

# CODEHIVE

## Project: Solio Farm

### Phase 1:

Mr. Rotich runs **Solio Farm** where he rears Livestock and does crop farming. He has recently introduced value addition to his Livestock (**each student has their own product line i.e.**

**Livestock, Fish, Horticulture, Grains etc**) segment in the form of milk products namely:

Yoghurt, cheese, ghee and powdered milk. He would like the assistance of a graphic designer to help him position his products in the market. This should be in the form of:

- A logo to represent his brand 'Daima'
- Product Packaging for: Yoghurt, Cheese, ghee and powdered milk.

### Key Areas of Interest:

- ★ Sketching
- ★ Elements of Design
- ★ Principles of Design
- ★ Introduction to Computer Aided Design (Illustrator)
- ★ Colour Psychology

### Phase 2:

Mr. Rotich's Solio Farm has grown in leaps and bounds. He would want to have his own distribution platform for his products. He is looking at interacting with his customers via a mobile application. He would like the assistance of a User Interface (UI) Designer to help him:

- Design the interface for his Android Mobile Application
- Design the Web interface for his team's use when receiving and distributing orders.

### Key Areas of Interest:

- ★ Introduction to User Experience (UX) and User Interface (UI) Design
- ★ Persona Creation
- ★ User Journeys
- ★ Low Fidelity Sketches/mockups
- ★ High Fidelity Sketch/mockups
- ★ Clickable Mockups

**NOTE:** Kindly note that every assignment will contribute to the students final grade, that's inclusive of the sketches done along the way.

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