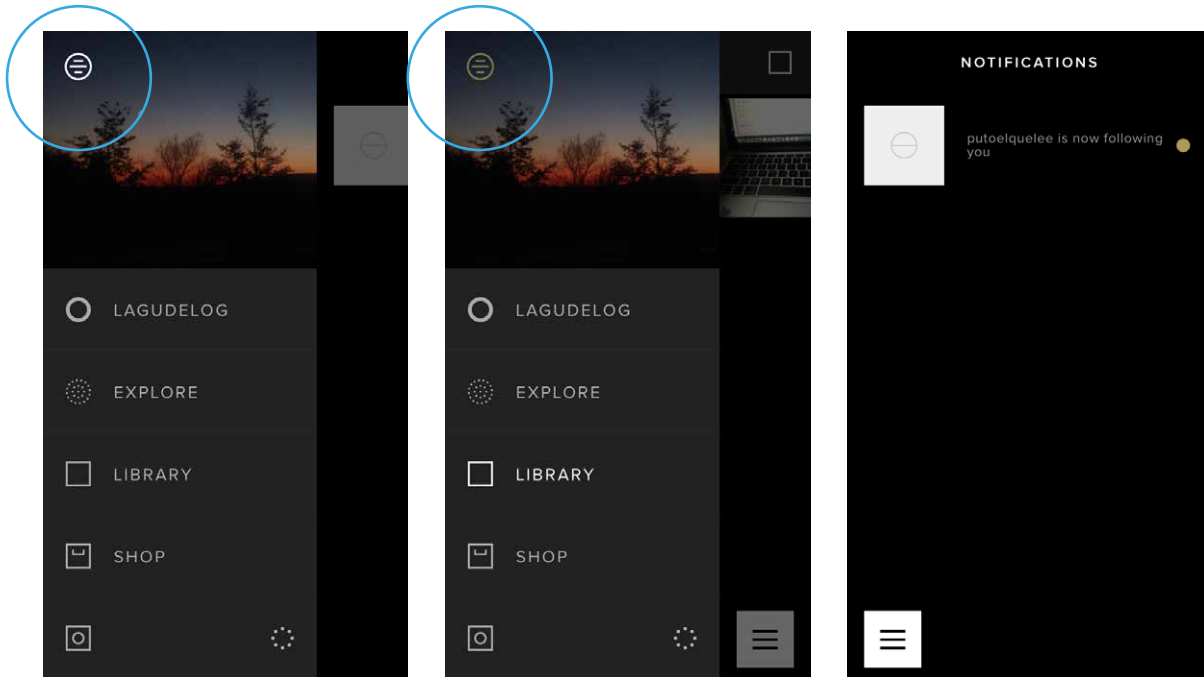


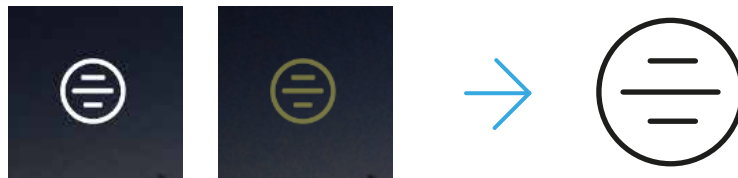
Laura Agudelo Guzman
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Home Task-Icon Redesign
Mobile Media Design
Media Art and Design MFA
Bauhaus Universitaet Weimar

VSCOCAM Notification Icon

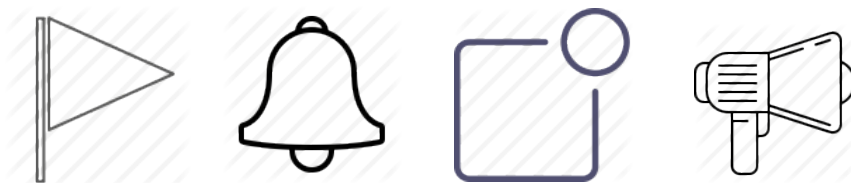


Unactive and Active Status

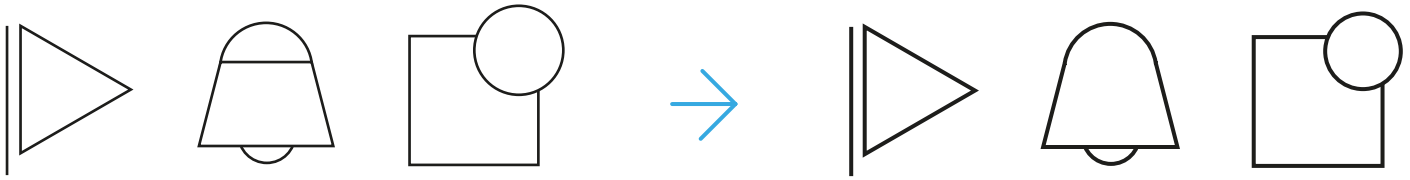


New Icon Design

Conventional Notification Icons



Conventional Notification Icons Matching VSCOCAM Style



New Icon Proposal

The original VSCOCAM Notification icon was difficult to understand as it can be confused with “options” or “menu”, especially because it is placed at the top corner of the lateral menu, which has the controller for hiding outside the container and disappears after a while. This notification icon changes the fill color depending on the status (if there are new notifications it turns yellow) but given that it is not clear enough, the user is not able to realise at first sight that there are new notifications. The new design idea keeps the geometrical and minimal style of VSCOCAM icon set but uses a more conventional shape (the bell), that is easier to recognise and link with the notifications section.

