers:

Guidelines to help you draft appropriate questions and prepare for this interview can be found in Step 07 under Resources.

How many years have you been a teacher or administrator?

25 years as an educator. 3 years has been as an administrator. Hunter, Taylorsville, Lincoln Gourley, Morningside...all within the Granite School District

What was your focus for educational degree and what is your current position?

Secondary Education

Have you had any personal experience or knowledge of a public school implementing school uniforms?

No experience except being apart of discussions of schools considering having uniforms.

As a teacher, administrator do you think school uniforms would change the learning environment in which you teach?

I have mixed feelings about them. Their is belief that it decreases behavioral issues. Honestly I don't have any knowledge or research to say either way. Yes, but it's broader then saying yes or no. I think what you wear definitely affects what you'll accomplish. It does affect your behavior. "I do believe what you wear what affects what you do."

"Given that our students do go outside and play, they are engaged in P.E. and dance as well, we have to accommodate for that as well.

Do you have any knowledge of other public schools being successful in implementing a school uniform?

No, not personally.

What would be the process of trying to implement school uniforms?

I would guess it begins as a community desire like PTA or community council.

Do you think it would be a financial burden on parents to have to pay for uniforms?

We have one of the highest poverty levels in the state. I would be surprised that we could require it in a public education unless we can provide for those that can't afford it. We can't mandate anything because it's a free public education. In Utah you can not mandate financial burdens on people. I think for a lot of parents it would.

Do you think school uniforms violates 1st amendment rights for the freedom to express yourself?

I don't think so.

One of the reasons public schools in inner cities have implemented uniforms are due to a strong gang presence. Do you think school uniforms help reduce any gang related affiliation within the school?

I kind of say no because I believe gang affiliation does not come from an association with school. It comes from home life, culture, who they choose to associate with. As a school, we reduce the influence within the school. That's covered in the dress code that's enforced.

Do you think if school uniforms were required it undermines the promise of a free education and imposes an extra expense on families?

Yes, what it comes down to is the parent's own priorities. If they would want to push for this then it could be valuable but I do believe it would be a financial burden.

Do you think having kids dressed all the same would reduce the bullying problems within the school?

Again, I think knowing that sometimes how we are dressed influences how we behave but it's also a matter of considering that can be accomplished without a formal uniform. If we were allowed to create a more structured dress code...a more prescriptive dress code... you can't wear sweat pants, you can't wear leggings...you know those kind of things I think it can be accomplished without having a uniform.

STEP 07 | TOPIC EXPERT INTERVIEW

Person being Interviewed

Mrs. Jill Allred

Principal at Ascent Academy, She has been a teacher for 16 years. 1 year of that has been as an administrator.

Gender: Female

Occupation: Administrator

Phone: 801-685-0228

Email: jallred@ascentutah.org

Address: 5685 W. Cilma Dr. West Valley, Utah 84128

Pre Interview Preparation

Ascent Academy | 1:00

Choose a location and time for your interview free from distractions

Purpose of this interview | The purpose of this interview is to get first person knowledge from a professional in the field on the subject of pros and cons of school uniforms.

How Long will this interview take? 20 minutes

I e-mailed all the questions that I would be asking so she could review over them.

I have 2 devices, a phone and a tablet, ready to record and fully charged.

Interview Questions & Answers:

Guidelines to help you draft appropriate questions and prepare for this interview can be found in Step 07 under Resources.

How many years have you been a teacher or administrator?

17 years, 15 years in the classroom and 2 years as an administrator with 1 year of instructional. Private school but did not require uniforms. Private school in Spain, Montessori and they did have uniforms there. DC area in Maryland at public school. Another private school in Pennsylvania and they did have uniforms. Jordan/Canyon School District and now she is in Ascent Academy.

What was your focus for educational degree and what is your current position?

Elementary Education

Is there a process to implement uniforms for a public school or is this just a standard that Ascent Academy has in place?

I do know that a Janitor at the school that has children at Rose Park says they do have uniforms for the reason of trying to negate the gang affiliation within the school. I don't know how they go about it but they do have a board with parents on it that helped implement it.

Were the parents involved in deciding if uniforms would be implemented? Have they been supportive in regards to the use of uniforms?

They do have a board which consists of parents and individuals that are not parents. If any changes need to be made it has to go through the school board and it's always changing. There are five campuses that is a director over all the place. There is a structure in place to

make changes. The parents have for the most part have been supportive. The simpler you make the uniforms the better. It's just a color scheme and a certain type of pants. It's been hard for some parents and children to understand what kind. The academy does not provide the uniforms. They partner with companies in the community to offer a lower priced uniforms or offer a list of where they can go Old Navy, Walmart, Tru-Value, and JC Penney. They can individualize their socks, shoes, put things in their hair, jewelry so there is still that ability to still express themselves and have some individuality while still following the uniform. Parents have commented that there is no fight in the morning once they realize what's expected. Her cousin's kids back East when she went to a public high school was the worst because her daughter was used to a uniform and when she got to high school every morning she had to choose what to wear. She missed the uniform because you didn't have to think about it and everyone else would be wearing the same thing, it doesn't even matter. We do have some kids that have sensory issues so that has been a challenge, there has to be some what of a willingness to work for the kids that it doesn't work for. We do a uniform swap at the end of the year to alleviate the costs for parents if they need it.

Do you think the clothing kids choose to wear to school have an effect on their experience to learn?

I think it can. It's more of a social piece, if they are concerned with what they are wearing or if someone teases them about it then it can affect them emotionally and socially and they become more concerned what other people are thinking. The nice thing about the uniform it levels the playing field. It's one less thing off their plate that they have to worry about. I think it alleviates the social and emotional stress that kids

experience within school which obviously can affect their schooling.

As a teacher or administrator have you noticed a change in the behavioral problems within the classroom when uniforms are required?

It's a hard to say. We are definitely not free from disciplinary issues this year especially being a first year school. I can say we have had some dress down days where the kids can wear their regular clothes, or we have a pajama day and there is a very big difference. The teachers have noticed it, we have noticed it. Talking with the other principals on the other conferences they say the same thing, the [kids] come with sort of a buzz. When they come in their own clothes it just makes a difference. So the atmosphere is different. I know the public school that I worked with, there were a lot of behavioral problems and gang issues, if we were to switch to uniforms, would that change? I don't know. In the places that implemented uniforms it seemed to be calmer but those were all private schools.

Are bullying and teasing that are in relation to appearance or clothing still present when children wear uniforms?

We haven't had a lot of teasing regards to clothing this year. It doesn't eliminate it all together. We have a very diverse population of students and brining them together you are going to get the bullying and teasing especially the older grades as they learn to be together and all the emotional changes that go with that age. Teasing tends to be more towards diversity and boys verses girls and relationships. It does take one piece away where you can't really tease someone about what they are wearing when it's the same thing essentially that you and everybody else is wearing. There are certainly other avenues that they find.

Do you know if Ascent Academy would have any disciplinary data or statistics open to the public to view? If so, where would I be able to view those findings?

No, I think it's private.

Does the demeanor of the students at school change when uniforms are required? Has it increased a sense of belonging?

I think it does. They have the mind-set that this is the uniform and I'm apart of this school so it does and other kids don't have this in their school and it gives them a sense of belonging and helps them be proud of it. We also do casual Friday called Spirit Friday. The kids choose the mascot and they make spirit shirts for the kids and they can wear them on Friday with jeans but it still helps them to feel that they are still apart of the school and one more piece of belonging to the school respectively.

Has it been a financial hardship to require parents to buy specific uniforms for school?

I think for some it has, particularly with the type of pants you are supposed to wear. We do have Tru-Value team up to offer uniforms and has been really good with our campuses and they have worked with us to do a buy one get one free, it's a hardware store but they stock uniforms for us. So we can send parents there where they can get them for a lower price. It has been a struggle because they have to buy something different that they would normally send them in. Keeping it as simple as possible is the easiest way. The biggest problem is them not getting the right clothing in the first place. It just depends on your take and perspective as a parent. Are you going to make this something negative or are going to make it a positive that it could let your outside clothes longer, you won't be falling down on the playground and getting holes in your jeans. You are going have push back with it as with everything else.

Do you think the implementation of school uniforms infringes on the students First Amendment rights to be freely express themselves?

Well, some people will say yes if they are really into their clothes. We actually made some changes because our dress code was a lot stricter. Your shirt had to be tucked in, you had to have white socks, your belt had to be black or brown. We eased up on some of restrictions and said you can where whatever socks, shoes, belt and where different jewelry. There are still little things they can do to express themselves.

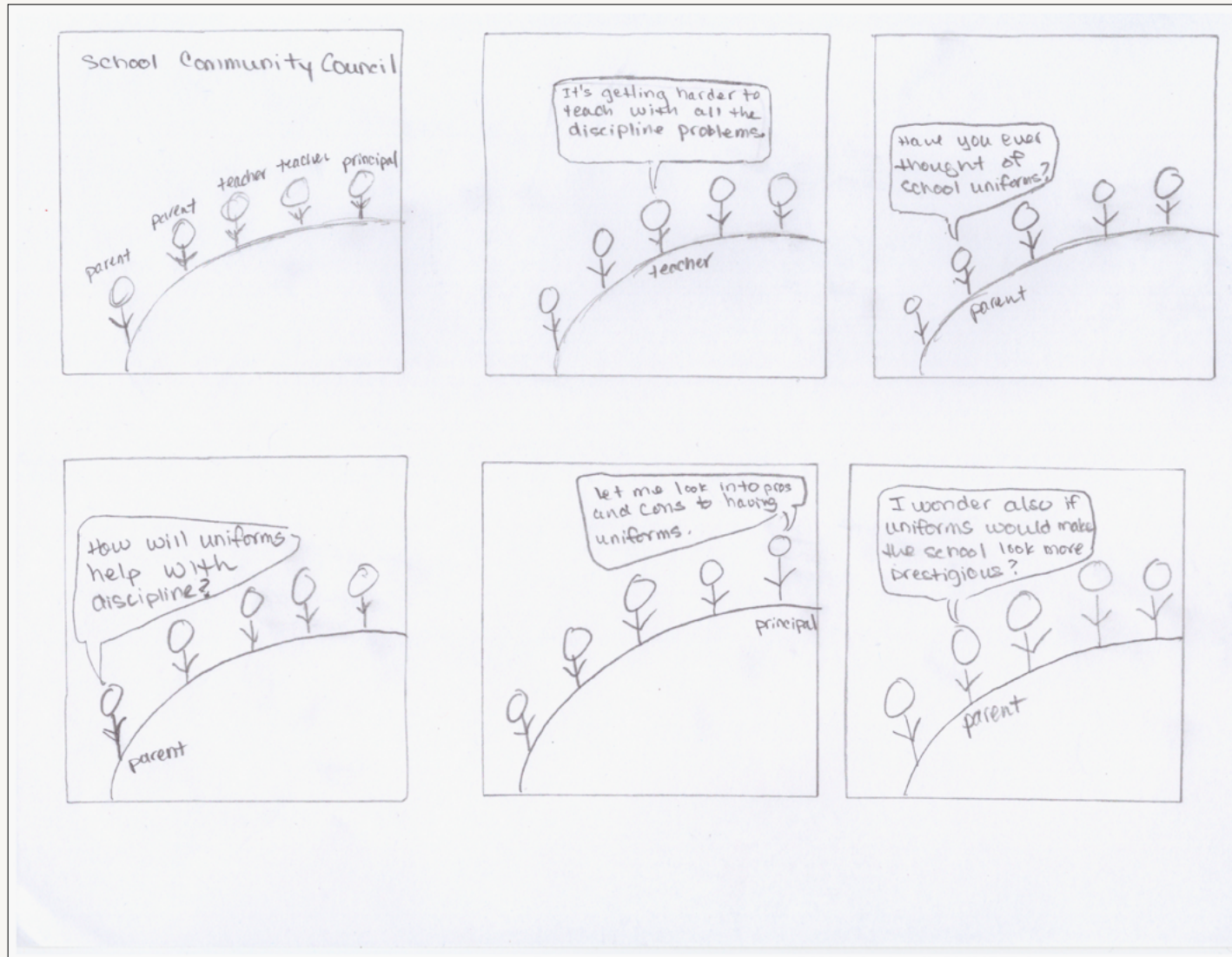
Have you come across any other problems related to having students wear uniforms?

Making it easy to implement and make sure that the faculty is following through and understand why we have the uniforms. What the importance is of it and if we don't follow through with it what type of tone does that set for our students. It's one more thing that teachers have to deal with. It could be one more thing for the teachers unless they understand the why of what we are trying to accomplish with uniforms.

What benefits have you witnessed having uniforms required?

Having that level playing field and having one less thing to worry about. It keeps it focused on learning.

STEP 08 | DESIGN KIT: STORYBOARD



List the 5 most important insights you gained from your first method of observational research. Refer to the images as necessary.

Insight 01: What type of setting would this subject be discussed?

Insight 02: Concerns from teachers about disciplinary problems

Insight 03: Parents would be involved in coming up with solutions

Insight 04: Would uniforms even be helpful to help curb the problems our school are facing.

Insight 05: Principal needs a place to go to look at research and see the pros and cons of this proposed subject.

Insight 06: Maybe there are other aspects of uniforms that may benefit our school?

STEP 09 | DESIGN KIT: COLLAGE



List the 5 most important insights you gained from your first method of observational research. Refer to the images as necessary.

Insight 01: Parents have an active role in implementing uniforms

Insight 02: Teachers have to be apart of that board also

Insight 03: The principal is the one that gives the go ahead to research into it

Insight 04: Teachers are frustrated from the lack of respect in the classroom

Insight 05: There are a lot of options to weight if uniforms would benefit a school or not

STEP 10 | RESEARCH: PHOTOGRAPHIC STYLE



Abstract view



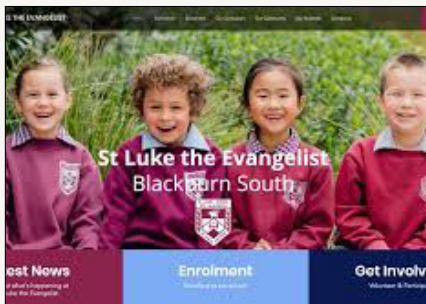
Top view of subjects



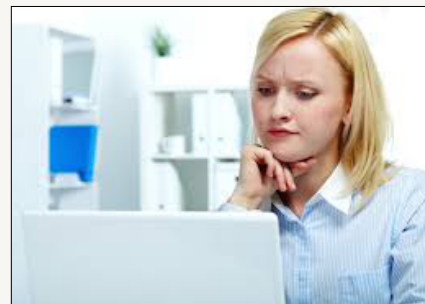
Action photo of the subject



I could see this for a header having a planned photograph to convey an idea - Still life



Posed or portrait photography



Lifestyle photography



Focus on the individual as well as the group.



Unplanned raw photos - Candid



Group photograph that everyone shares the same style



Posed photography



Focus being on the group



Action photo - Candid

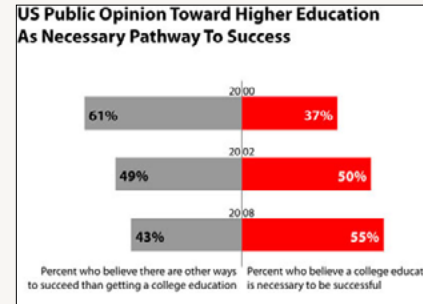
STEP 11 | RESEARCH: CHART & GRAPH STYLE



Bar graph



Infographics

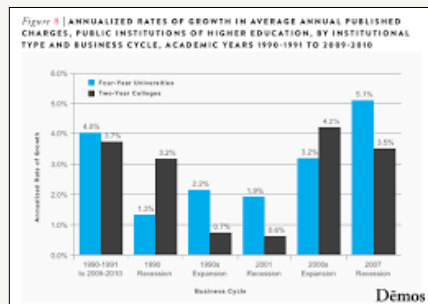


Comparison data

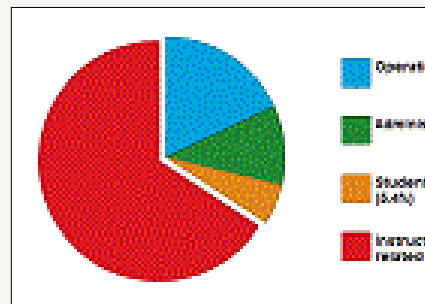
INFRASTRUCTURE INCREASE VS GE

Year	Univs	% increase in Univs	Total students enrolled
2012-13	667	3.89	3,01,52,417
2013-14	723	8.99	3,23,36,234
2014-15	760	5.11	3,42,11,637
2015-16	799	5.13	3,45,84,781
2016-17	864	8.13	3,57,05,905

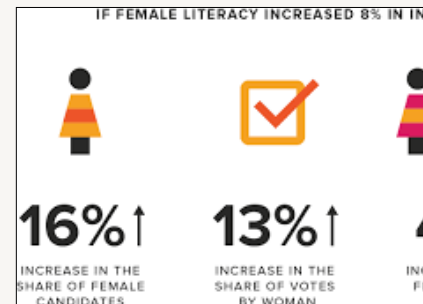
Excel type spreadsheet



Bar graph



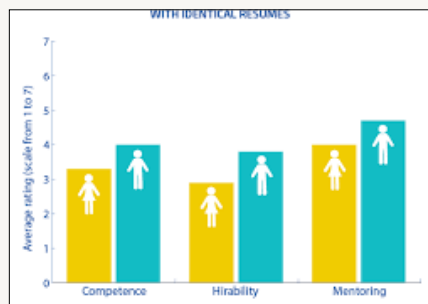
Pie graph



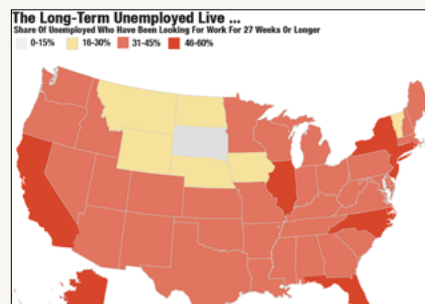
infographics with stats



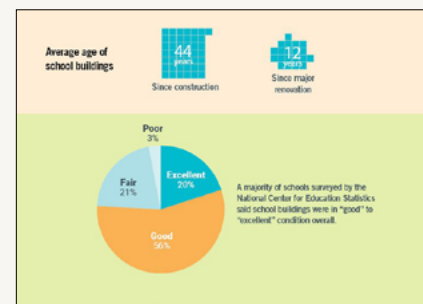
Creative pie graph



infographics with bar graph comparison



Color coded data statistics

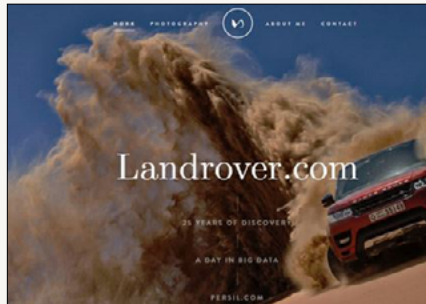


Pie graph



Windmill graph

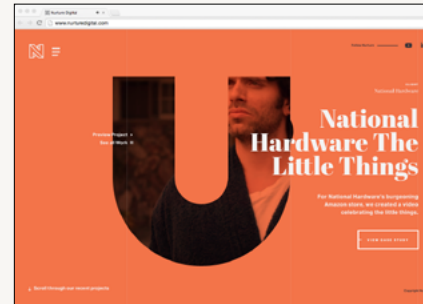
STEP 12 | RESEARCH: TYPOGRAPHIC STYLE



Serif headings with sans serif body copy



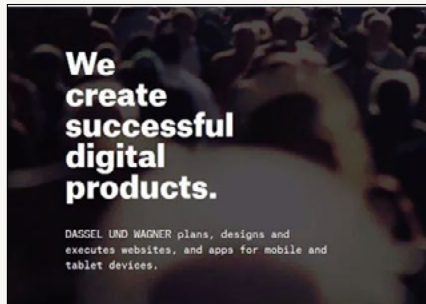
Decorative with sans serif body copy



Modern slab serif titles with sans serif body copy



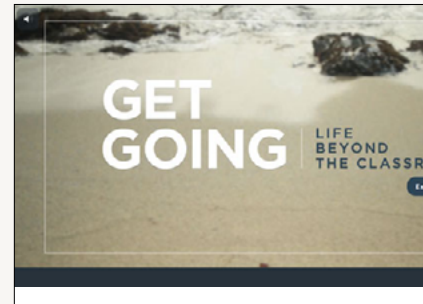
Sans serif title, serif sub title, sans serif body copy



Sans serif title, computer looking body copy



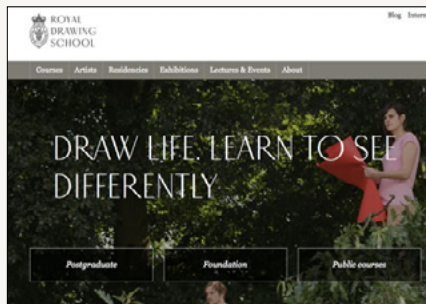
Modern serif headings, sans serif body copy



Sans serif family



Sans serif family



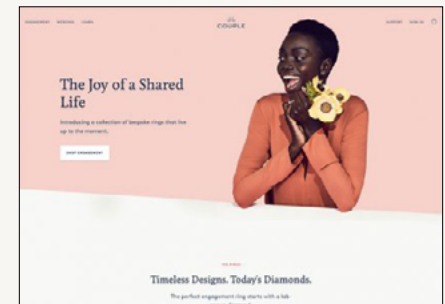
Decorative sans serif with italicized serif



Sans Serif titles, serif body copy

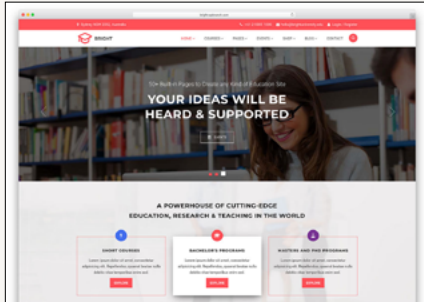


Sans serif for headings, serif for body copy

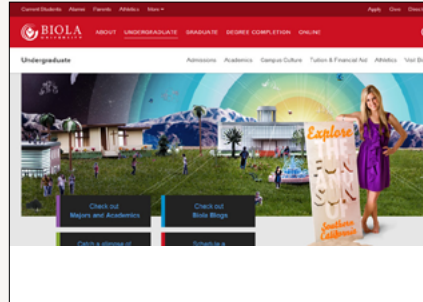


Serif paired with sans serif for body copy

STEP 13 | RESEARCH: WEB PAGE LAYOUT STYLE



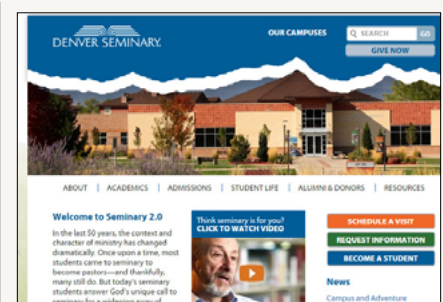
Picture as focal point with choices to choose from



nav bar on top with picture to draw in.



Picture on top with selection of sites on the bottom to choose from.



Nav bar under the photo with identification of the site on the upper left hand corner



Split image and heading with nav bar in corner



I'm learning towards having a huge picture to draw the view in



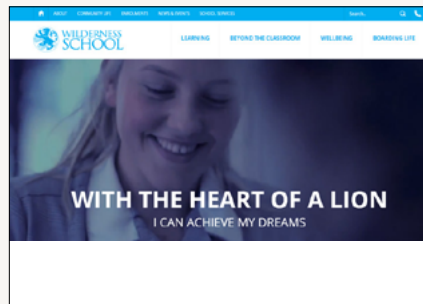
I've noticed educational sites usually incorporate blue, red or black in the headers and footers



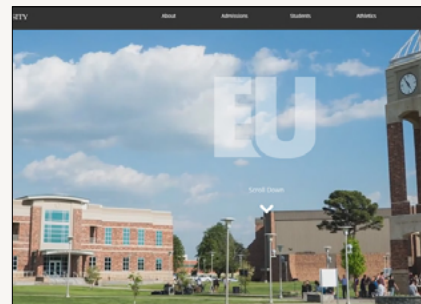
Nav bar across the top of the picture



Have an article immediately following the nav bar



Logo on the left with nav bar on the right. Use picture and phrase to bring in viewer



This would give a school feel to a website



Header and nav bar on top use split screen to show pictures and articles

PONDER | MODULE 09

Based on your KNWL chart, what are your research plans?

My research plans from here on out is going to be based on educating the pros and cons of school uniforms. To help educators and parents make a decision if uniforms would be a benefit to their school demographic or if it would be more of a hassle to implement.

This would be to help community counsels make a decision and to be available for parents, teachers and principals to reference if they wanted to look into the information further. I will need to get more statistics in the poverty and gang related areas as to once uniforms were implemented how the numbers changed in behavior and disciplinary instances.

How can mind-set impact the design process

Your mind-set will either hinder you or help you to progress beyond your mental blocks. Everyone has mental blocks either it be from fear, or lack of knowledge. The design process regarding research is to help us push past those blockades we will get.

A negative mind-set can really hurt creativity and your ability to be innovative. When we put mental barriers on ourselves, it limits the possibilities for us to make connections to new innovative ideas.

What was your interview experience like?

I was nervous initially contact the people I had decided too but after I was able to solidify appointments, I felt so much better. I just didn't want to take away any time from the professionals that I would be asking questions to. They ended up being so gracious and willing to participate. I contacted both of them through e-mail. They were prompt to respond and I offered to send

questions to both so they could review and be prepared for the interview.

I made sure that whatever their schedule allowed, I was willing to commit regardless of what I needed to do. I wanted to make this process as easy for them as possible.

The first interview was with my children's principal so I knew her very well and she was willing to answer any further questions I had as I went about my research. The interview only lasted 17 minutes. While she was responding to a lot of the questions I had, she would also answer other questions and I found it unnecessary to duplicate those questions.

The second interview was someone I had researched online and wanted to get her opinion because the school she is at right now enforces uniforms. She was so kind and extended her help beyond the interview if needed.

That interview lasted 27 minutes. I had planned for just 20 minutes and made sure to ask her part way through the interview if she was still okay on time.

She was thorough in her responses and gave me some more things to think about in the research process.

The storyboard and collage were intended to help you observe your topic from different points of view. How did they help you?

The storyboard helped me visualize how a person would come to check out my mini-website. It helps me to know what information to gather and what they might be looking for. It helped me to visualize what kind of setting this topic might be discussed in.

For the storyboard I imagined that this topic was being brought up in a school community council that was

brainstorming ideas to help with the rising concern of the behavioral problems that are existing in the classrooms. Not much is known about the subject so an informational site that produces information for both sides of the arguments would be beneficial and would help someone assess if implementing school uniforms would be something that would benefit their school. This microsite will be to inform to help people make a decision if uniforms would be a benefit to their individualized situation for the school.

Where are you finding most of your resources for the visual look and feel of your microsite?

I targeted universities and public school websites to get a feel for my microsite. I want it to have a professional and educational feel because the people that are going to be visiting this site are in the field of education. It needs to be credible and well organized to be able to find information quickly.

Most educational sites I found the colors are very similar. They have a lot of red, blue, and blacks in the headers and footers. They also have an insignia of the school. I'll need to figure out a way to show a type of logo or image that would define my site of the educational kind. I'm hoping if I match the feel of some of the educational sites that it will come across as reliable and to be taken seriously. I need a professional feel to this site.

Module 10

“Graphical excellence is that which gives to the viewer the greatest number of ideas in the shortest time with the least ink in the smallest space.”

—Edward R. Tufte, *The Visual Display of Quantitative Information*

STEP 14 | K.N.W.L. CHART

	<p>K</p> <p>What do you KNOW about your topic. (facts you have sources for)</p>	<p>N</p> <p>What do you NEED to know about your topic. (your interviews & other activities may help)</p>	<p>W</p> <p>WHERE you can look to find out what you need to know. (your interviews & other activities may help)</p>	<p>L</p> <p>List everything you have LEARNED from your findings. (This is more than a list of facts. Analyze the information you have discovered.)</p>
<p>ESSENTIAL Information that must be in your final project for people to understand your topic</p>	<p>21% of public school reported that they require the use of school uniforms as of 2015-2016 school year. That is up 10% from 2005.¹</p> <p>Children's clothing serves as a screen on which are projected all kinds of beliefs, anxieties and aspirations about children...In response to growing levels of violence in our schools, many ... have come to see ... uniforms as one way to reduce discipline problems and increase school safety ... by decreasing violence and theft ... among students over designer clothing or expensive sneakers; helping prevent gang members from wearing gang colors and insignia at school; instilling students with discipline; and helping school officials recognize intruders who come to the school. (US Dept of Education, 1996)²</p>	<p>People's perception on uniforms</p> <p>I need to find out the process of how to implement uniforms within the public school and what that entails.</p> <p>I need to know the if people view uniforms as a symbol of higher learning</p>	<p>Going to target educators and parents for my survey</p> <p>I need just a few more statistics from schools that have had a good success rate and I can look at the Department of Education for that.</p>	<p>I've learned more than half of the people polled viewed uniforms being used for lower income schools that have trouble with disciplinary issues within the school.</p> <p>People also believe that uniforms can alleviate the presence of gang affiliated influence on school grounds to make it a safer learning environment for children.</p> <p>Majority of the people pulled are not opposed to implementing uniforms within the school</p>

	K What do you KNOW about your topic. (facts you have sources for)	N What do you NEED to know about your topic. (your interviews & other activities may help)	W WHERE you can look to find out what you need to know. (your interviews & other activities may help)	L List everything you have LEARNED from your findings. (This is more than a list of facts. Analyze the information you have discovered.)
HELPFUL Information that is helpful but not essential to understanding your topic.	The decision directly affects the students. There is fear that they will have to conform to the ideals of a social institution. It also directly affects parents they grapple with "if [their] child has a high need for self-expression and personal comfort in her clothing, then uniforms may create unhealthy resentment and result in negative behaviors from [their] child. On the other hand, if [they] believe that [their] child needs to focus more on academics than physical and social appearances, then uniforms may help level the social pressures associated with independent dressing." ³	Would be helpful to know the work that goes in behind the scenes of getting uniforms or a strict dress code in place.	It would be helpful to interview a parent that has had experience with school aged children wearing uniforms to school	<p>People really don't care either way if it's implemented or not. Most of the parents were in favor of uniforms but through since it was public school they didn't have the option.</p> <p>Majority of families are in support of school uniforms.</p> <p>Many people are under the belief that it would help alleviate behavioral issues with in the classroom.</p>
NOT NEEDED Information that is relevant but not needed to understand your topic.	But in his 1996 State of the Union message Clinton advocated common school dress only as a means of protecting students from violence: ' ... if it means that teenagers will stop killing each other over designer jackets, then our public schools should be able to require their students to wear school uniforms.' ⁴	Information on types of uniforms are interesting but not needed for the direction of the website but I'll keep that in mind while I'm designing.		<p>Personal opinions in the regards of:</p> <p>I just don't like uniforms.</p> <p>That was an issue that was more important 20 year.</p>

STEP 15 | SURVEY: FIRST DRAFT WITH NOTES

Question 01

Are you opposed to public schools requiring a school uniform?

- Yes
- No
- Undecided

Question 02

Do you consider schools that implement uniforms as a symbol of receiving a better education?

Question 03

Do you think requiring school uniforms within the public schools would be a financial hardship on families?

- yes
- no

Question 04

Do you think the use of school uniforms would reduce the time and stress on children having to choose what to wear everyday?

- Yes
- No

Question 05

Do you think uniforms, if implemented within public schools, would help strengthen the learning environment? Please explain.

Question 06

It's believed that school uniforms violate the First Amendment by children not being able to individually express themselves.

True

False

Question 07

In a study done in the Long Beach School District after two years of implementing school uniforms, fighting decreased by 51%. Do you think school uniforms could help ease behavioral problems within the school?

- yes
- no

Notes | Have someone review the survey make notes about suggestions and recommended changes.

Question 01 | Looks good

Question 02 | Needs to re-worded to flow better

Question 03 | Looks good

Question 04 | Looks good

Question 05 | You don't have to have please explain on there the link already says to put your response below.

Question 06 | Need to be re-worded is not coming across very well.

Question 07 | Need to be reworded and you don't need repeat the information that's it's a school.

STEP 16 | SURVEY: WITH RESULTS

These survey results are based on 30 surveys taken from educators, teachers and parents of school aged children.

Are you opposed to public school requiring a school uniform?

Yes - 10%
No - 83%
Undecided - 7%

Do you believe school uniforms symbolize receiving a better education?

Yes - 17%
No - 83%

Do you think requiring school uniforms within the public schools would be a financial hardship on families?

Yes - 53%
No - 47%

Do you think the use of school uniforms would reduce the time and stress on children having to choose what to wear everyday?

Yes - 87%
No - 13%

Do you think uniforms, if implemented within public school, would help strengthen the learning environment?

Yes - 66%
No - 34%

It's believed that school uniforms violate students' First Amendment rights to individually express themselves.

Yes - 17%
No - 83%

After 2 years of implementing school uniforms, fighting within Long Beach School District decreased by 51%. Do you think school uniforms could help ease behavioral problems?

Yes - 80%
No - 20%

School uniforms are usually considered when a strong gang affiliation is present within the school. Would uniforms discourage gang related activity on school ground?

Yes - 70%
No - 30%

Please respond with any additional insights regarding the questions above:

1. I think that requiring school uniforms would help in a lot of ways: reducing the amount of time spent on having students change or modify their clothing because of dress code violations, distractions caused by student conversations about each other's clothing, easy recognition of a fellow gang member, etc. The financial hardship is my concern.
2. My kids wear uniforms to school. It makes it super easy to school shop in the Fall. The kids can use socks, shoes, and other accessories to express their individuality. I find

there is less comparison as to who is wealthy and who is not. There is also less distraction in the classroom.

3. School uniforms can level the playing field for students as they look to have more in common than seeing their differences through what they wear (or cannot wear).

4. We have a fairly high percentage of gang-affiliated students at our school. I do not believe uniforms would result in decreased gang activity, as students have many ways to advertise their affiliations and to recruit. I do think uniforms would be helpful in many other ways, however.

5. I see it as a trade-off, like some questions in this survey mention. I wouldn't mind uniforms, but I'm not big on requiring them, either. There's always a cost to every gain; it's just a matter of which cost/gain pairing takes priority. For example, a child with tactile sensory issues may have a greater burden due to the available weights, structures, and textures of uniform clothing, but a child with anxiety may do better without the stress of having to choose clothes for the day. I also appreciate the freedom families are allowed to figure out their own budget for school clothing; having set uniforms can disproportionately burden lower-income families. That said, I can see the merit in having a relatively predictable set of required clothes, as well. I don't have a strong preference either way.

6. Because school dress codes are not enforced, students wear clothing that is not appropriate for an educational environment.

7. All schools in a Japan used school uniforms. The schools still had many of the same groups and problems seen here just somewhat muted.

STEP 16-A | SURVEY: WITH RESULTS

8. Uniforms set a daily standard and expectation. They can also compliment the learning environment by removing social barriers. I do think a style of dress sets the tone for ones day and attitude. Not having uniforms lets children express themselves but let's be honest, as children they have plenty of other ways to be expressive and creative. Our schools (students) are severely lacking discipline, work ethic and a desire to achieve and succeed.

9. I love school uniforms. The only thing that bothers me is only a few schools in our district have uniforms which sets them apart from the other schools as "problem schools". They increase unity in the school and my kids appreciate the easy choice every morning!

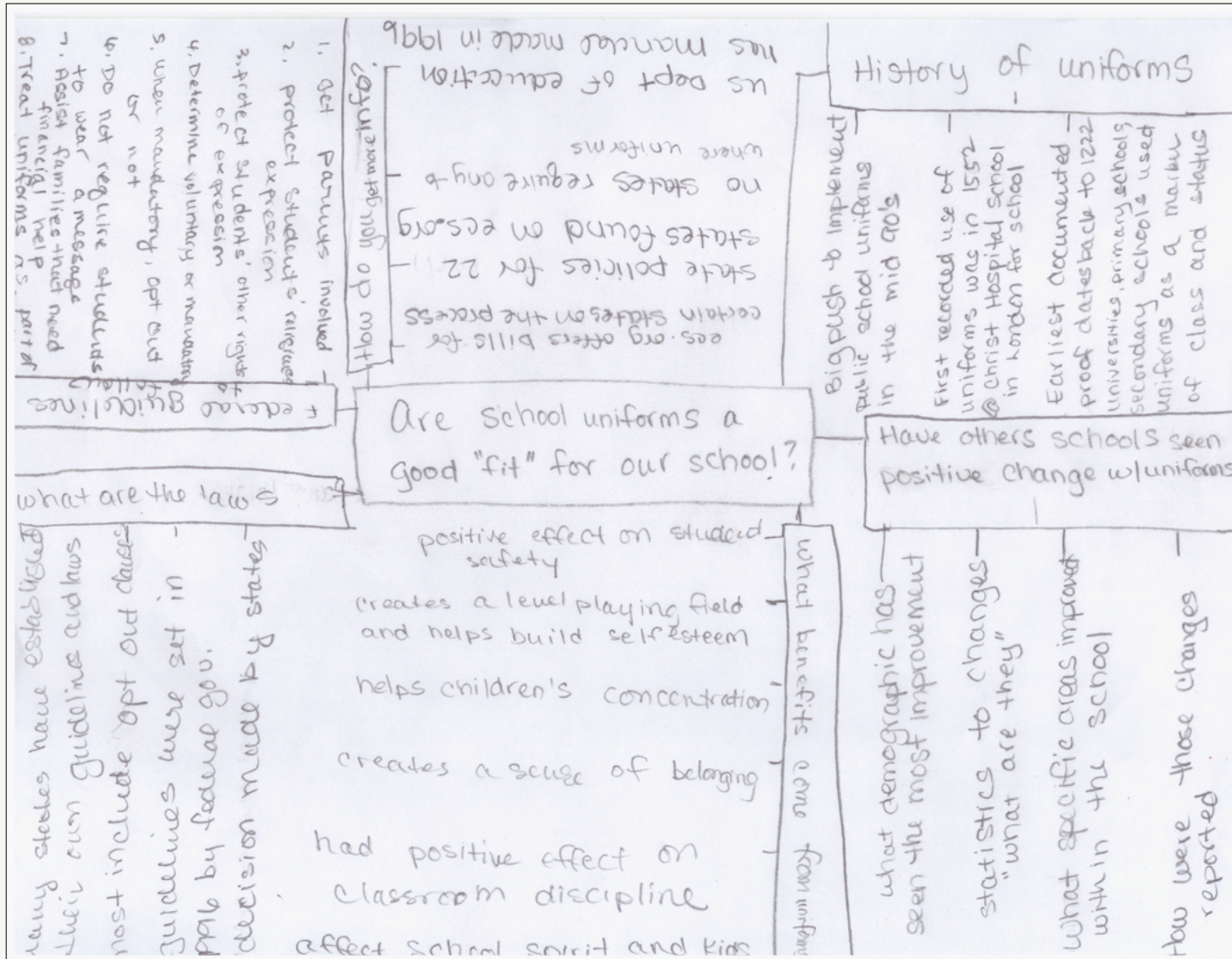
10. I worked at 2 different schools with uniforms and I believe we had less problems with behavior because of it. In one of the schools the population income was very low for many of the students. With uniforms everyone looked the same and it made it easier on the kids. Kids know at a very young age who has money to buy fancy things and who doesn't. With uniforms everyone is on the same playing field. I'm always in support of school uniforms. The cost is very Minaj compared to the cost of clothing in other department stores. Even places like goodwill and Savers carry school uniforms.

11. Might be a financial hardship but overall I think clothing costs decrease with uniforms and the educational benefits outweigh the negatives

12. There are many ways for someone to express themselves. It doesn't have to be just through clothing. Also, Instead of a designed uniform parents could be given shirt styles and colors they can buy and the same with pants/shorts/skirts.

13. Although school uniforms would make picking a daily outfit out easier. It takes to much away from our children.

STEP 17 | ADDITIONAL RESEARCH



Choose something you haven't done from IDEO: Designkit

List the 5 most important insights you gained from your first method of observational research. Refer to the images as necessary.

Insight 01: Federal Guidelines

Insight 02: What the state is responsible for and where to find laws and legislation passed that pertains to public school uniforms

Insight 03: What are the benefits

Insight 04: History of the uniform

Insight 05: Positive changes from school that implemented

STEP 18 | ELEMENTS FOR FINAL PROJECT

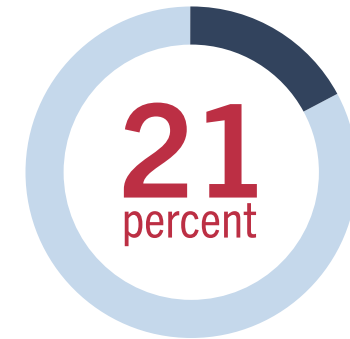
Color Palette to mimic colors of a school uniform:



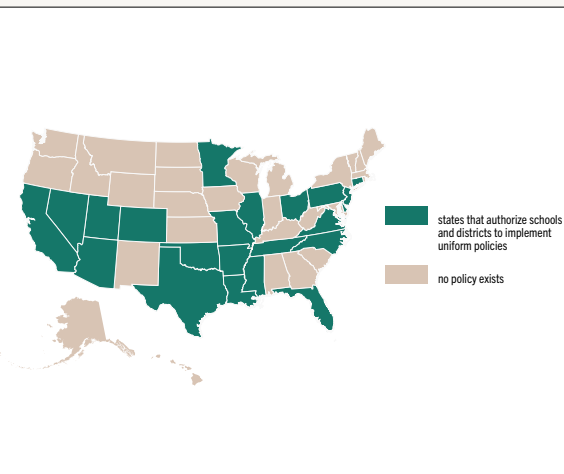
My color palette are the colors of typical school uniforms.

SCHOOL UNIFORMS
Are they a good fit?

Header for the minisite.



21% of schools in the United States currently use uniforms in the public school.



22 states that have laws and legislation regarding uniforms.

51% ↓
fighting
decreased from
1,135 to 554

Long Beach study for fighting.

18% ↓
vandalism
decreased from
1,409 to 1,155

Long Beach study for vandalism.

Elementary Schools

36%↓
suspensions
decreased from
2,813 to 1,814

Long Beach study for suspensions in elementary schools.

Middle-Schools

28%↓
suspensions
decreased from
3,183 to 2,278

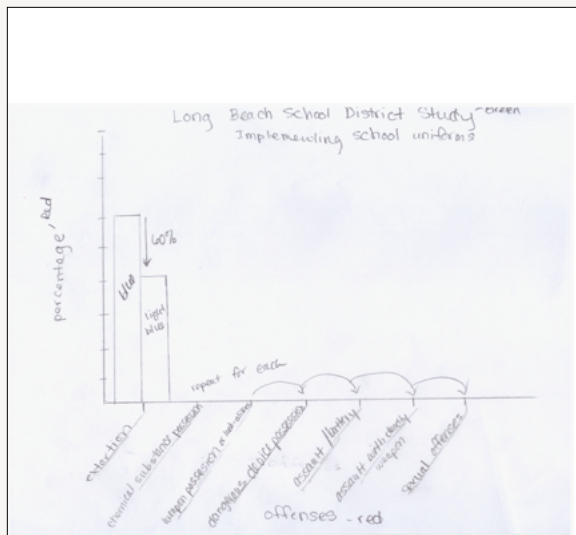
Long Beach study for suspensions for middle-schools.



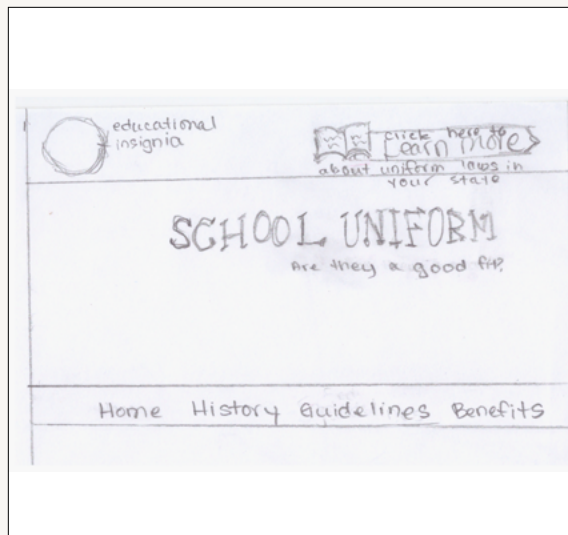
[Click here to learn more...](#)

about school uniform laws in your state

Call to action button.



Comparison data for offense that decreased over 2 years.



Set up of header of minisite



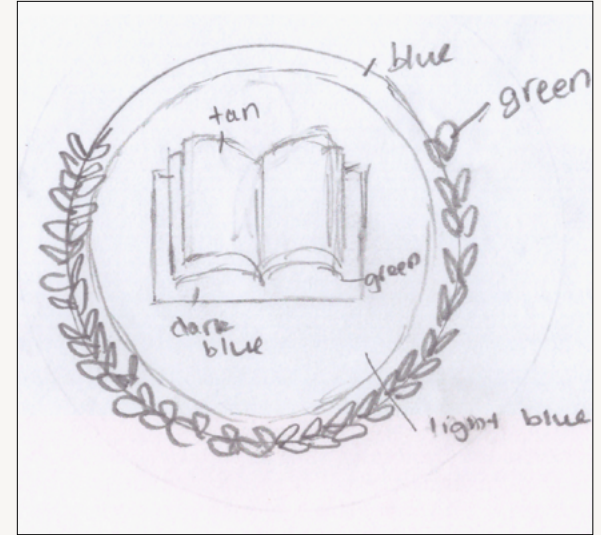
Nav bar



Types of uniforms



Image of public school.



Branding for site. An insignia to make it look like an educational site to be put in the left hand corner



School children that have school uniforms.



Types of school uniforms.



Children displaying school uniforms.

PONDER | MODULE 10

What insights did you gain from composing a survey?

I realized that I probably should have included personal info to see who my audience was. So, essentially I conducted an unbiased and blind survey. However, I know the people that I sent the survey to were all parents and educators. It just would have been nice to know who the educators were and who the parents were. I also realized that people will participate as long as it doesn't take too much time.

I also learned not to edit any of the wording after I've launched the survey because I thought I had lost some of the information but thankfully it was just placed somewhere else but I'll have to do by hand all the math to finalize the reports that came in.

I was able to get 30 surveys done in total. It was interesting to see the results come in. I ended up deciding to put one opinion question in.

Teachers, educators, and parents were very quick to reply and help in the survey. Most of them had very specific opinions but weren't for or against having uniforms. They just didn't know it was even an option in the public school. I'm hoping having a website like this will educate people more on what the possibilities are. I also learned that some people feel certain parents use clothing to set their children apart from others almost to elevate them to popularity. It was mentioned that uniforms would level the playing field from social status.

What additional research method did you choose and what did you discover?

For the additional research I decided to do a mind map of topics that I needed to make for my nav bar. With each of the topics that I connected with my title I went out and made sure that I had sufficient data that could support each of the subjects branching off from the main topic.

I found additional websites that had statistics towards laws and legislation regarding uniforms. I was also able to find a few more successful studies that were done more recently of urban schools that have seen a significant change in behavior within the classroom. Another piece of information I was able to find was a federal manual to help states make a decision towards public school uniforms.

(Review) Who is your target audience?

My target audience as of right now are educators, principals, and parents that need to look into see if school uniforms might be beneficial for them to consider. This site will give them an overview of school districts that have implemented uniforms and will give them data of the increase or decrease of crime and behavior. Most of the school in the studies are inner urban school. I originally was going to do a pros and cons site but the more I dived into the research, there was not a lot of substantial evidence to support the cons of school uniforms except for opinion based data.

How do the elements that you have been designing address the interests of your target audience?

Most of the elements are charts and graphs pertaining to a decrease in behavioral offenses in school and also stats to decrease in instance of crime. I've also tried to include elements for a call to action where it would allow

someone to get more information regarding the laws for their state pertaining to school uniforms.

What do you want your audience to do in response to your microsite?

I want this microsite to be able to educate someone as to if school uniforms would benefit their school and what the history and laws are behind uniforms. This site will also help the audience know which states currently have laws and legislation in place regarding school uniforms and respectively strict dress codes. It will also address that uniforms are mostly considered in low socio-economic areas because of gangs.

What is your biggest challenge in this project?

My biggest challenge in this project is trying to balance 2 other classes, being a mom, cub scout leader, school community counsel leader and not stressing about everything that needs to be done. Time! I have tried my best to schedule my days to allow me enough time. It would be beneficial if I could work on a little each day but Thursday, Saturday's and Monday's tend to get the most attention for my ability to design and research. However, I am thinking about the project through out the week and writing down ideas that I have to explore. Some have been successful and other ideas, not so much.

Endnotes

- 1 <https://nces.ed.gov/fastfacts/display.asp?id=50>
- 2 Bodine, Ann. "School Uniforms and Discourses on Childhood." *Childhood: A journal of global child research* 10.1 (2003): 43-63.
- 3 Chen, Grace. "Public School Uniforms: The Pros and Cons for Your Child." *The Public School Review*, April 6, 2018, <https://bit.ly/2kaXF7l>. Accessed March 4, 2019.
- 4 Bodine, Ann. "School Uniforms and Discourses on Childhood." *Childhood: A journal of global child research* 10.1 (2003): 43-63.

Module 11

“Practice design, Not Decoration: Don’t just make pretty talking points. Instead, display the information in a way that makes complex information clear.”

—Nancy Duarte, CEO Duarte Design

STEP 19 | MICROSITE CONTENT

Microsite Title

School Uniforms

Microsite Subtitle

Are they a good fit?

Who the topic effects (directly and indirectly)

Educators, parents, and children

Where geographically your topic is most relevant or important.

Urban cities

School districts that serve economically disadvantaged students account for the highest percentage of uniform wearers. Nearly 47% of schools where more than three-quarters of the student population receives free or reduced price lunch require uniforms.

In urban areas, nearly 40% of schools have a uniform rule in place but that's not the case with more out-of-the-way locales. Just under 9% of schools found in rural areas make uniforms mandatory.

'A history of or context for your topic.

But in fact, according to historians, school uniforms began life not amid the traditions of the English public school but among charity schools

Schools such as Christ's Hospital, in Horsham, West Sussex, founded in 1552 in London, took up "fatherless children and other poor children" from the parish and educated them.

London citizens provided the children with clothes - notably a long blue coat - which led to the famous nickname for such institutions - "Bluecoat schools".²

In the United States, a movement toward using uniforms in state schools began when Bill Clinton addressed it in the 1996 State of the Union, saying: "If it means that teenagers will stop killing each other over designer jackets, then our public schools should be able to require their students to wear uniforms." As of 1998 approximately 25% of all U.S. public elementary, middle and junior high schools had adopted a uniform policy or were considering a policy, and two thirds were implemented between 1995 and 1997.³

At least 5 different chart/graph types with relevant and important data about your topic.

Decrease in fighting, vandalism - Long Beach Study

1. Fighting decreased 51% (from 1,135 to 554) in the Long Beach Study

2. Vandalism decreased 18% (from 1,409 to 1,155)

Comparison of suspensions -Long Beach Study

1. Elementary school suspensions declined from 3,183 in 1993-1994 to 2,278 in 1994-1995, a reduction of 28%.

2. Middle-school suspensions were reduced even more substantially, from 2,813 in 1993-1994 to 1,814 in 1994-1995, a reduction of 36%.

Pie Graph - 21% of public school reported that they require the use of school uniforms as of 2015-2016 school year. That is up 10% from 2005.

Bar Graph Comparison of offenses -Long Beach Study

1. Robbery decreased 65% (from 29 to 10) in the Long Beach Study.

2. Sex offenses decreased 74% (from 57 to 15)

3. Extortion decreased 60% (from 5 to 2)

4. Possession of chemical substances decreased 69% (from 71 to 22)

5. Possession of weapons or look-alikes decreased 52% (from 165 to 78);

6. possession of dangerous devices decreased 50% (from 46 to 23)

7. Assault/battery decreased 34% (from 319 to 212)

Positive Impact - Land's End/NAESP survey 517 people

•Classroom Discipline (85 percent)

•Image in the Community (83 percent)

•Student Safety (79 percent)

•School Pride (77 percent)

•Student Achievement (64 percent)

•Attendance (44 percent)

6. Show increase of school uniforms since 1999 to 2016

¹ <https://www.creditdonkey.com/school-uniform-statistics.html>

² <https://www.bbc.com/news/uk-england-29047752>

³ https://en.wikipedia.org/wiki/School_uniform#cite_note-3

A diagram or visual comparison” about some aspect of your topic. (for example: showing an image of 1,000yds = 10 football fields, or an anatomical drawing of parts of the body effected by bulimia, or a visual map showing specific places events took place etc.)

I made a visual map to show which states have actual laws and legislation regarding school uniforms. Only 21 states have established laws for school uniforms.

A clear “call to action” (Specific ways people can use the information presented to take action.) like vote, volunteer, donate, spread the word etc.

I chose the call to action to be to learn more regarding state laws to help make a decision

Sources for every factual claim made in your piece. (citations for each source). URL or Title of book/ journal, author, and page number.

Stanley, M. Sue. “School Uniforms and Safety.” Education and Urban Society 28.4 (1996): 424-435. <https://bit.ly/2C68Xlh>. Accessed March 4, 2019

<https://nces.ed.gov/fastfacts/display.asp?id=50>

<https://www.ecs.org/clearinghouse/77/97/7797.pdf>

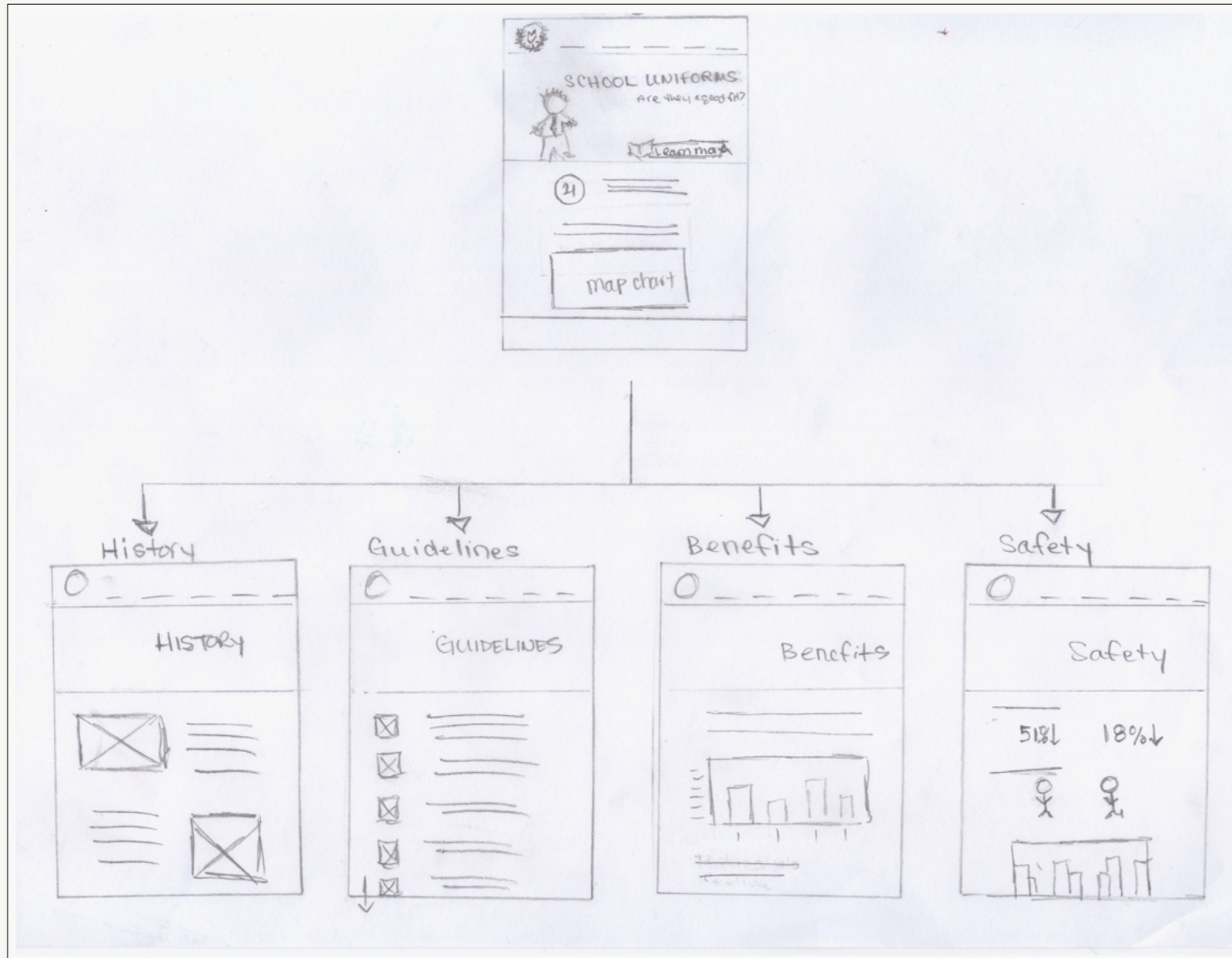
<https://www.bbc.com/news/uk-england-29047752>⁴

https://en.wikipedia.org/wiki/School_uniform#cite_note-3

<https://www.creditdonkey.com/school-uniform-statistics.html>

STEP 20 | ROUGH WIRE FRAME SKETCHES

Notes



STEP 21 | DIGITAL WIRE FRAME



STEP 22 | FIRST DIGITAL DRAFT

SCHOOL UNIFORMS

Are they a good fit?

School uniforms in public schools have been a growing topic over the years. This informational site is to help make an informed decision if instituting school uniforms would be an added benefit to ensure a safe and disciplined learning environment for children. Uniforms in the past have helped influence positive behavior, increase safety and security measures, and improved the image in the community. Each school needs to assess what this would add to their dynamic, and if school uniforms would be the good fit for their educational needs.

Demographics

Public School
21% of US public schools that required uniforms, it's reported 2015-2016

Students
76% of these public schools that required uniforms, it's reported 2015-2016

Which states have uniform laws?

22 states authorize public schools to implement dress code and/or uniform policies

Click here to learn more...
about school uniform laws in your state

HISTORY AND PURPOSE

First required uniform

The first reference to the subject in a school was a law enacted in 1532 for Christ Hospital School in London. There uniforms were required to be long sleeved with buttons, were age appropriate. Typically, school uniforms and uniforms were considered "Civilized" schools where uniform dress was also expected for more prestigious "elite" institutions and uniforms to inspire themselves as higher in status and class. Uniforms are closely associated with tradition and propriety schools.

Purpose

The purpose of uniforms were to help create a sense of belonging among the students. It was to minimize any social stratification of wealth. It provided a level playing field for the children to be able to learn and not to be judged by what they wore. Uniforms in the United States are not commonly used in the public schools. The schools that do require uniforms usually have a historical connection to the school. The school is a historical site of public schools. Schools can decide if the students is allowed to choose their own color, style, and size so they can still individually express themselves.

In 1995, Bill Clinton gave the State of the Union address to advocate for safety measures to be put in place for our schools. He was speaking to provide Americans with educational opportunities. He was quoted saying, "Challenging all of our schools to become more accountable to the public values and good citizenship that I think we all recognize as being the best of our American people, our public schools should be able to require their students to wear school uniforms."

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Public School Uniform Timeline

A+ GUIDELINES

In 2004, the Federal Government came out with an outline to help states, local school districts, and schools in the decision process of whether to adopt a uniform policy. This was in response to the increasing levels of violence present in our schools. It was believed a safe and disciplined learning environment was the first requirement of a good school. The following guidelines are the governments' approach to help young people learn basic American values and the essential of good citizenship through by creating a safe and secure environment.

Parent involvement

Parental support is necessary in order for school uniforms to be successful in the community. The parents can play the role of school uniforms in their school community. This goal usually comes from parents wanting effective discipline with in the classroom. School and school districts share the responsibility to necessary to have parental support to encourage the students to wear the uniform and help children understand the purpose of uniforms.

Protect students' religious expression

A school uniform policy must respect all students' religious beliefs and not attempt to restrict their right to display religious or religious values. Schools also can not prohibit students from wearing religious attire such as turbans and head scarves if it's apart of their religious practice.

Protect students' rights of expression

A uniform policy may not prohibit students from displaying items that express their views. For example wearing a button or sticker that makes their uniform and represent their views. The uniform policy may however, prohibit any item that could give gang affiliation. If any article clothing item is a gang or represent themselves away from the purpose of the uniform, the item of clothing may be prohibited.

Determine if uniforms are voluntary or mandatory

Schools and school districts can determine whether uniforms are voluntary or mandatory. The voluntary option gives parents to the students to choose. Most schools have found it more effective to adopt a mandatory policy.

Determine whether to have an opt-out policy

Schools and school districts can determine whether uniforms are voluntary or mandatory. The voluntary option gives parents to the students to choose. Most schools have found it more effective to adopt a mandatory policy.

Don't require a message on uniforms

Schools can not require students to wear uniforms that display a message on them. Any type of expression on uniforms, as well as any public references, are strictly prohibited.

Address financial needs for families

School uniforms can be a financial burden on some families. The school and school districts are responsible to address this by providing assistance to help accommodate families that may be affected by this. Community and parent support can encourage and help programs can be put in place to ease the financial burden it may cause.

SCHOOL SAFETY

Long Beach School District Study

The Long Beach School District in California was the first public school district to implement a required school uniform. The policy was set in place in 1984. Researchers used an eleven other years of establishing the mandatory uniform policy. The finding below compares of public schools through the grade.

Long Beach Study Findings

36%↓ suspensions decreased from 2,833 to 1,814

51%↓ fighting decreased from 1,135 to 554

18%↓ vandalism decreased from 1,409 to 1,155

65%↓

among the elementary school age children after the 10 minutes after the first period implementing school uniforms

School uniform comparison

OPINIONS

Lower school children are not, consistently enforcing rules, and some enforcing rules without incident at lower school programs are not uniform. It was in the mid 1980s, when school uniforms were implemented in public schools. The idea was to create a safe and disciplined learning environment for children. Uniforms in the past have helped influence positive behavior, increase safety and security measures, and improved the image in the community. Each school needs to assess what this would add to their dynamic, and if school uniforms would be the good fit for their educational needs.

Graph of Positive Change

Educator's observations:

Parent's observations:

Pros	Cons
1. Improves classroom behavior by creating a group identity and uniformity.	1. It violates the First Amendment rights for children to be able to express themselves through how they dress.
2. Reduces costs of clothing for the new year and reduces it easier for children to get ready in the morning.	2. Uniforms are a way for administrators to control the look and present from from expressing their individuality through their dress.
3. Uniforms are a neutral territory on holidays.	3. School uniforms are a financial hardship on families.
4. Creates a level playing field that doesn't allow clothes to be used as a status symbol. It helps to increase the student self confidence and self-esteem.	4. Uniforms do not encourage violence or gang activity in the school. School uniforms will help other ways to represent they are different in a group.
5. Improves attendance and reduces it easier for children to choose to come to the morning. Reduces stress of being made fun of that goes into the morning with wearing it in the morning.	5. Children will still identify others regardless of what they are wearing when it the clothing is the same.
6. There is no educational evidence to suggest that school uniforms have made a difference because every school and school district have different practices and demographics.	6. There is no educational evidence to suggest that school uniforms have made a difference because every school and school district have different practices and demographics.
7. Increases instruction time by reducing behavioral issues regarding to clothing during the day to be less time addressing negative behavior.	

STEP 23 | FIRST DRAFT USER TESTING

User 01

What's the purpose of the website? There is incorrect English on the first line in the description. Get rid of the word "the" in the description. The wording doesn't make sense on the 21% graphic. You could change the wording to be more clear. What does free school lunch have to do with school having uniforms? The number seems high but I don't know the significance of that number.

The wording on top of your legend doesn't make sense.

You probably don't need to put school districts in the heading if individual school can implement their own required school uniforms.

Your green legend has the same ambiguity in it.

When means no policy exists there are no school uniforms there? It just means there are formal laws.

Your legend could be worded differently.

Are we just talking about public schools then? Make that a little more clear on the side of the graph of school requiring uniforms.

You might want to put a title where the federal guidelines come from on the Federal Guidelines page.

You might want to put a key for the people.

This is all very positive for uniforms. Are you going to show the other side?

User 02

Design wise I love it. It's very appealing. I don't know where success fits in. How does it relate in the nav bar?

I like your choice of font. 'Are they a good fit' didn't pop out to me. Need to fix the wording in the description. Description of demographics are wordy. There are not enough picas between the ellipsis and the red.

There are some balance issues on the History page. Pres. Clinton is floating in space and not connected to anything. The clothing is floating in space and has too much white space around it.

The kids on the top look like they're from Hogwarts. Love the top of school safety. That's really cool. Put Theft because robbery doesn't read very well. You don't need to put required. Positive and negative benefits to change for the top maybe so you can include your pros and cons. Your font look dwarfish and squashed on the Federal Guidelines page.

User 03

School uniforms. It's a website about making a decision of using uniforms for school. I have a mixed idea about this. I don't know what that has to do with school uniforms having the information about reduced-price lunch. Maybe you should explain why some of the states don't have uniform laws. Did the offenses go up or down after school uniforms? The key needs to be a little more clear bigger or noticeable.

PONDER | MODULE 11

What did you learn through your user testing?

It is really important to choose people that you know will be very critical when you show them your rough drafts. My first two users were awesome! I specifically chose people that are critical and will be completely honest in their assessment. I did have to tell them to brutally honest but still keep in mind that this is a rough draft so any comments that they would like to give to improve the site would be appreciated. They pointed out mistakes that I would not have caught for a long time and it would have been hard to change further down the road. They also gave me another perspective of how other people would possibly view the content. I really appreciated when they would offer suggestions of what they thought would make the site better.

The biggest thing I learned is that I need to do a better job at proofreading my paragraphs. A lot of my paragraphs did not make sense and the user would ask me what I was trying to say. After I explained the concept they replied why didn't you just say what you told me?

It was refreshing the user would also reply back with positive feedback. For instance, they replied how they really liked how I had the photograph of the header set up with the chalkboard in the background. This helped to know that I was going in the right direction and it resonated well.

The users were looking for brief sentences. Anything more than five lines they would end up skimming through the text and would miss the information.

What changes do I need to make to the rough draft?

The first thing caught in the user testing was my nav bar did not match up with my pages. This led me down a road of considering actually changing my last page. It was mentioned that my site was biased and that I needed to include the other side of the debate. I think I am going to change my last page to be titled "Perspective" and include the positive and negative responses from parents, teachers, and students. I will also include the pros and cons on that page to show what controversies would come up if they wanted to go forth with establishing a required uniform.

I have a lot of work to do on my Federal Guidelines also. My plan is to make little visuals that will represent and be associated with each of the guidelines. I'm hoping those little vectors will give a glimpse into what people are going to read and keep the eyes moving down the page.

I struggle the most with my typography so I'm going to need to go through each of the pages and make sure my hierarchy is showing well and make sure that there is enough contrast between the titles and body copy.

I also need to go through and make sure the wording for each of my infographics are enough to explain the data I'm trying to represent. My users had trouble understanding some of the data. I need to go in and make that as clear as possible.

Other learning opportunities

As I was setting up my rough draft this week I found that I needed just a little more data. So, I had to go back through all the research that I had collected and find one more tabular data that I could work into the site.

It didn't take too long to find the information and I was glad that I had all the academic journals on hand so I didn't have to search aimlessly on the internet to look for more data.

I did notice that as I did more research, slowly I was finding myself agreeing with information that was being presented. I came into this project with no opinion on this subject and as I've learned more I have had to try hard to keep any bias out of the website and just present the facts. I was going to do an informative site and I will need to show both sides of the arguments in order to be completely unbiased in the finished website.

I'm hoping in the next week that I will be able to solidify the page structure of each of the designs and be able to polish the website.

My challenge this week will be trying to show both sides of pros and cons and how to design that in a way that will be appealing to people and still informative.

Module 12

“Artists don’t get down to work until the pain of working is exceeded by the pain of not working.”

—David Bayles

Art & Fear: Observations on the Perils (and Rewards) of Artmaking

STEP 25 | SECOND DRAFT

SCHOOL UNIFORMS

Are they a good fit?

The widespread use of school uniforms continues to grow as school districts grapple with behavioral and social issues. This informational site helps educators and communities decide whether school uniforms would benefit students and ensure a safe and disciplined learning environment.

Demographics

Uniforms are more widely used in urban city schools

Required uniforms

21% of all public schools reported the use of required uniforms

2015-2016

Received free or reduced-price lunch

76% of those public schools that required uniforms, 76% of students qualified for free or reduced-price lunch

2015-2016

Which states have uniform laws?

22 states legally authorize public schools to implement dress codes and/or uniform policies

■ States that authorize schools to implement uniform policies

■ No policy exists for public schools to require uniforms

My state doesn't have uniform laws... [Take action](#)

Sources: Department of Education, National Center for Education Statistics, National Center for Education Statistics, National Center for Education Statistics

A+ HISTORY AND PURPOSE

First required uniform

Chen Hengyang School in London required the first recorded uniform in 1831, which consisted of long blue coats with yellow trim and black breeches. Other schools that used uniforms were considered "elite" schools where uniforms were more often provided for poor children.

Highly distinctive and uniform to ensure their status and class. Children, uniforms are associated with status and propriety values.

Purpose

Uniforms help to create a sense of belonging among students. It provides an equal opportunity for students to dress and avoid judgement from their peers. In United States public schools, uniforms are prohibited. Schools who implement uniforms provide several aims, only requiring that pants and collared shirts. The implementation of uniforms is to reduce gang, different gender and racism.

In President Bill Clinton's State of the Union address to open, he said, "I challenge all our schools to break the cycle of violence, to seek good values and good citizenship. And if it seems that progress will not bring such other core disciplines, then our public schools should be able to require their students to wear school uniforms."

President Clinton believed that school uniforms would help bring classrooms more orderly and give our young people an opportunity to "redouble themselves by what they see on the face of the school as they're coming out the schools."

Public School Uniform Timeline

Sources: Department of Education, National Center for Education Statistics, National Center for Education Statistics, National Center for Education Statistics

GUIDELINES

Federal Government Guidelines

In 1991, the federal government came out with an outline to help states, local school districts, and individual schools in the process of deciding whether to adopt a uniform policy. This study responds to the increased trend of uniform policies in public schools. The goal is to give parents a real and useful opinion-forming instrument. The following guidelines are the government's approach to meeting the needs of good citizenship.

Parent involvement

The success of school uniforms depends on parental and community support. If school and school districts share the type of uniforms, it's necessary to have parental support to help children understand the purpose of uniforms.

Protect students' religious expression

All school uniform policies must respect all students' religious beliefs and not belittle or restrict their right to display messages of a religious nature. Schools also cannot prohibit students from wearing religious items, such as prayer beads and head scarves. It's a part of their religious practice.

Protect students' rights of expression

A uniform policy may not prohibit students from displaying items that express ideological and political opinions. For example, students may wear a button or sticker on their uniform that expresses their political views. The uniform policy may, however, prohibit any item that depicts gang affiliation. If an item depicting such a prohibited expression requires the presence of the students, the use of clothing may be prohibited.

Decide if uniforms are voluntary or mandatory

Schools and school districts can determine whether uniforms are voluntary or mandatory. The voluntary system gives power to the students to choose and discontinue their participation, unless if uniforms are not worn. Most schools have found it more effective to adopt a mandatory policy.

Determine whether to have an opt-out policy

Schools and school districts who have adopted a mandatory school uniform policy have the choice to establish an opt-out policy which allows students, with parental permission, an exemption from the school uniform policy. The parent should know the school's dress code and legal issues.

Messages on uniforms are prohibited

Schools cannot prohibit uniforms which display promotional messages. Any type of expression on uniforms, as well as any promotional messages, are strictly prohibited.

Address financial needs for families

Financial barriers can occur in many schools. The school and school district is not required to make accommodations for families that have financial difficulties. Community and parent support are encouraged. The organization of many programs are encouraged to reduce financial barriers.

*Examples of the types of assistance include:

- The school district provides uniforms to students who cannot afford to purchase them.
- The community and business leaders provide uniforms or monetary financial support for uniforms.
- The school parents work together to make uniforms available for economically disadvantaged students.
- School uniforms from purchases are made available to incoming students.

Consider uniforms as part of a safety program

School uniforms will not solve all issues and discipline problems within the school. Schools are encouraged to look at school uniforms as a piece of an overall safety program. Other safety considerations are to be required for prevention and programs. It is essential to include parents, law enforcement, and principals for the best solution. Community support is essential.

Safety First

Sources: Department of Education, National Center for Education Statistics, National Center for Education Statistics, National Center for Education Statistics

SCHOOL SAFETY

Long Beach School District Study

The Long Beach School District in California became the first public school district to implement a required school uniform. The policy was adopted in 1991, after a year of studying mandatory uniform policy. They shared disciplinary data from kindergarten through 6th grade.

Long Beach Study Findings

36%↓ suspensions

decreased from 2,833 to 1,814

51%↓ fighting

decreased from 1,135 to 554

18%↓ vandalism

decreased from 1,430 to 1,155

Thefts

decreased from 29 to 20 instances after the first year of implementing school uniforms

65%↓

School Uniform Comparison

Sources: Department of Education, National Center for Education Statistics, National Center for Education Statistics, National Center for Education Statistics

OPINIONS

National Survey

Positive Impact

In May 2015, Lead4ward conducted a national survey with the help of the National Association of Elementary School Principals (NAESP). Out of 100 school leaders' responses, 91% of them were from public schools. Each elementary school had a uniform policy or formal dress code in place.

Did not respond to survey question...

School Leaders Opposing View

38% of school leaders felt there has been a need for school uniforms

31% of school leaders felt the current dress code meets their needs

22% of school leaders felt parents would be resistant to a uniform policy

Pros

- Improve classroom behavior by creating a group identity and community
- Reduce cost of clothing and decrease time preparing for school in the morning
- Create a sense of belonging and a reflection of class within a group
- Create a level playing field that doesn't allow clothes to be used as status symbols, which increases student self-confidence and self-esteem
- Improve attendance by having better clothes and reducing stress from peer criticism
- Create public and complete in the community
- Reduce distractions from clothing by reducing behavioral issues in the classroom

Cons

- Violates the First Amendment rights of a student's individual expression
- Address discrimination concerns students and parents have from representing individuality
- Financial hardship for low-income families
- Changes that other means to represent their affiliation
- Children will still place value on regardless of what they are wearing, even if the clothing is the same
- There is no substantial evidence to suggest that school uniforms have made a difference between the school and non-school time. Students should not be required to wear uniforms
- A uniform policy may be too restrictive for children with sensory issues and special needs

Sources: Department of Education, National Center for Education Statistics, National Center for Education Statistics, National Center for Education Statistics

STEP 26 | SECOND DRAFT USER TESTING

User 01

There is discontinuity on the first page. I'm not sure if Demographics really explains what you're trying to say with the information you have below.

The key needs to be more noticeable. It took me a while to find it.

"There" should be changed to "their" in the paragraph.

I would change the sentence to read "Today, Uniforms are usually associated..." because you shifted from the history to the present.

The purpose of uniforms "is" to help. Change it from past tense to make more sense.

The second sentence doesn't read really well starting with "Uniforms can eliminate any visual...".

Some of the wording makes this information feel old and outdated.

Consider changing polo to collared shirts to eliminate any brand recognition.

The last sentence in history of the president could be taken as opinionated. Consider changing it.

Try to find a better way to display the chart.

User 02

Font looks better for "Are they a good fit". The introduction is wordy and needs to be simplified.

The other year looks bolder than the first.

I like the colors and the graphic of the map. The color scheme works really well.

Click here to learn more. I don't think you need the extra wording underneath your call to action.

Is there a purpose for the 2 lines on the bottom...just make sure they are left justified.

Placement of clothing is better and Bill still looks like he's floating. Making it more of a portrait looking picture so it's not so boxey.

Are you going to put a picture in top of the heading?

One of your dots is sitting on top of the line for 2013-2014

The Public School Timeline title does not look centered. There is too much space between the start of the graph and the dots.

In the process of deciding...

Legend gets lost maybe change it so it stands out more.

Move positive impact up and move pros and cons down.

Separate #4 into to pros

Reduces the use of clothing used as a status symbol

Increases student's self-confidence and self-esteem

User 03

Chart doesn't make sense on the Opinion page. It would help if there was something identifying it.

Purpose paragraph is a little wordy

The icons on the guidelines page are all over the place. Consider drawing a line down the middle and centering them to the side.

The spacing is off between Message and Money on the Guidelines page.

Having trouble finding the legend for the chart Long Beach Study. Needs to stand out more.

Bars a way too big on your Survey chart think about making them thinner.

PONDER | MODULE 12

What did you learn from testing your first full draft?

User testing has proven to be very helpful. I have a lot of changes that I need to implement. The biggest thing I'm finding is I need to make my body copy more concise. People on the internet scour information and I need to get to the point. My user's have also found that I'm using a passive voice which could be a turn off and not appear as credible information.

This next week I will need to go through all my body copy with a fine tooth comb and make sure each sentence reads well. I will also need to delete any information that is repeated or unnecessary.

The infographics are improving from last week's user testing. There weren't as many complaints this week about not being to understand as there were last week. It was pointed out that some of the titles could be clearer.

I will need to double check all my charts this week and make sure the titles fit what information I'm trying to convey. The body copy will be used to back up the infographics but the images need to be able to be understandable on their own.

One of my user testers said after I implement all the changes from my recent set of changes, she would be willing to go through it again if it helps me to finalize my site to where I want it to be. I am definitely going to take her up on that. I've noticed I stare at my design for so long I miss simple things until it is pointed out to me.

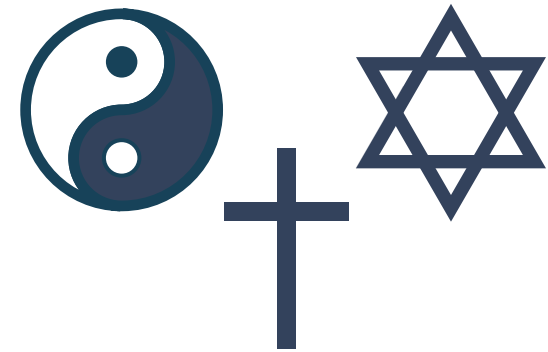
What revisions need to take place?

Moving forward, I need to make sure all of my graphs and charts are understandable. I've struggled a bit with naming them to accurately say what the charts are representing. I think the color palette is solid. I have received multiple comments how they like how the colors work well together. I've tried to be as simple and tasteful as possible with the infographics.

As of right now, I have 5 pages. I think the information is enough for people to go through. I made the decision this week to change my font combination. I had my sans serif for the body copy and ended up changing the body copy to the serif. I think that was the right move and it has allowed me to use my sans serif in all my titles and chart data. I was afraid it was going to take away from the credibility but it actually enhanced how the titles were reading on the page.

The biggest revisions I need to make is making my body copy clearer. The less people have to read probably the better on a mini-site.

I think I'm done with all the symbols and charts that I need to create. I will be looking closer at all my alignment and placement as I go through my final revisions for this project. I am amazed at how fast the time has gone. At first, I thought 6 weeks was going to take forever. It was nice to be able to work on this in phases.



Religious symbols for Federal Guidelines Page

If I have time this week, I would like to create a vector of the Capital Building Dome that I would place on the Federal Guidelines page. I would replace the picture I have there currently.

I'm also considering putting the percentage differences on the comparison chart but I'm having trouble visualizing how I could do that without making it appear to cluttered in the chart.

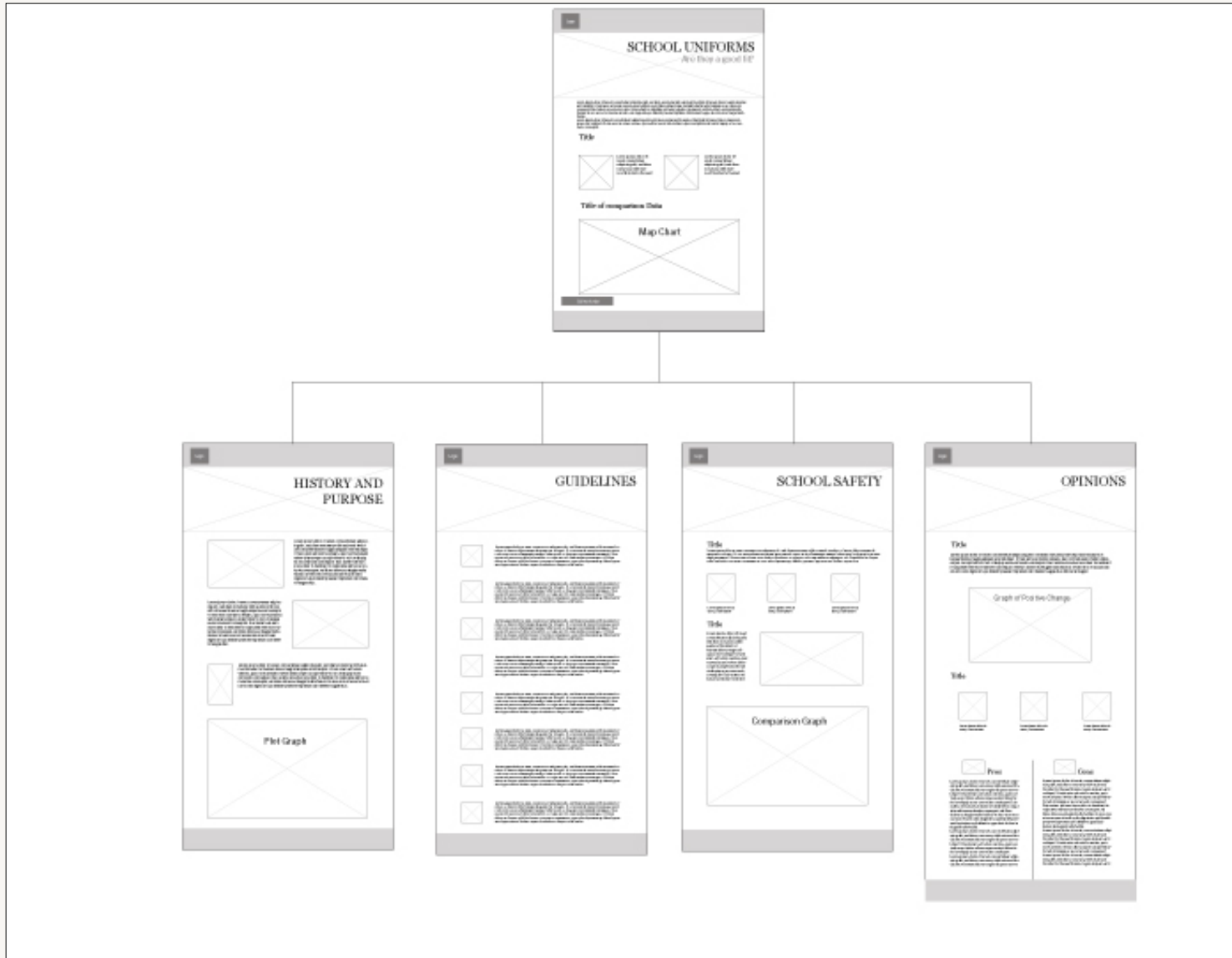
Module 13

“Doing the best at this moment puts you in the best place for the next moment.”

—Oprah Winfrey

STEP 27 | FINAL WIRE FRAME

Notes



STEP 29 | FINAL DRAFT USER TESTING

User 01

The sentences are reading a lot better. You were using a lot of passive sentences.

Your charts are very clear and I understand what you are trying to say.

The Clinton picture looks a lot better and doesn't appear that it's floating anymore.

The line through the images on the Federal Guidelines page looks so much better. The corrections you made on the infographic for the person looks a tons better.

The colors help make it feel like a school uniform.

It feels like it could be a school site.

User 02

Clever heading

I see your call to action on the bottom.

Not sure what the picture on the left is.

Instead of typically, consider using "often" the sentence doesn't read well.

Need to take of 's on President Bill Clinton's believed

Remove the opinion statement. "he wanted to proved safety measures and educational opportunities for schools.

Need to move over Thefts to be aligned

Typo on initiated

Remove the s after school

have "of an student's individual" twice

User 03

Looks really good

The charts are easy to understand

Need to make the low income a little more clearer

So this is the call to action...so I click on this

The sentences are understandable

This shows how the trend of how it's increased

All the infographics make sense on guidelines

I'm not understanding the voluntary and mandatory federal guideline.

All the charts and data make sense.

PONDER | MODULE 13

What additional insights did you gain from your final round of user testing, with your refined design? How has your design evolved through the iterations?

I was glad that I did user testing one more time. I had some mistakes that were in the body copy that needed to be fixed. As they were going through, I was watching their expressions to make sure they weren't caught up on any piece of information. This last user testing still produced elements that I needed to change in the piece.

I also went through as if I was a user and found some mistakes I had made. One of my parenthesis was turned the wrong way and I had some duplicated wording in a few of my sentences. I tried to go through and make the sentences as concise as possible.

I chose another student that was going to school also to do my user testing and she was able to point out some aspects of the charts that didn't make sense and I was able to make improvements on them.

It's been interesting through every user testing you can tell what you definitely needs to be changed when all the users are confused about the same thing. With each user testing those confusions would lessen and the user testing would get shorter in duration.

I noticed that each change, even though small at the time, ended up changing some of the pages drastically. My biggest change was on my 'Opinions' page. The chart was not set up properly on the page and I was struggling to find a way to organize the page in a way that was functional and still aesthetically pleasing.

Using Adobe XD to prototype my website

I had designed everything in Illustrator and was trying to figure out how to make my nav bar interactive so I had the thought to create a nav bar on top of my screens then bring the opacity down to 0%. It worked great so I could use that link to prototype my pages with other people. This whole semester I have been working back and forth between 2 computers because all my school files were on my computer and Adobe XD would only work on my children's computer.

When you prototype through actual links you can click, it gives the user more of a life like experience. They were able to give better feedback when it appeared to function just like a website would.

Final changes made

From the last set of user testing, I ended up making just a few more changes. One of my sentences was not reading well on my History page so I ended up rewording it.

On my Guidelines page my body copy did not have enough explanation so I needed to add just a little more wording in order to convey the message it was stating.

I had to make changes to my pros and cons phrases. There were extra sentences that needed to be taken out when I was editing and missed them.

I also went through the whole website and made sure the links and the logo in the header were in the same place on each of the pages.

I made sure to find three new users because I felt like I had burnt out people through the semester always asking for their help.

I made changes also to the blue background. I had changed it to be lighter but when I went to do user testing the color looked off from the graphs. I changed it back to the same color and just took down the opacity a bit so it didn't overpower the text.

I checked all aspects of alignment to make sure everything was tight and checked my kerning on the titles on each of the pages because they were capital letters. Some of the letters were too close because of the capital letters.

The structure of the design has changed quite a bit. I don't think I would have been able to make the necessary changes if it wasn't for my users. For the most part they were drawn in with the pictures and graphics.

The infographics helped keep their attention and made it visually appealing. There was just enough body copy for them to read but I felt like the charts and graphs were very easy to understand.