Station 03:
The Design

Telefónica | O₂

think big is a Telefónica Foundation Programm

start SMALL
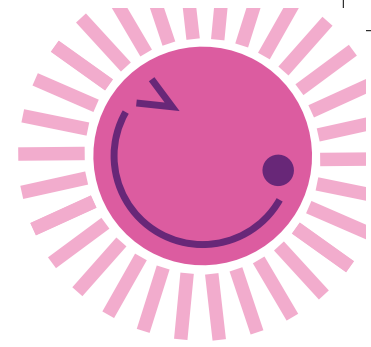
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Goal: **Giving your idea a „face".**

Approach:

Step 01   *[20+ min. + open end]* – **Inspiration**

☐ Collect ideas on the basic appearance of your app (bullet points).
☐ Get inspired (see links).
☐ Collect your inspirations (Copy-Paste, s. PSD-template).

Step 02   *[20+ min. + open end]* – **Moodboard**

☐ Create moodboards from your inspirations.
☐ Choose the best elements.

Step 03   *[20+ min. + open end]* – **Sketches**

☐ Select a key screen to sketch out.
☐ Sketch the elements on the screen (see PSD-template).
☐ Refine your sketch.

Central Questions:

- How should your app look?
- Does the look match the idea?
- Does it fit the target audience?

Elements of good design:

Good design …

- makes your product comprehensible.
- is honest.
- is discreet.
- is as little design as possible.
- is aesthtical design.

Hints:

- Merge the „good". Work with copy-paste.
- Search for examples everywhere (!)
- Trust your gut feeling and make quick decisions.
- Getting the basic design right is more important than perfecting it.

Links:

You will find these links bookmarked in your browser:

http://www.1stwebdesigner.com/design/mobile-apps-designs/

http://www.topdesignmag.com/30-superb-examples-of-iphone-inter-face-design/

http://www.iosinspires.me/category/appinterfaces/

http://www.fastcodesign.com/

http://www.awwwards.com/