**Assignment 6**

EXSM 3922: Visual Design for UI

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Assignment 6: Typography and Design Systems

**METHOD**

In this final assignment, you will be creating a website and style guide for a fake business using the principles and previous assignments in this course.

Create a single artboard in Adobe XD with the dimensions of 1920 x 1080. Create a layout grid with your own choice of columns and gutter width. Select a logo and colour palette from Assignment 5 (from the template or your own logo).

Find 1 to 3 digital images with a Creative Commons license (these images are not associated with a Copyright license). For example ​​<https://www.pexels.com/>. Or use your own photographs or illustrations. Consider what type of visual images aligns with your fake business in terms of sector, intended audience, and brand messaging.

Generate two paragraphs (around 1,500 characters) of [fake filler text](https://loremipsum.io/generator/). This is known as Lorem Ipsum and is used as placeholder text in UIs. You may chose to create your own written copy rather than use fake text.

Using the chosen logo, colour palette, images, and text, create a website for your fake business with at least one clear call-to-action. Choose an appropriate font(s) and layout this text on your website. **Experiment with the relationship between text and image as well as hierarchy.** Your final visual design should take into consideration all the concepts you’ve learned in the previous modules about visual messaging, composition, typography, and colour.

*Tips: Use free UI kits for access to pre-made vector icon sets. Explore free web fonts at* [*Google Fonts*](https://fonts.google.com/)

In additon to the website, create a style guide on a 1280 x 800 artboard that can be provided to a client clearly showing your:

* **Colour palette**
* **Logo (and any variations)**
* **Font(s) and sizing**
* **Tone and messaging of the brand**

Make sure your text, labeling and elements are aligned and visually organized.

**DELIVERABLES**

Export the 1920 x 1080 website as a pdf and upload it to the submission folder on eClass. Use the following file naming convention:  
**EXSM3922\_A6\_Website\_LastnameFirstname.pdf**

Export the 1280 x 800 style guide as a single pdf and upload it to the submission folder on eClass. Use the following file naming convention:  
**EXSM3922\_A6\_StyleGuide\_LastnameFirstname.pdf**

**ASSIGNMENT SCHEDULE**

Critique: October 24, 2022

Submit: October 31, 2022