Project One - The Smart Set

DELIVERABLES

WIREFRAMES

With clear explanation of basic interaction design decisions
Due: Monday Oct 7th

MOOD BOARDS

A collection of inspiration for color, typography, layout on Pinterest or whatever format you prefer.
Due Monday Oct 7th

DESIGN COMPS

A final design for your site generated in a tool of your choice (Photoshop, Illustrator, InDesign, XD, Sketch, etc.)
Roughs Due Mon Oct 7th
Finals Due Wed Oct 9th

5 - PAGE SITE

Live and working on GitHub

SITE LAUNCH CHECKLIST

Comprehensive list of essential web considerations. Will be provided prior to site launch.

PROJECT OBJECTIVES

There is a saying in web design: "Content is king." Above all else, people use the web to get information. In fact, the original purpose of HTML wasn't to make beautiful, artistic web pages, or to make super cool apps, but simply to organize and structure content. To this end, our job as designers is to create a system that can present our content in the best and most usable way possible.

Our first project is a 5-page mini site—one homepage and four details pages—that will showcase a small set of items that are interesting or personally relevant to the student. This site should highlight the similarities between the various items, visually and informationally, while allowing each item to retain its individual characteristics and values. At the same time, the site should maintain a cohesive visual language that encompasses and emphasizes the set as a whole.

CRITERIA

As we progress through this project, make sure to post any screenshots, photos, diagrams, etc. that are part of your process to D2L..

RESEARCH/PROCESS

·Thorough look at how other designers are tackling hierarchical pieces of information like this. It doesn't have to be exactly the same sort of site as what you want to do,but keep your eyes open for some inspiration.
·Divergent research process that considers various user experiences, navigation formats and aesthetic approaches to the problem (at least three directions of each).
·Complete UI workflow (content analysis, wire frames, mood boards, design comps)

Project One - The Smart Set

PRESENTATION

A clear and concise explanation of your site

GRADE BREAKDOWN

15% Process
10% Concept/Project Goals
20% Technical
20% User Experience
25% Design (Information Architecture and Aesthetics)
10% Presentation

INSPIRATION

West Coast Cities
Godzilla
Ghostbusters
The Bicycle Collection
A Seated History of the 20th Century

DESIGN

·Well-developed site structure/information architecture
·Intuitive and relevant navigation system(s) that allow people to explore the content in a clear and understandable way
·Appropriate design decisions, including color, typography, composition, hierarchy,imagery, etc. suitable to the site's content
·Clear presentation of design, both visually and verbally, in class and on D2L.

DEVELOPMENT

·File structure should be clean and well organized
·HTML/CSS should be clean and well organized
·All pages should link to all other pages
·HTML/CSS should validate (http://validator.w3.org/ &http://jigsaw.w3.org/css-validator/)
·Site should conform to all requirements of site launch list, such as working links, all images have 'alt' attribute, all pages have proper title tag, etc