**Final Project – Presentation and Files**

**Instructions**

**Hi-Fi Interactive Prototype + Presentation**

Create a **working interactive Hi-Fi Prototype** of a companion mobile site or app for the branding of a new start-up. You will present this as if you are showing the client your work in consideration for approval.

**<< Mobile Version Only >>**

**Task:**

Create compelling, eye-catching pages in XD and any graphics created in Illustrator or Photoshop. Size must be accurate. Include transitions and animations as needed. This is a working version. Include the following:

1. **Splash Page**

[(Examples of splash pages)](https://blog.hubspot.com/marketing/splash-page)

1. **Landing Page**

[(Examples of landing pages)](https://blog.hubspot.com/marketing/landing-page-examples-list)

1. **2 other important pages** that represent the product or service of the brand.

\*Note - the following are examples only and you are not required to do these pages.

*Do not choose both of these as they are usually simple pages to create but feel free to choose one from the examples below, and then another one of your choice (products, services, blog, etc.)*

* For example: an **'About' page** is where you can add your story, the feel and tone brand. [(Example of about pages)](https://blog.hubspot.com/marketing/remarkable-about-us-page-examples)

*"…Your "About Us" page is one of the most important pages on your website, and it needs to be well crafted. This profile also happens to be one of the most commonly overlooked pages, which is why you should make it stand out…"* [(Example of contact pages)](https://blog.hubspot.com/service/best-contact-us-pages)

* For example: contact page, email, telephone, location.

*"…Far too many website designers put contact pages near the bottom of their priority list in terms of copywriting and design. It’s no wonder that many contact pages look like they were built in the 1990s, while the rest of the website is beautiful and updated…" Hubspot.com*

* For example: download page with freebies. [(Example of Freebie page)](https://www.launchthedamnthing.com/blog/how-to-build-your-free-resource-library-in-squarespace)

**\*Note** – you do not have to use one of the examples above but feel free to decide what works best for you and demonstrates as many skills as possible for maximum marks.

1. **Send me an email** indicating which **brand product or service and which pages you will be presenting prior to starting** your project presentation – no later than **Wednesday, November 24 before 6:00 PM**. I will approve or deny it and provide further instructions.

All need to be approved by Friday November 26 at 6:00 PM.

Title the email (in the subject line): "Final Project Choice"

**Submission/Presentation:**

**You will present your Prototype to the class via Zoom or submit as a recorded video in Week 14. You will also submit your files in a compressed folder prior to the deadline. See additional instructions below.**

**The due date for final recorded presentation project is December 8th at 6:00 PM.**

Your presentation will be **Pre-Record in video format - 5 minutes maximum.**

Professor will provide more details in class in Week 11.

**IF IT IS RECORDED:**

Use whatever application works best for you. **Zoom** is great as it records and adds you in the corner as you are explaining your work.

**Screencast-o-matic** is also a great platform. Many others are free or free to try.

Do NOT write a lot of words on a slide and just read them as this is not a written report given in PowerPoint. Use good images of your work, maybe some key words, and narrate the presentation. In fact, you do not have to use PowerPoint at all if another application works better for you. There are many to choose from.

You will upload a private video to YouTube or another video platform where I can watch without downloading. **Do not add the video in the submission. Provide the link only!**

**Additional Criteria**

**\*Note - As a suggestion, you may want to explain some of these criteria in your presentation so the professor knows that you have considered each of these important principles. They also help convince the client that your work contains these elements and that you have spent some time on them.**

**Colour Contrast (Accessibility)**

* Ensure your foreground(text) colours contrast against your background colours
* Use the WebAIM colour checker to verify your colours meet accessibility standards
* <http://webaim.org/resources/contrastchecker/>
* **Tip:** If the background has more than one colour, use the Photoshop colour picker to sample the darkest area to make sure text is legible against all background shades

**Layout Design**

* Your text and graphical elements should 'work' together to create a unified message (e.g., colours, imagery, the font should work together and not confuse the message)
* Make sure to not bunch your elements together; use spacing appropriately
* No filler text, use copywriting that is catchy and matches the tone of the company brand.

**Technical Elements**

* Layers should **all** have proper names (Create folders if necessary to organize your layers)
* **Use a variety of tools you have covered in class** to create subtle yet eye-catching effects

**Requirements**

* Make sure to have the project files uploaded to the Assignments tool by the due date
* Review the client requirements to make sure you have included all aspects

**Overall Appeal and Originality**

* Use your creative skills to create a unique and compelling design
* Make sure you capture the brands tone and feeling
* Keep in mind your target audience while trying to appeal to the greater audience
* **Tip:** Have a family/friend/colleague/classmate give you an honest critique!

Review the project rubric for an additional breakdown of the project's requirements.

**Submission Instructions**

Once you have each on of the deliverables completed, please submit the following to the Assignments submission folder:

* ALL related files should be uploaded in zip format, "**Final Project *lastname***" and submitted to the proper Assignments submission folder.
* The video recording can be uploaded to YouTube as a private video (please provide the link) or on another video platform where the professor does not have to download.
* This link needs to be submitted as well either in your files (and well labelled) or in the submission comments area.

Use Final Project Presentation to submit your completed project.

You must submit your Presentation and associated documents ***before*** your in-class presentation to be eligible for grades!