06 Stylescapes

# DESIGN SYSTEMS FOR DIGITAL PRODUCTS

Interaction Design II, Winter semester 2023

# Midterm Submission

Sample folder will be uploaded to the Google drive in a folder entitled Midterm Submission.

Please include fonts, clearly labelled jpegs of all screens + Figma file link + video with audio description of dashboard, start page and one function each.

Label all files clearly.

One feedback in midterm week from 29.10–02.11 in regular class time and room (instructor will compensate if there is an exam clash).
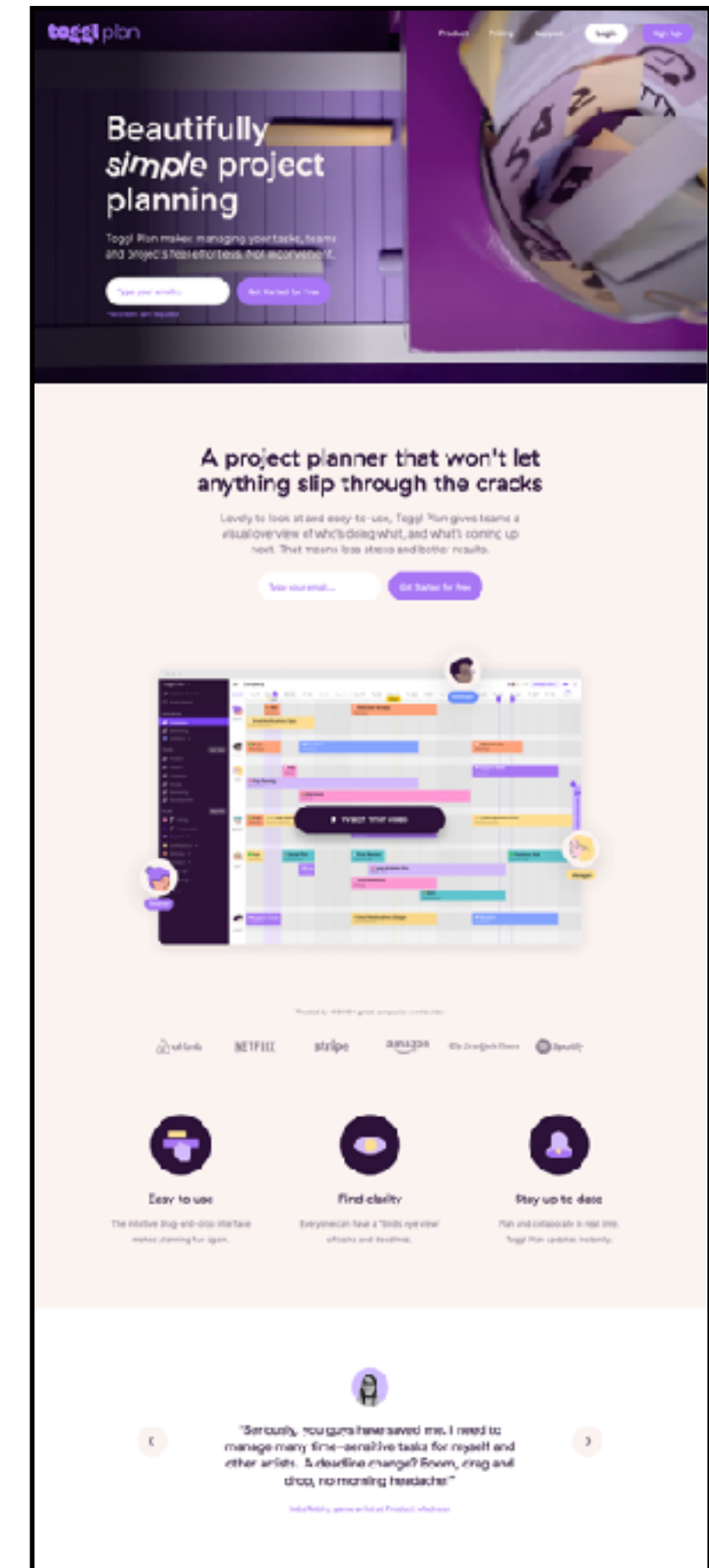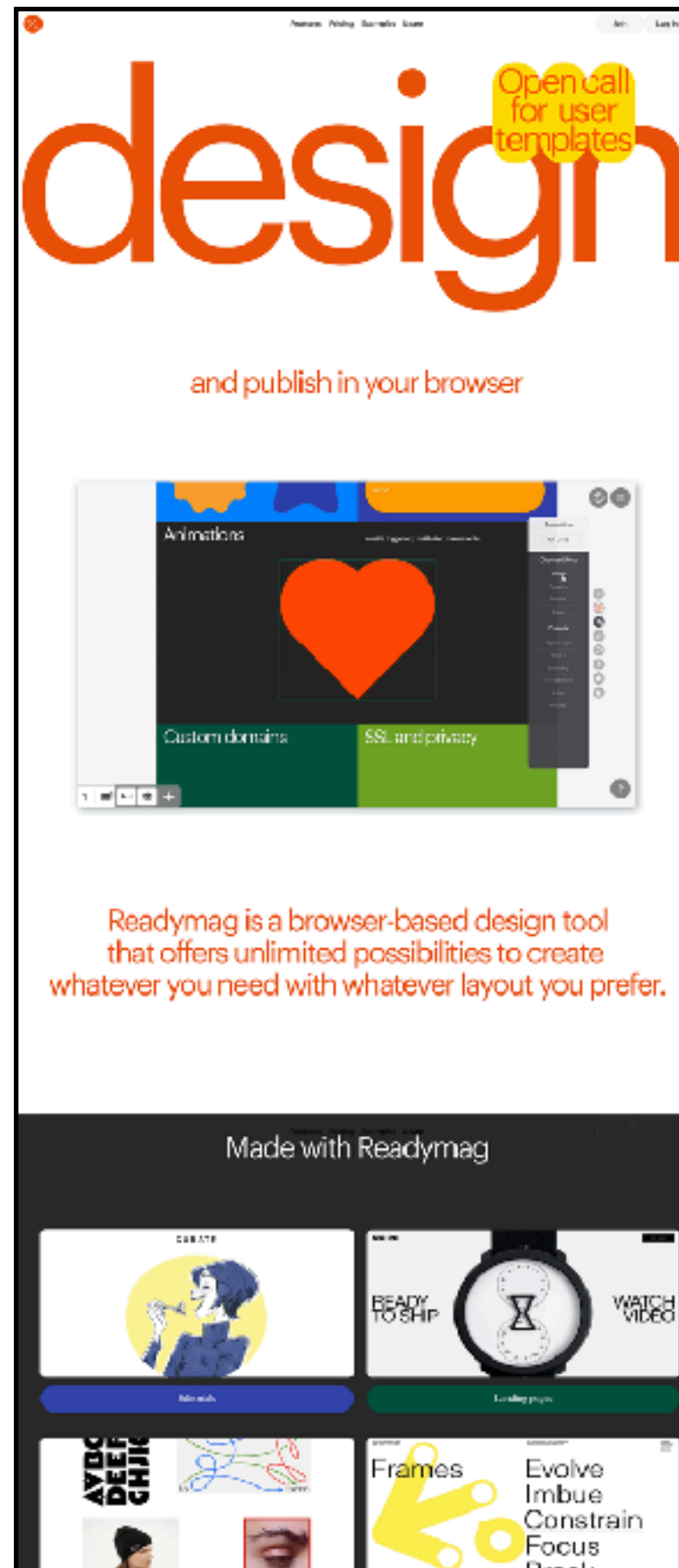
You must take at least one feedback session.

Final Submission Dates: 07–13.11 (TBC by email) one day before regular class time.

No late submissions without a written excuse and evidence.

# 02 START PAGE WIREFRAME (Figma file + JPEG)

Communicate the functional and emotional aspects of concept.



**DO NOT ADD YOUR IDENTITY YET ONLY WIREFRAME!**

# 02 START PAGE WIREFRAME (Figma file + JPEG)

Check useful start page example links below to see how brand stories, perceptual function statements, examples and endorsements are used but remember you are only working in wireframe. **Visual identity will be applied after the midterm.**

https://www.sennep.com
https://www.airoceancargo.com/it/
https://www.bmsunited.com
https://www.reed.be
https://angle2.agency
https://toggl.com
http://burocratik.com
https://cowboy.com
https://www.crusheditorial.com
http://hipstamatic.com/x/
https://www.hr.nimax.agency
https://jigsaw.google.com
https://olacanaria.ciong.org/en
https://patrickheng.com
https://rekki.com
https://www.splinegroup.ca
https://spotify.design

# 03 Chosen Refined Stylescape



# ADD YOUR IDENTITY HERE!

# HOMEWORK H6

1. Referring to the examples here, in the stylescape lecture on CMS, and student examples provided, create 2 stylescapes in Figma, each one presenting a different visual language for your platform. We will choose one to apply after the midterm. You must photograph the rough stylescape experiments created in class and include in your pdf too as part of the design process.

   Refine and include in your stylescape:
   —Brand values
   —Brand narrative
   —Tone of voice examples
   —Color palette (primary + secondary)
   —Typographic system (display + body text)
   —Pictograms
   —Imagery style
   —Sample website page/s: start page + dashboard
   —Sample UI elements

2. Refine your wireframe dashboard
3. Create one page (or it might be a pop up window) of one function (per group member) that I can navigate to from the dashboard.
4. Refine your wireframe start page and the perceptual statements for your core functions.

# TODAY's GOAL

Make rough drafts of 2-3 stylescapes with your materials (1 per group member).
Photograph and include in your submission pdf.