

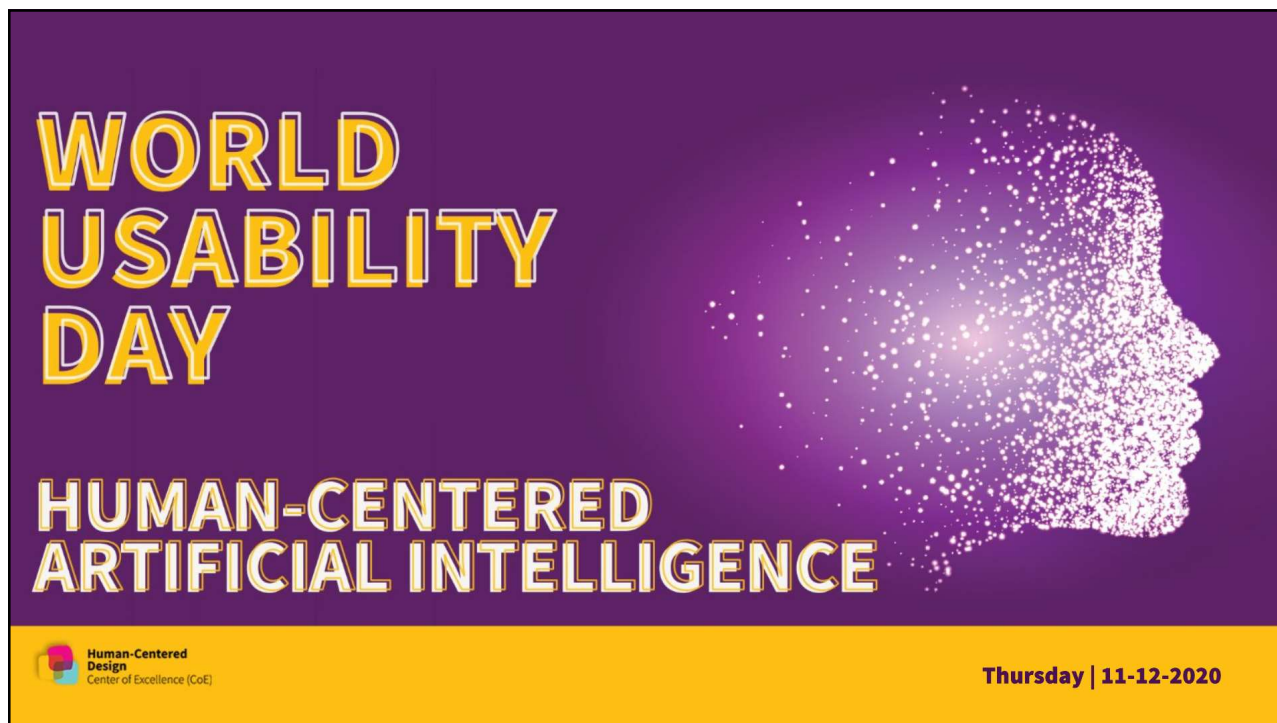
**CREATE & APPLY
SHARE
HUMAN
CENTERED
DESIGN KNOWLEDGE**

**WORKING AT
THE INTERSECTION
OF GRAPHIC DESIGN
& HUMAN-CENTERED DESIGN**

HCD Community of Practice
September 25, 2020

Human-Centered Design
Center of Excellence (CoE)

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**WORLD
USABILITY
DAY**

**HUMAN-CENTERED
ARTIFICIAL INTELLIGENCE**

Human-Centered Design
Center of Excellence (CoE)

Thursday | 11-12-2020

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**WORLD
USABILITY
DAY**

**Proposed
Topics**

Capabilities and Challenges for Machine Learning
focused on Preserving Privacy and CMS Healthcare
Goals


Catch Me if You Can—How to Fight Fraud, Waste, and
Abuse Using Machine Learning and Machine Teaching

How Humans Make AI Work

Using Human-Centered Machine-Learning (HCML) to
Improve Data Quality and Data Governance Projects

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**SAVE
THE
DATE**



**HUMAN-
CENTERED
ARTIFICIAL
INTELLIGENCE**

**ISG
WORLD
USABILITY
DAY**

Thursday | 11-12-2020

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TODAY'S COMMUNITY OF PRACTICE



Presentation **Q&A** **News**

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WORKING AT THE INTERSECTION OF

GRAPHIC DESIGN & HUMAN-CENTERED DESIGN



Human-Centered Design
Center of Excellence (CoE)

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OUR PRESENTER

Brian Flaherty
Sr. Design Strategist
HCD Center of Excellence



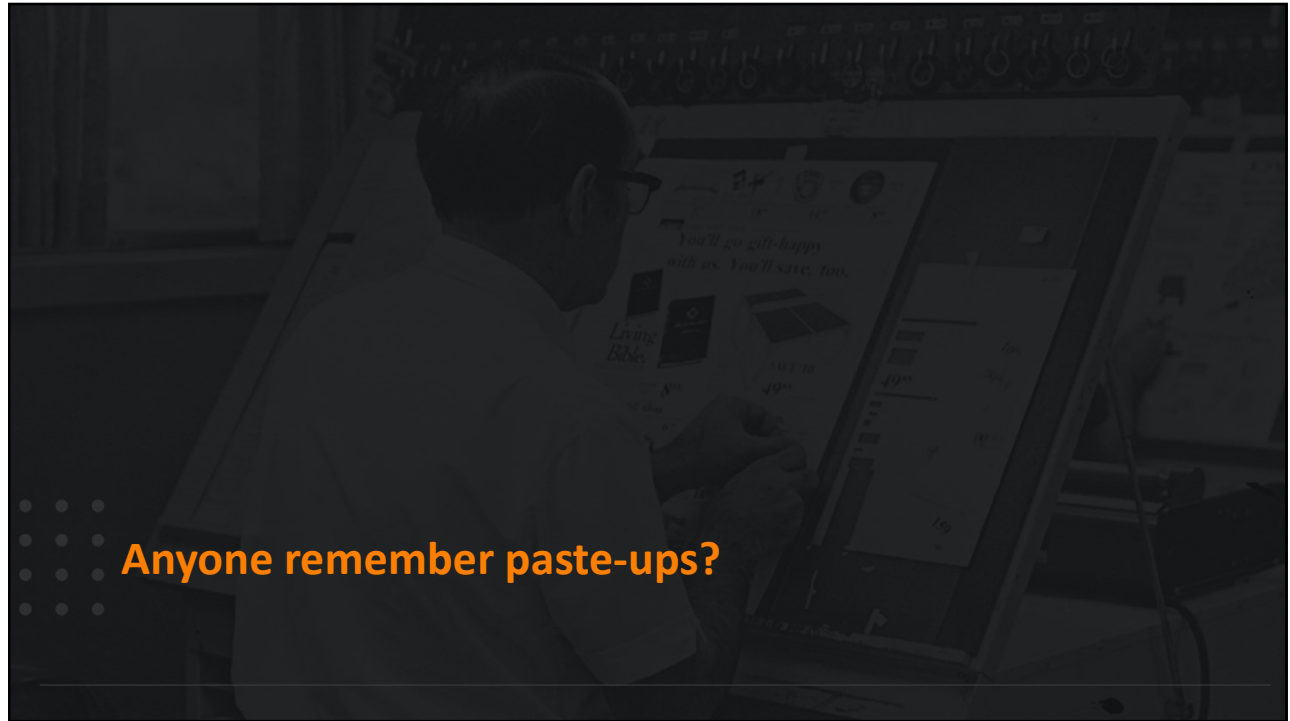
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Crossing
 Working at the intersection of
Graphic Design and Human-Centered Design

HCQIS Human-Centered Design Community of Practice : 25 September 2020

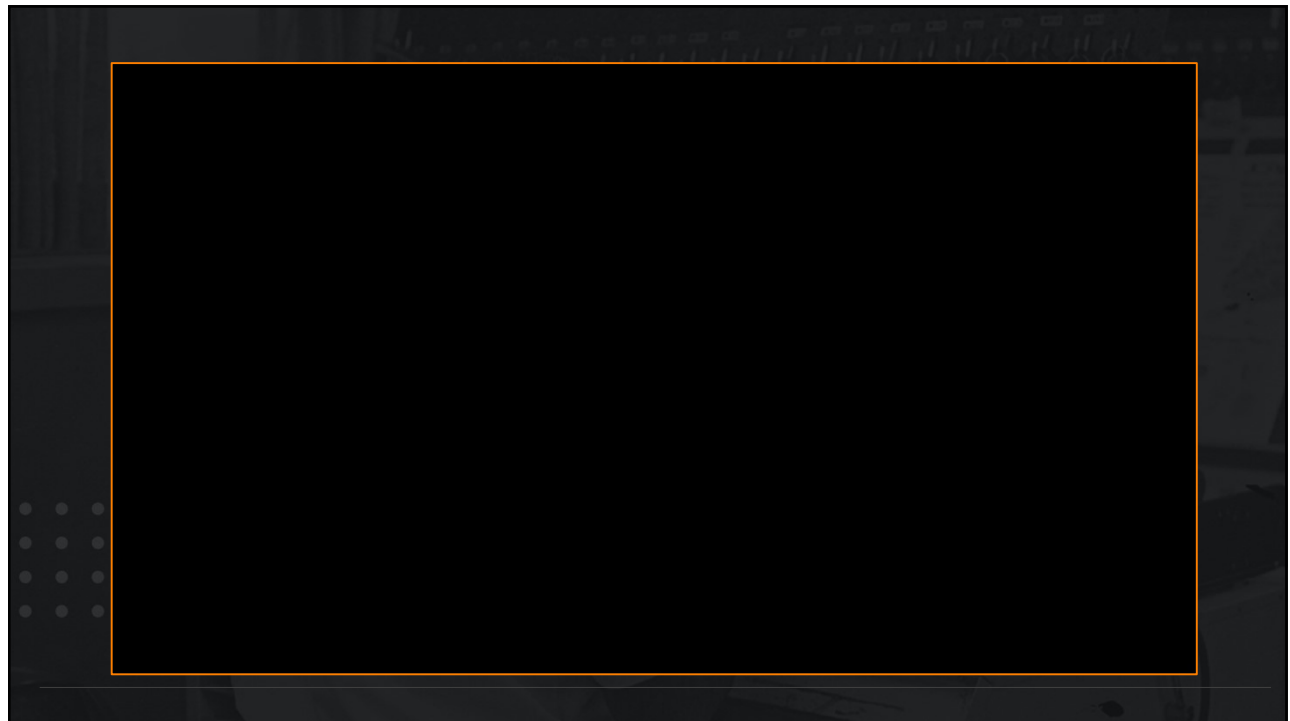


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Anyone remember paste-ups?

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Today's talking points, kinda in order

The early days of my design career

Graphic Design and the Graphic Designer's Role?


Design as a "craft"

When I first crossed Human-Centered Design


Graphic design and the user-experience

What the future might hold

And time for questions



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I am Brian.

Graphic designer
Human-Centered Design Sr. Design Strategist, Tantus, HCD Center of Excellence
aka: creative director, illustrator, photographer, web designer, print, videographer

Writer
copywriter, script writer, editor

Employment
In-house & agency, Tantus, JHU Applied Physics Lab, the YGS group, Network Publications, Agora International, T. Rowe Price

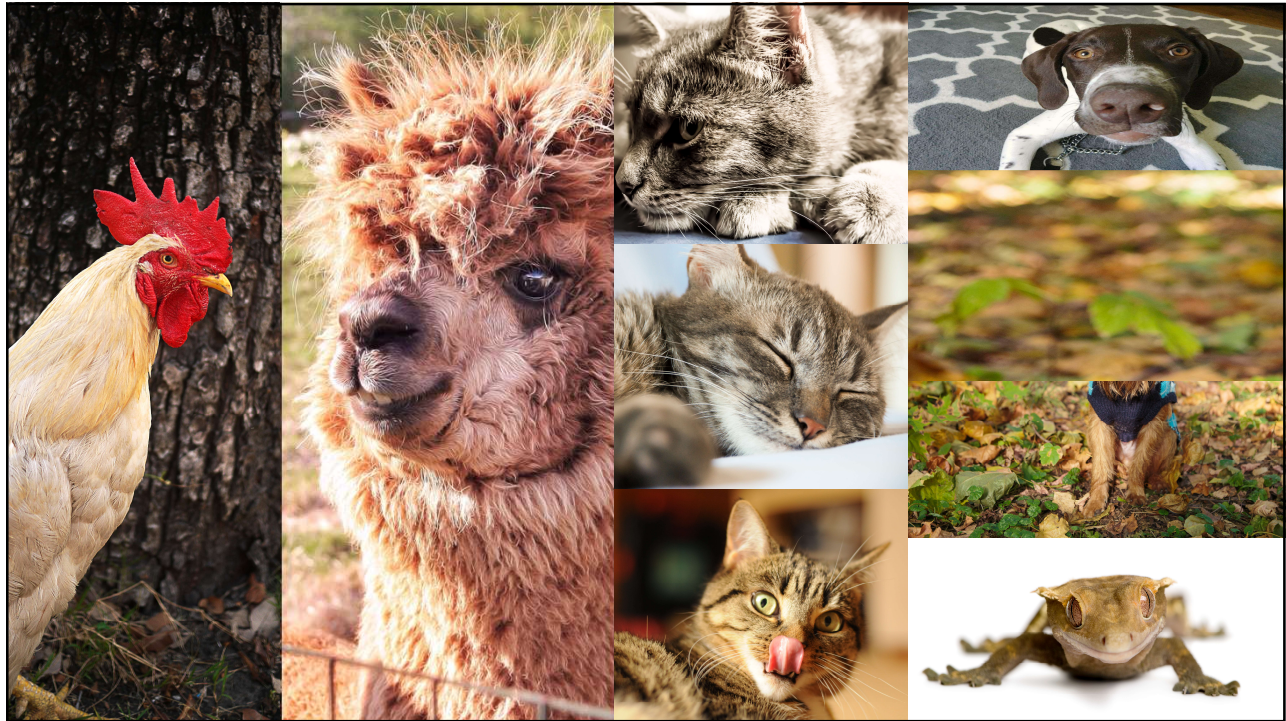
Related certifications
IDEO U. / Foundations in Design Thinking
IDEO U. / Advanced Design Thinking
JHU Carey Business School / Design Thinking Practicum
JHU Carey Business School / Display, Video, and Social Advertising

Old
gainfully employed in some type of design role since 1993

Rival
PITT graduate. Pittsburgh born and raised.

Husband, Father, Son, Brother, Uncle
amongst many other things

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Is it Prospectuses or Prospecti?

T. Rowe Price
PROSPECTUS
May 1, 2020

TRGOX
TRLGX

T. ROWE PRICE
Large-Cap Growth Fund
(Formerly Institutional Large-Cap Growth Fund)
Investor Class
I Class (previously undesignated share class)

The Securities and Exchange Commission (SEC) has not approved or disapproved these securities or passed upon the adequacy of this prospectus. Any representation to the contrary is a criminal offense.

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You may elect to continue receiving paper copies of future shareholder reports free of charge. To do so, if you invest directly with T. Rowe Price, please call T. Rowe Price as small business retirement account holders, and institutional investors, **1-800-225-5132**. Invest in the T. Rowe Price funds through a financial intermediary, please contact your representative or financial intermediary, or follow additional instructions if included with this document. Your election to receive paper copies of reports will apply to all funds held in your account with your financial intermediary or, if you invest directly in the T. Rowe Price funds, with T. Rowe Price. Your election can be changed at any time in the future.

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Price Growth Stock PRGX

Net Assets: \$1.1B

Assets Under Management: \$1.1B

Investment Objective: The fund seeks to invest in U.S. equities of large and mid-cap companies that have the potential for long-term capital appreciation.

Investment Strategy: The fund invests primarily in U.S. equities of large and mid-cap companies that have the potential for long-term capital appreciation.

Investment Process: The fund's investment process is based on a top-down approach, focusing on identifying sectors and companies that are well-positioned to benefit from long-term economic growth.

Investment Team: The fund is managed by a team of experienced investment professionals.

Investment Performance: The fund has consistently outperformed its benchmark over the long term.

Investment Risk: The fund is subject to the risks of equity investments, including market risk, credit risk, and liquidity risk.

Investment Fees: The fund charges a management fee of 1.00% and a sales charge of 4.00%.

Investment Expenses: The fund's expenses are 0.75% per year.

Investment Dividends: The fund pays dividends quarterly.

Investment Distribution: The fund's distribution policy is to pay dividends quarterly.

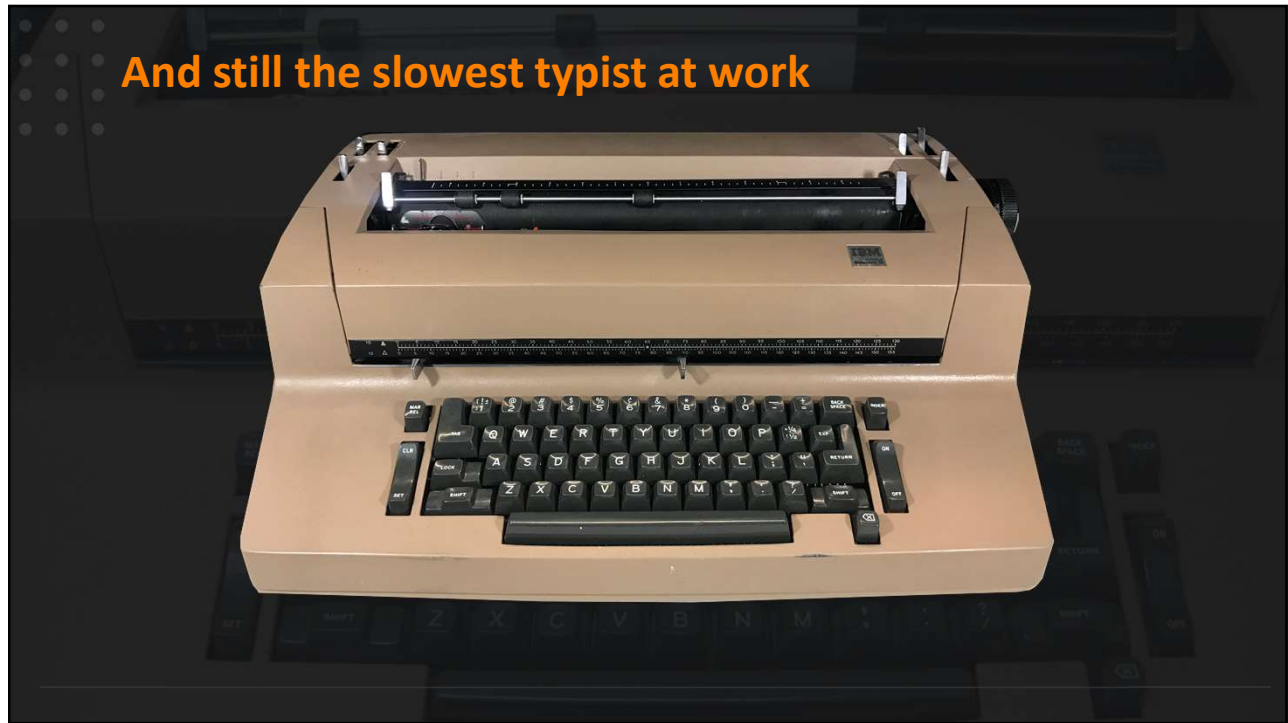
Investment Contact Information: T. Rowe Price, 1000 Market Street, Philadelphia, PA 19102. Phone: 1-800-225-5132. Website: troweprice.com

RISK IS WHERE THE CONVERSATION BEGINS. NOT WHERE IT ENDS.

For fund income statements, the potential to increase yields (and) without excessive expense to check risk or market liquidity, to learn more about T. Rowe Price's solutions, visit troweprice.com/conversations.

Call 1-800-225-5132 for more information.

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graph·ic de·sign

/ˌɡrɑːfɪk dəˈzɪn, ˌɡrɑːfɪk dēˈzɪn/

noun

the art or skill of combining text and pictures in advertisements, magazines, or books.

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Extroverted.

Artistic.

Enthusiastic.

Intuitive.

Sensitive.

Articulate.

Unstructured.

Creative.

Original.

Distinct.



Expressive.

Enterprising.

Nonconforming.

Adventurous.

Confident.

Optimistic.

Ambitious.

Assertive.

Energetic.

Innovative.

BS!

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Macintosh Color Classic

- Processor: 16 MHz 68030
- RAM: 4 MB
- Graphics: Standard VRAM: 256K / 512 x 384 / 8-bit
- Display: 10-inch Sony Trinitron RGB display
- Sound: Monophonic 8-bit digital analog conversion, with 22 kHz sample rate capable of driving stereo headphones or other stereo equipment through the sound jack
One small built-in speaker
- Drives:
 - One 1.4 MB 3.5-inch floppy disk drive
 - One internal 80 MB or 160 MB SCSI hard drive
- Expansion: No internal expansion bays
- Ports:
 - DIN-8 RS-422 serial printer port
 - DIN-8 RS-422 serial modem port
 - DB-25 SCSI port
 - Two Apple Desktop Bus (ADB) ports
 - Audio out
 - Audio in

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Macintosh Color Classic

Me and Stephanie, my then Art Director

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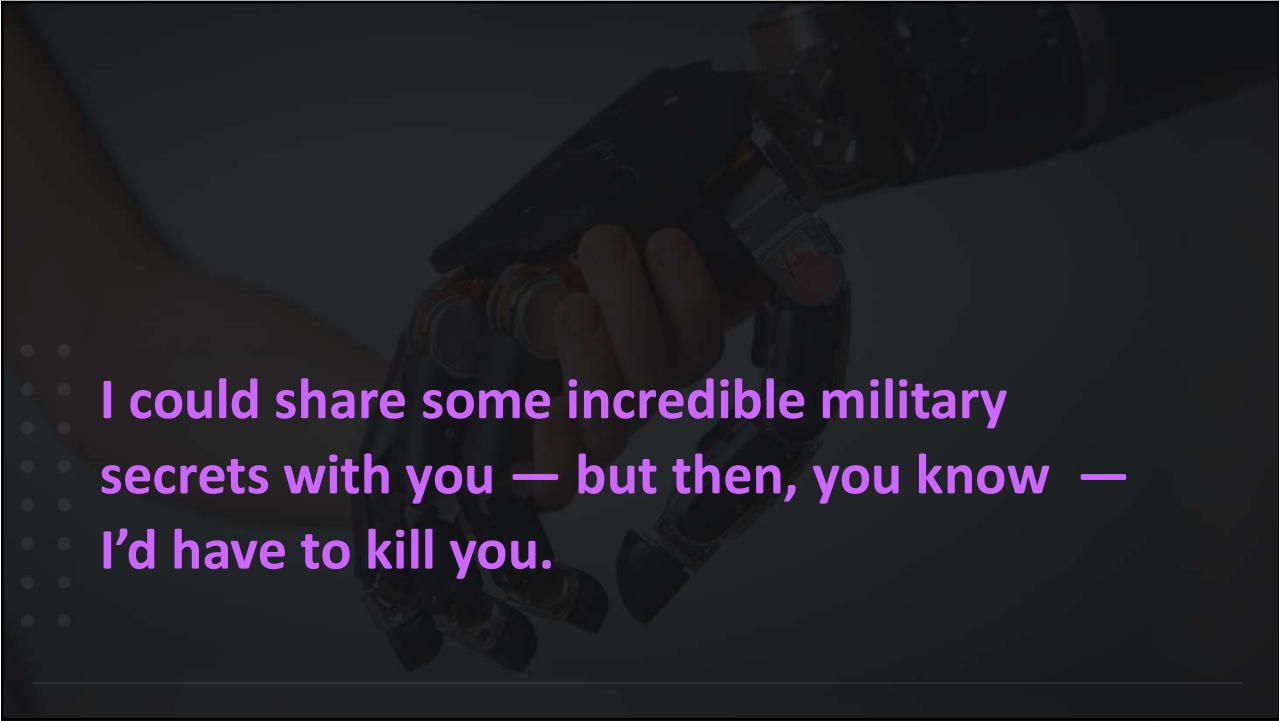
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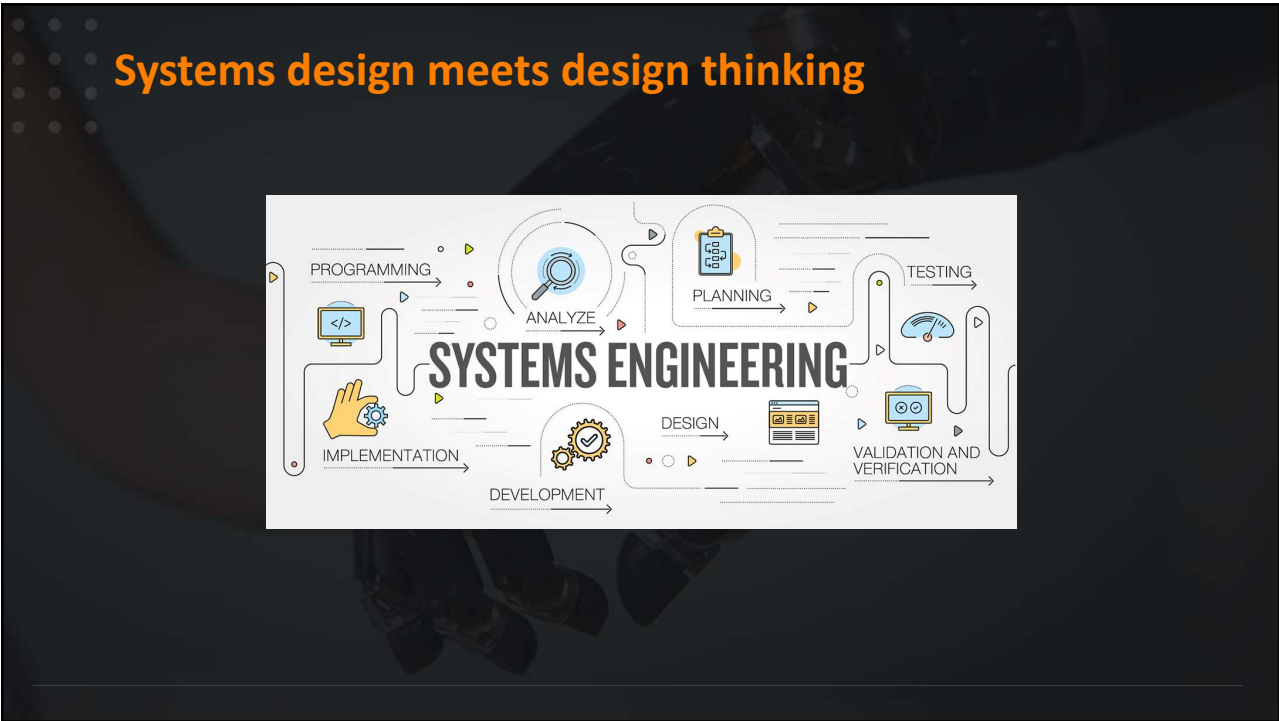
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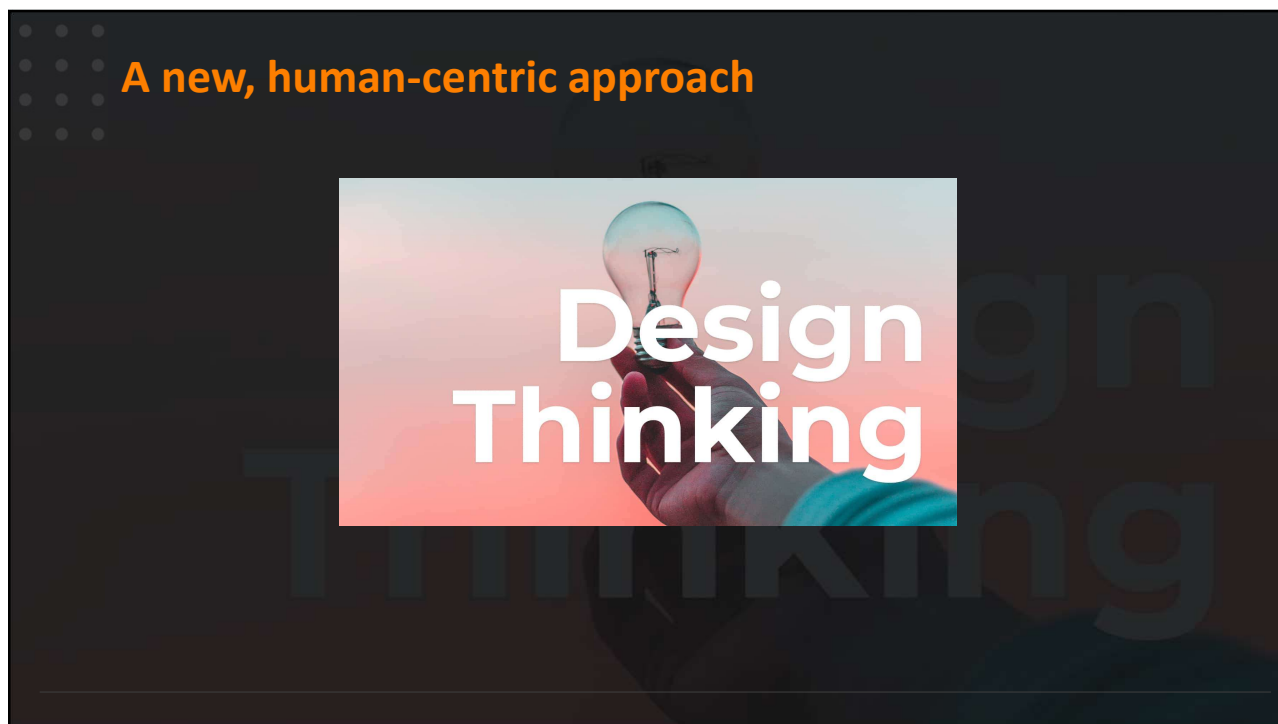
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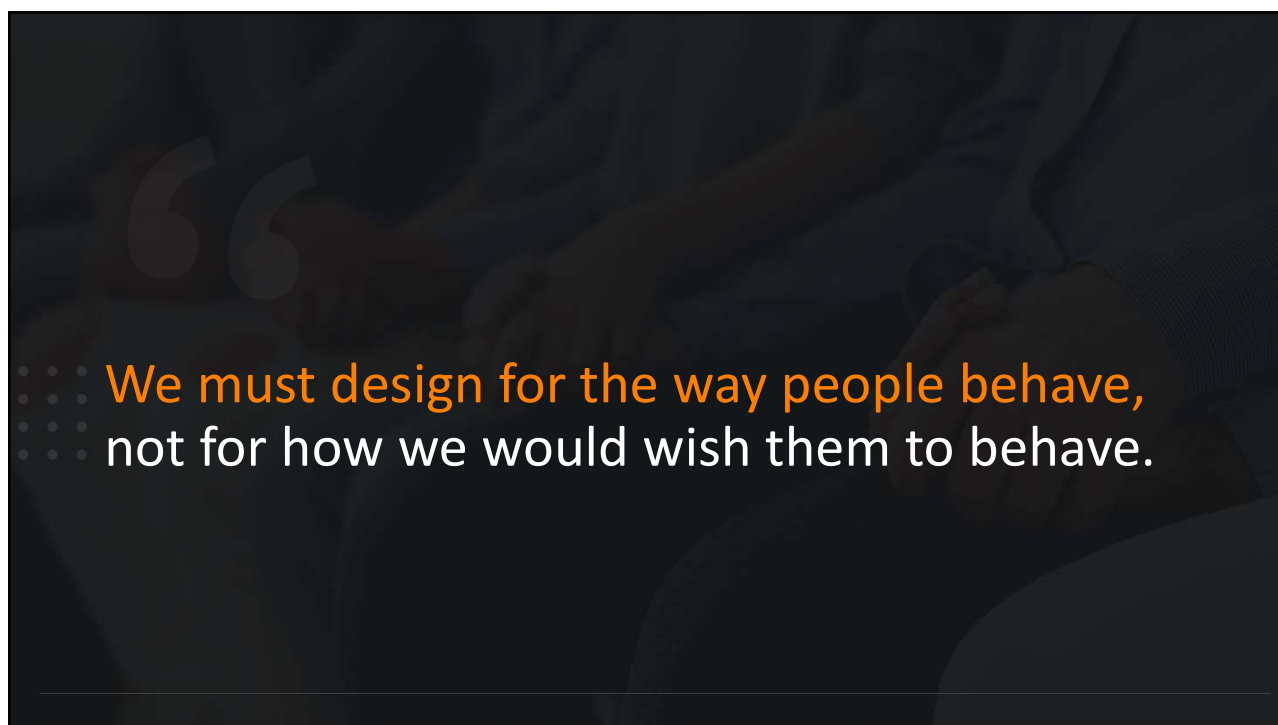
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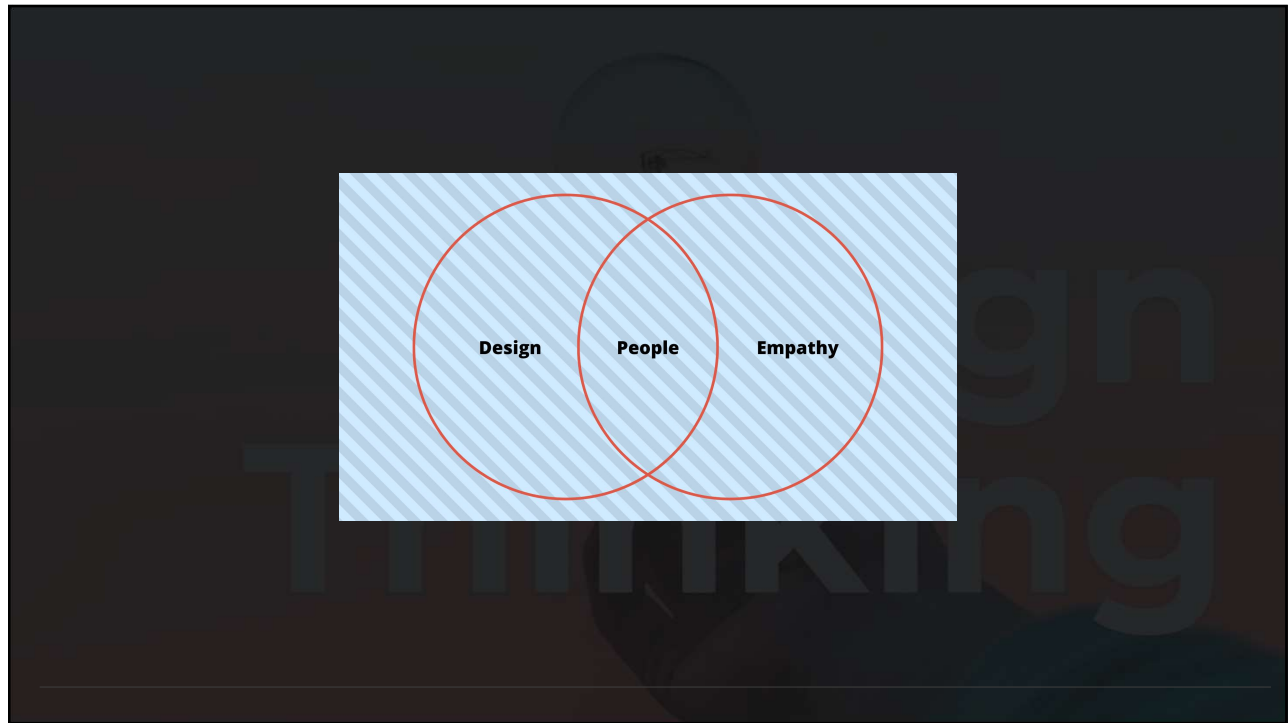
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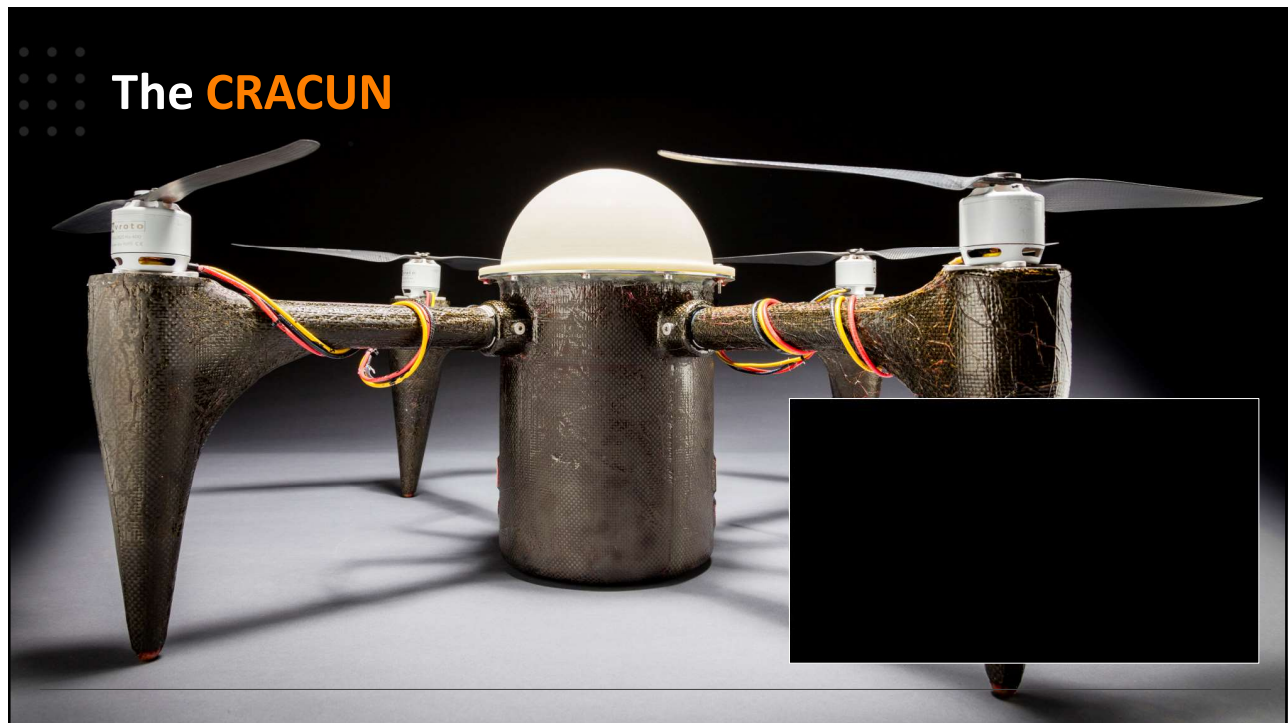
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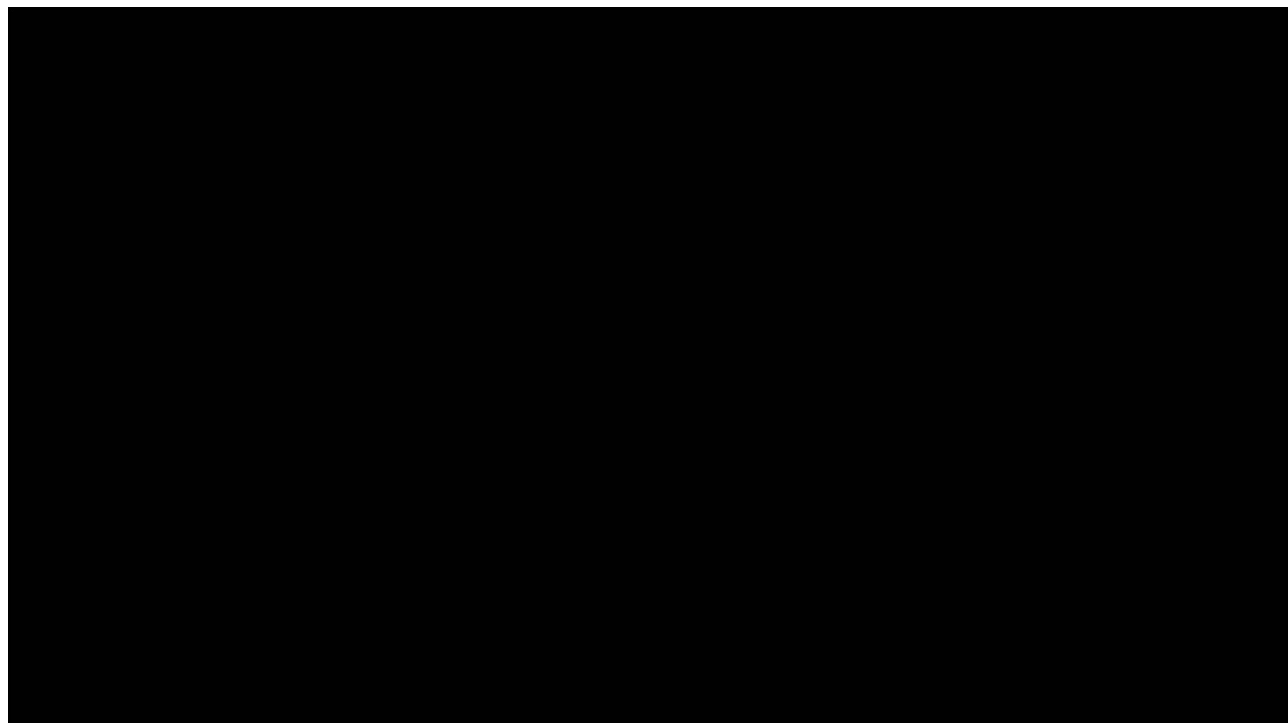
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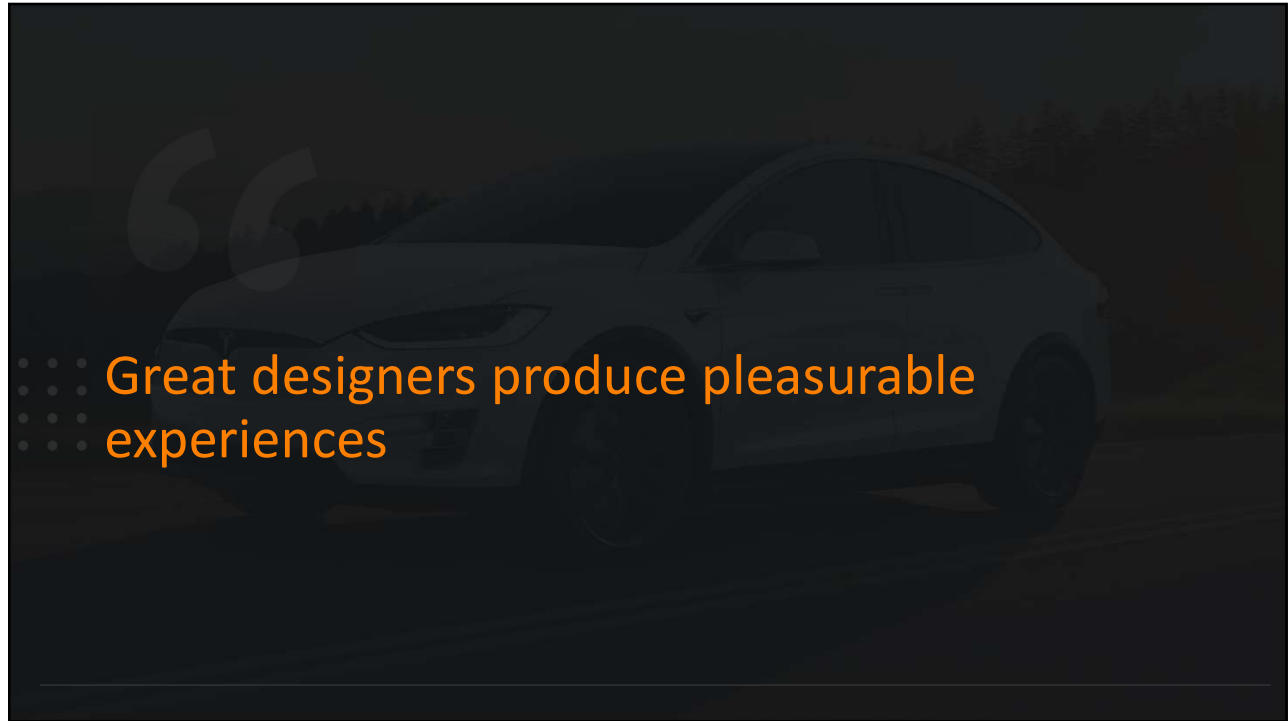
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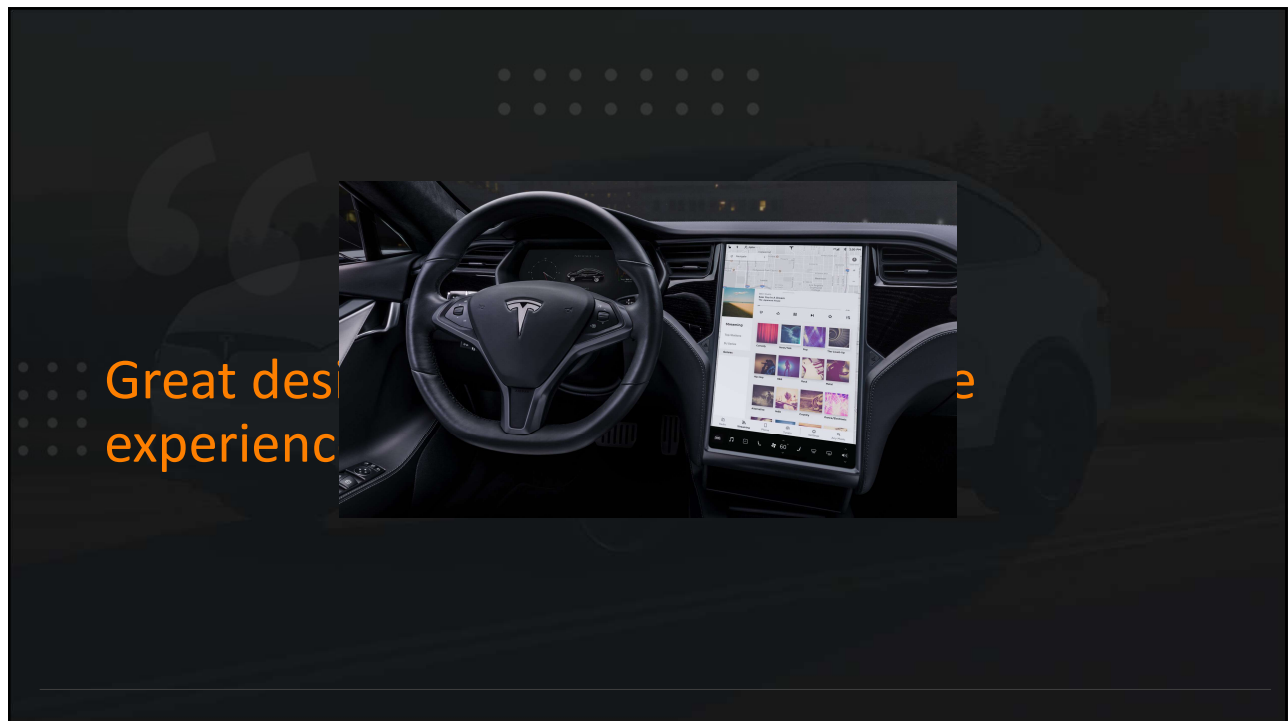
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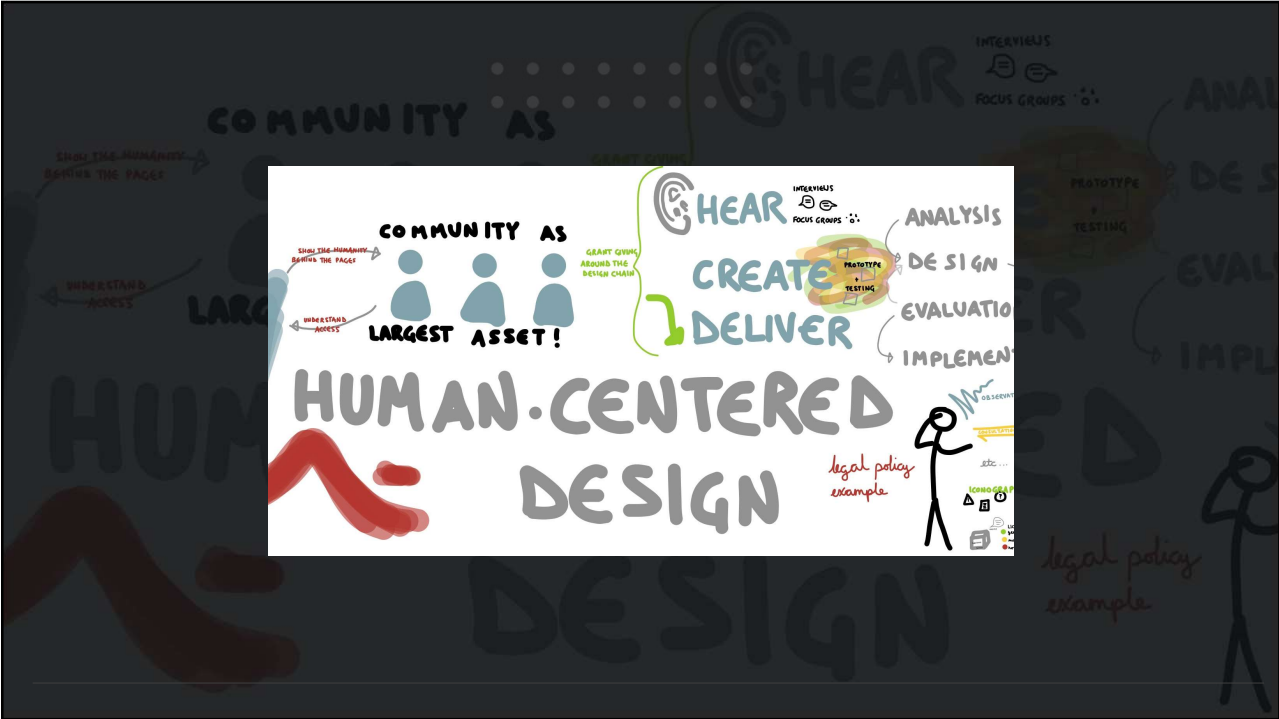
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Human-Centered Design Adoption

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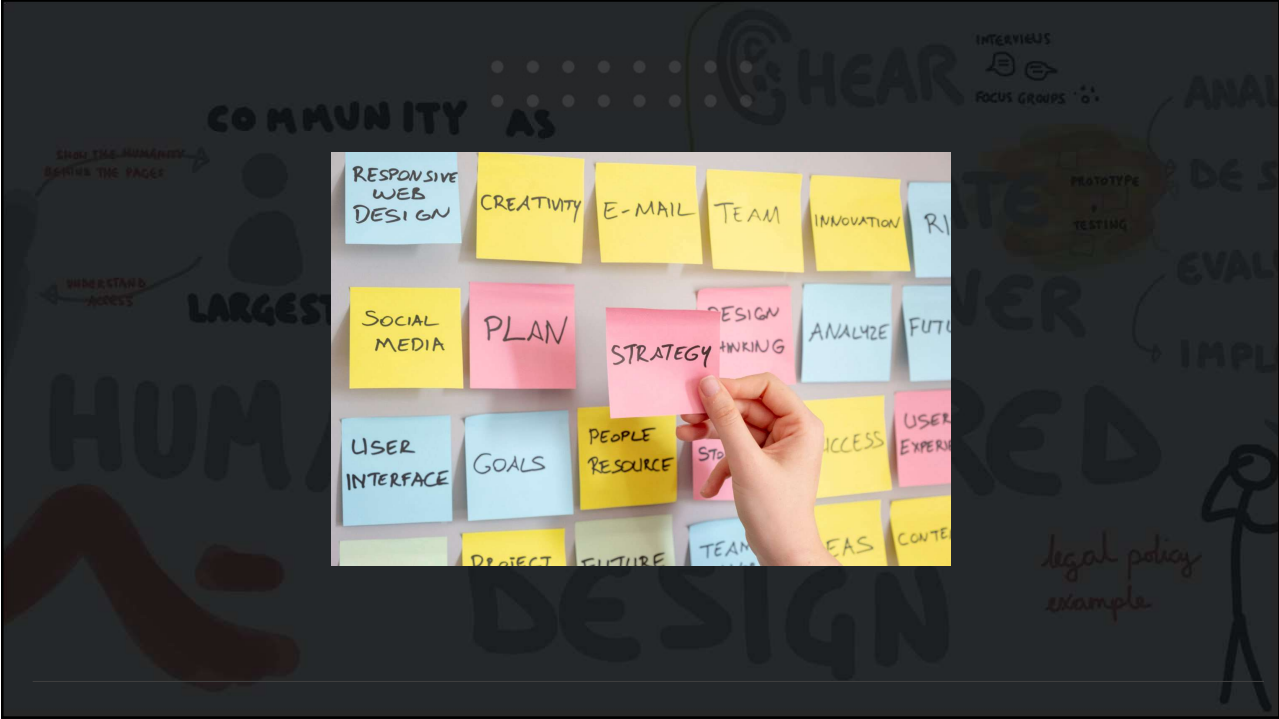
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Five planes of user experience

Adopted from *The Elements of User Experience*, Jesse James Garrett

“TRADITIONAL” DESIGN HAPPENS

05 SURFACE PLANE

04 SKELETON PLANE

03 STRUCTURE PLANE

02 SCOPE PLANE

01 STRATEGY PLANE

Finally, we take all the work and decisions we have made into the final visual presentation. Content, functionality, and aesthetics come together to produce a finished design that fulfills the goals of the other planes.

Structure is further refined. Aspects of UI, nav, and information design will make the intangible structure concrete.

Here is where the arrangement of elements will facilitate the understanding of the user about the product being designed.

In the scope plane you identify the content, features and functions that are going to be used in your product.

The foundation of a successful user experience defines both what businesses and users want to get out of the product.

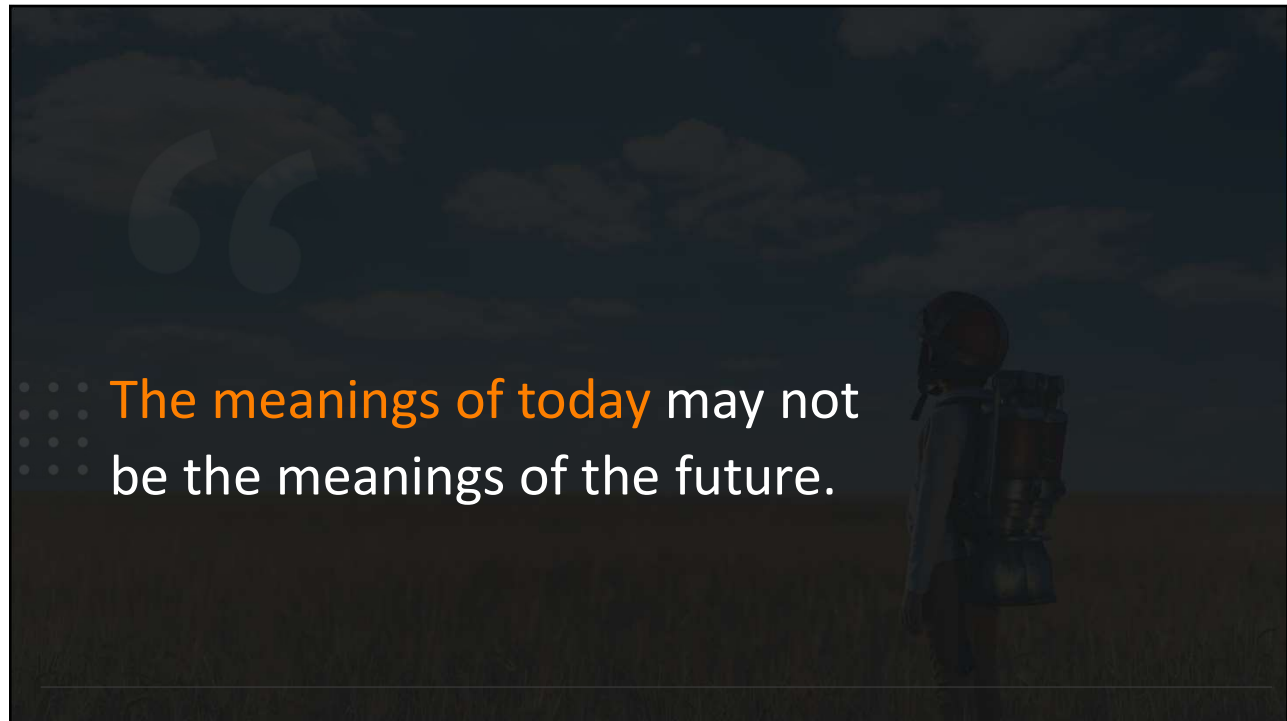
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Evolution of Design

Progression of visual communication from cave paintings to digital applications

The collage includes: cave paintings, ancient stone tablets, a historical Chinese document, a calligraphic scroll, a coat of arms, a 'GREEN DRAGON' sign, a woodcut illustration of a workshop, a logo with a cross, a 'CANTERBURY ROAD' sign, a 'SUPERIOR PONY' sign, a 'BERRY BROS. HARD OIL FINISH' advertisement, a 'DR PEPPER' advertisement, a 'SEE AMERICA' sign, a portrait of an elderly man, a grid of modern logos (IBM, Apple, etc.), a 'MUSIC TELEVISION' sign, and a digital landscape illustration.

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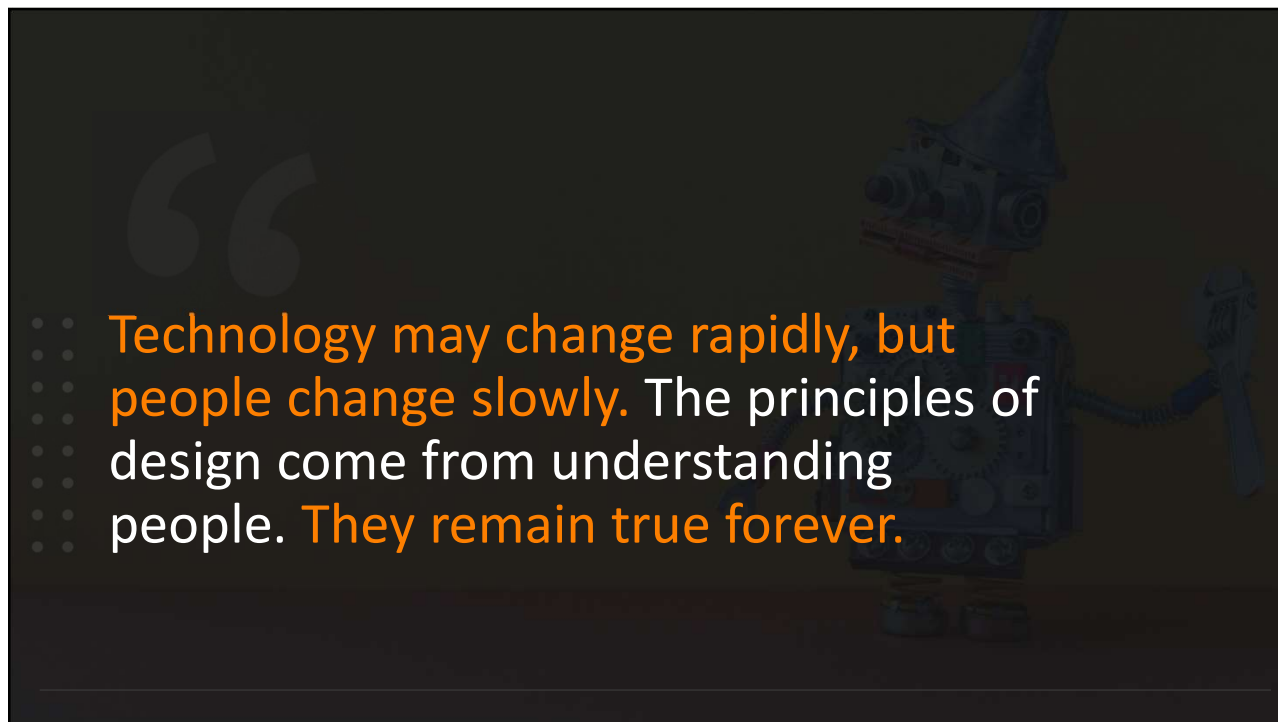
• • • • • **The meanings of today** may not be the meanings of the future.

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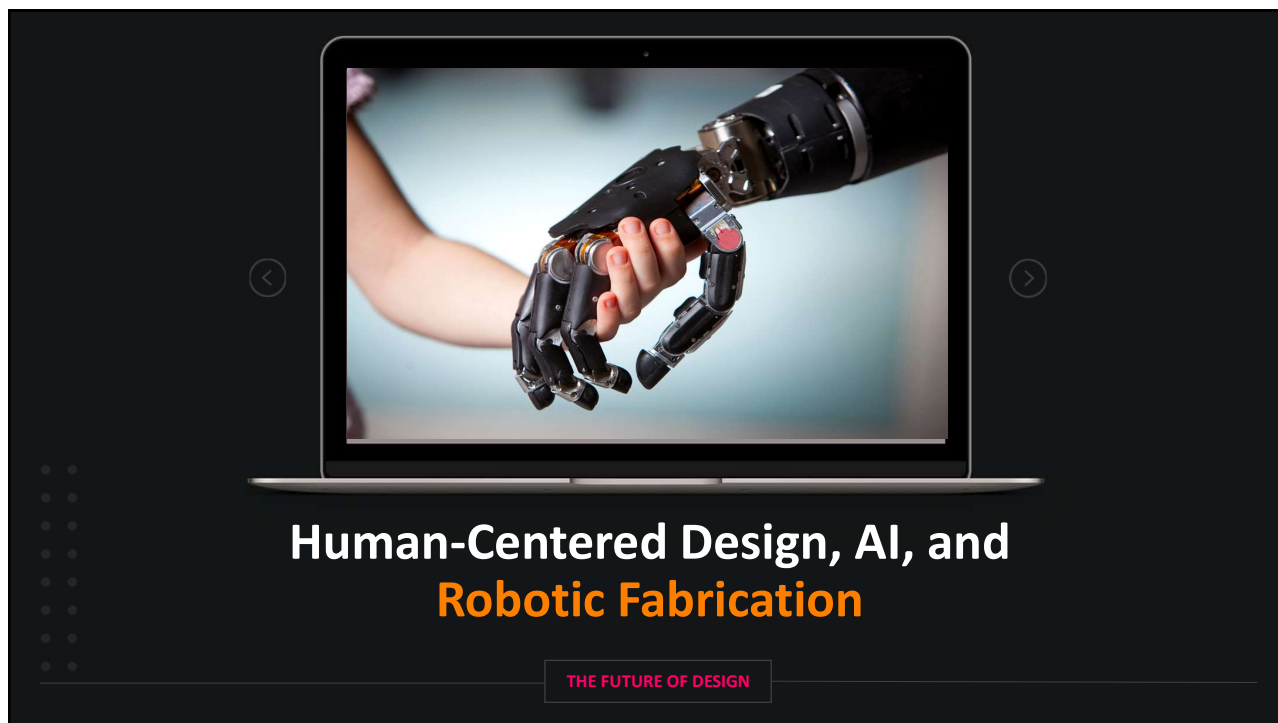
Headlines of the Future

- Write a headline that predicts the next big product, service, or policy innovation at CMS.
- We'll then break out into rooms to discuss and share


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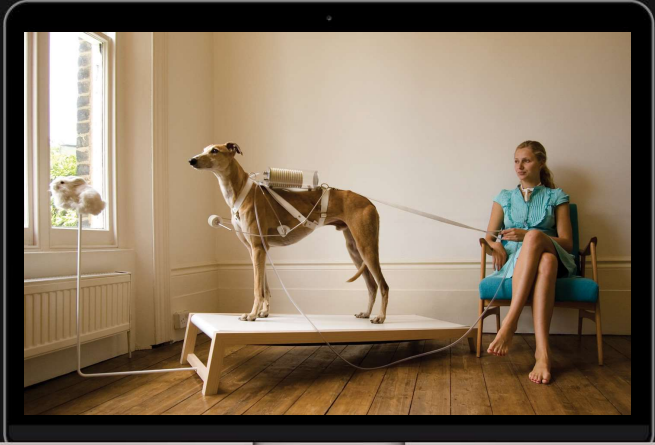
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Responsive Design

THE FUTURE OF DESIGN

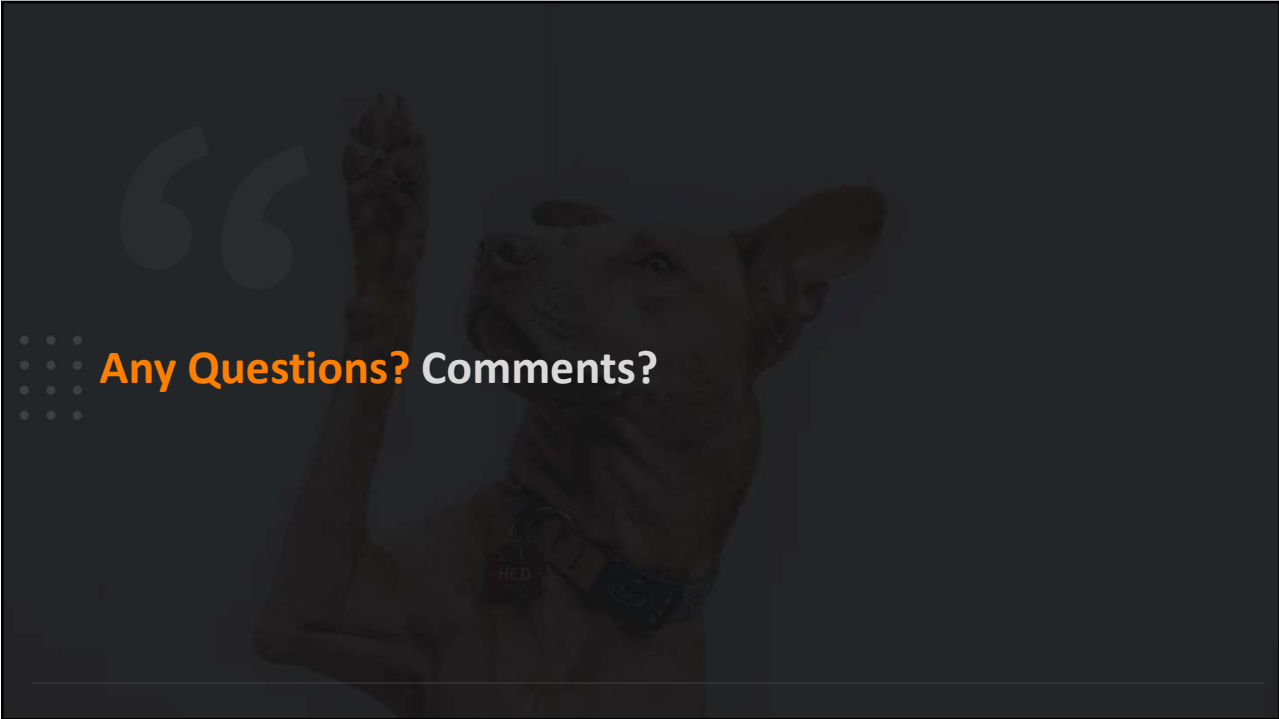
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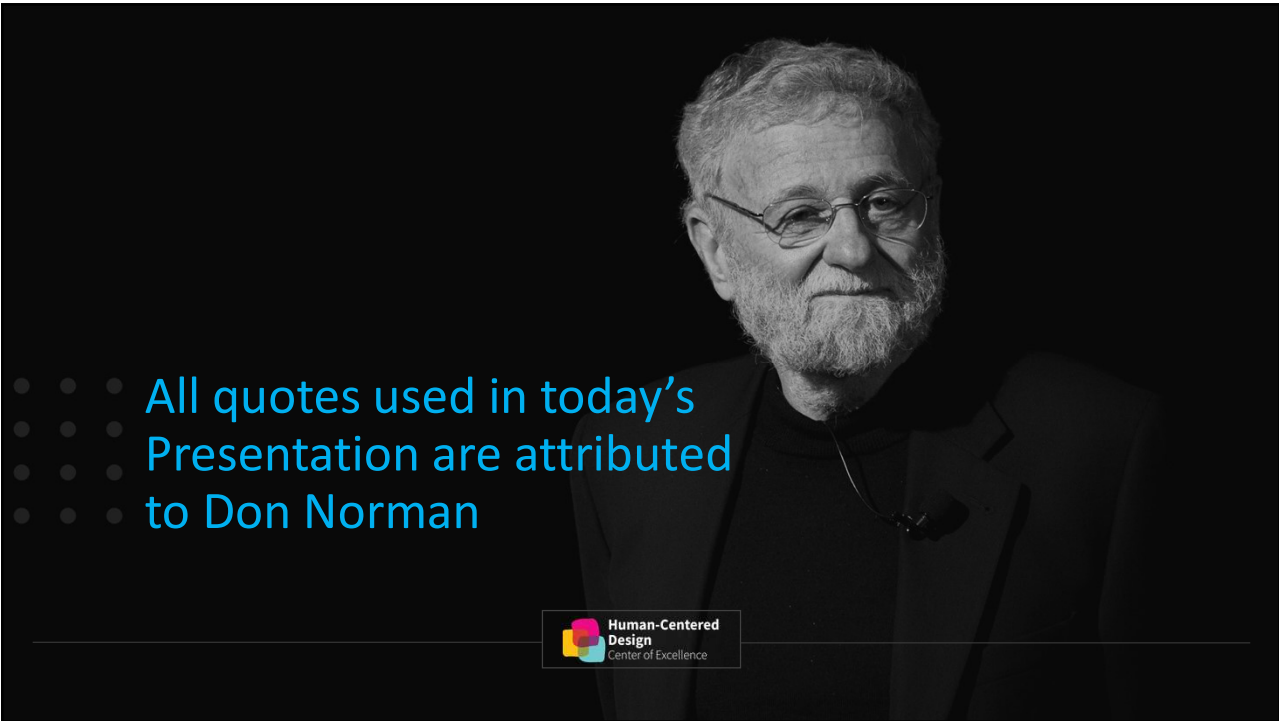
Critical and Speculative Design

THE FUTURE OF DESIGN

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CONTACT

HCQIS Slack #hcd-share

hcd@hcqis.org

<https://confluence.hcqis.org/display/HCD>



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Standards



Services



Advocacy



Resources

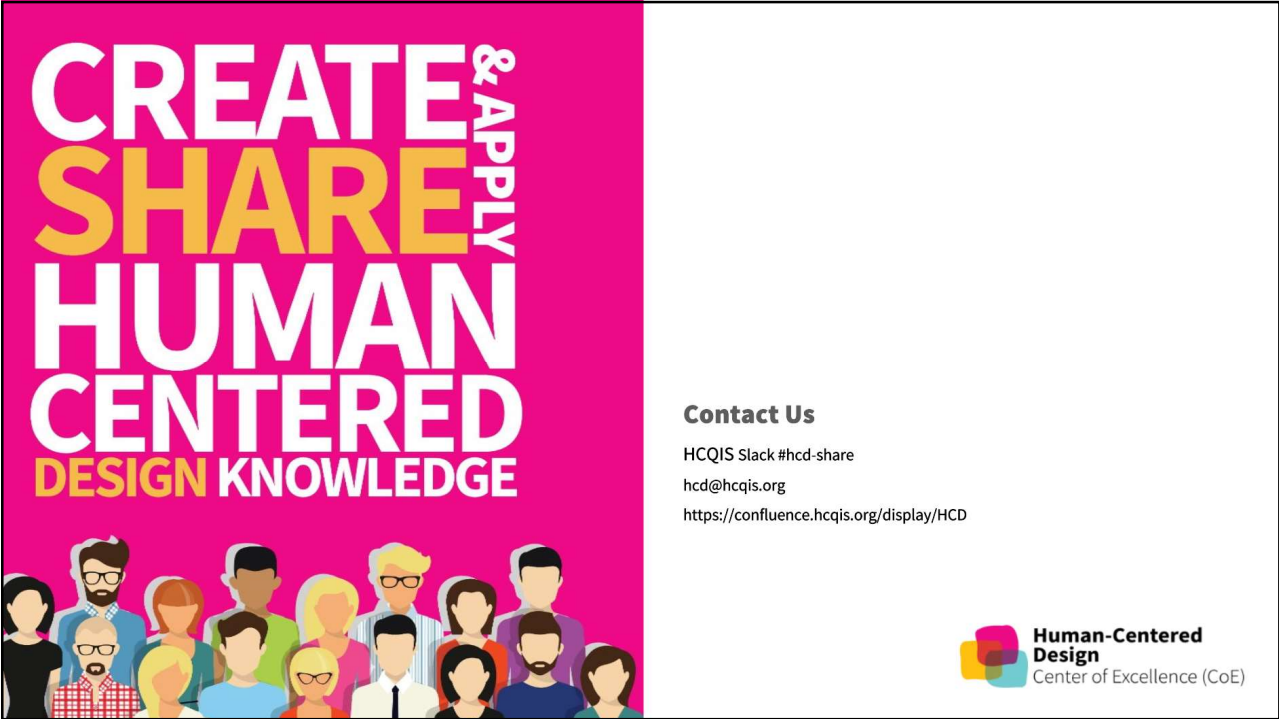
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THANK YOU!



Photo by Nick Turner on Unsplash

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DESIGN KNOWLEDGE

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