

EXSM 3933: Design For Developers - Wireframe

Prototype Assignment

Deadline: Sunday Dec 9, 2021 at 11:59 PM

Introduction

This assignment is an opportunity to put all the ideas learned throughout this course together into one project. The goal of this assignment is to create a high fidelity prototype of 3 webpages with mobile versions for each page (6 designs in total). To explain the decisions made in each design, students must submit a text document to support your visual design. All files must be submitted in .pdf format.

You may have to watch a few Figma tutorials to learn each tool as you need it. I would recommend looking through YouTube to find a tutorial that is comfortable for you. You do NOT have to create a logo for your website. It would be easier for you to use a logotype which is just the name of your site in a cool font.

Prototypes do not have to be clickable. All of the features available on the desktop version should be made available on the mobile version. The website does not have to be for a real business or product. You are free to use [Lorem Ipsum](#) - a fake language used for placeholder text for body text to save time. You are free to make any 3 pages of a site that you like, but if you are looking for ideas you could try:

- A landing page with a call to action
- A user registration form with a submit button
- A gallery with images and captions
- A blog with headlines, articles, images, and authors
- A social media site with user profiles, content, share buttons, and upvote buttons
- A resume page with a portfolio attached

Again, the ideas listed above are suggestions. If you already have something in mind then you can use that as the basis of your project.

Criteria

<u>Requirement Description</u>	<u>Maximum Point(s)</u>
Figma	
<input type="checkbox"/> Use frames to define your desktop and your mobile screen sizes.	1
<input type="checkbox"/> Use at least one reusable component	1
Layout	
<input type="checkbox"/> A clear visual hierarchy must be visible on each page	1
<input type="checkbox"/> A column-based layout or a grid should be used where appropriate.	1
Typography	
<input type="checkbox"/> Choose only 1 to 3 typefaces.	1
<input type="checkbox"/> Use the correct category of typeface for the correct purpose (eg: use a serif or sans serif for body text. Do not use a display typeface for body text).	1
<input type="checkbox"/> In your written document you must include the type-scale and hierarchy that you used in your website and your website must stick to that plan. You only have to present the styles and sizes actually used in your website. https://type-scale.com/ is recommended.	1
You will NOT be graded on font pairings but you may receive comments on your pairings. Do not panic. Just try your best.	0
Colours	
<input type="checkbox"/> In your written document explain which colour system you are using (monochromatic, complimentary, split complementary, etc.)	1

<input type="checkbox"/> In your written document provide a colour palette with hexcodes (eg: #FF45EE) for each colour used in your design.	1
<input type="checkbox"/> All colours used for text and backgrounds for text must pass the WCAG AAA rating according to https://webaim.org/resources/contrastchecker/ .	1
You will not be graded on colour psychology or other subjective choices. Again, just try your best.	0
Images	
<input type="checkbox"/> Students must provide a license and source for each image used in their design as part of their text document. Do not use your own photography. You must use images that come with a license. Understanding the license is key here.	1
<input type="checkbox"/> At least 1 image should be used	1
<input type="checkbox"/> Colours found in images should loosely match with the colour palette used in the website.	1
<input type="checkbox"/> If the student chooses to take advantage of leading lines, framing devices, cropping, or any other compositional features in the image then they should explain which techniques they are using and the intended effect in their writeup. eg: "On my landing page I am using the leading lines of the highway to point the user's eye towards our subscribe button because this button is the most important part of my design and I want it to attract the most attention."	1
Conventions and heuristics	
<input type="checkbox"/> Don't do anything weird. Don't put your login button at the bottom of the page or anything like that. If I find something unusual, confusing, or weird then I will dock this point.	1

<input type="checkbox"/> Be consistent. Logos, navigation links, login buttons etc. should appear in the same positions from page to page. Buttons should have the same shapes and styles.	1
<input type="checkbox"/> You must use at least 1 of the 8 Golden Rules or 10 Nielsen Heuristics and you must be sure to write a bit about it in the written document as it may be missed (good design is often invisible so be sure to show off your good decisions).	1
Miscellaneous	
<input type="checkbox"/> Include at least three pen and paper sketches in your written document.	1
<input type="checkbox"/> Written document must have the name of the student, title of website, title of course, and the submission date.	1
<input type="checkbox"/> All written material - in your document and in your prototype - must be spell-checked and grammar checked.	1
<u>Grand total:</u>	<u>20</u>

Sample Text-Scale and Heirarchy

This is heading 1

This is heading 2

This is heading 3

This is heading 4

This is heading 5

This is heading 6

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Above is an example of a typescale and hierarchy. This should be included in your written document. You do NOT need to do six levels of headings. Just present the fonts that are actually used in your project.

Sample Colour Palette

	#f3feb0
	#fea443
	#705e78
	#a5aaa3
	#812f33

Above we see an example of a colour palette as it should appear in your written document. Only include the colours actually used in your prototype. Black and white are considered freebies to save you time. Make sure that whatever text and background colours you use can pass the WCAG AAA rating. You can use shapes or MS Paint to get the colours onto the page, I just set the background of each cell to the colour listed on the right.