"Web Design DeCal" Hands-On Session: Week 1 (Design)
Introduction to Design Cycle and Emphasis

Group Project: Reddit Redesign

We are going to spend the first half of the semester on a group project. You will be mostly working outside of class for this project, but on some weeks, hands-on assignments for design section will revolve around the group project as well.

This semester's group project theme is: **Reddit Redesign**
We all love Reddit. It's a brilliant place where you socialize with people you share similar interests, or just to kill time and look through cat gifs. However, its design reminds us of 1990s. Let's give Reddit some new, fresh coat of paint using our knowledge of design theory!

I. Team Building
You will be working in a group of 3 – 5 people in your group project. If you haven't formed a team already, please take a moment to mingle with your neighbors and form a team.

II. Ideation

A. Take a moment to analyze the purpose of Reddit. What problem is Reddit trying to solve? What is the value that Reddit brings to the user? Think about the core purpose of Reddit for the user.

B. Jot down the list of features of Reddit, and sort the list by order of importance for the user. Features that are most central to the problem that Reddit is trying to solve will be on the very top, and features that are quite miscellaneous should be on the bottom.

C. Based on your priority list, critique the current design of Reddit. What features are getting more than enough emphasis? What features are not getting enough emphasis?

III. Prototyping

A. Now that you have identified what features deserve redesign, draw out a proposed new design of Reddit on a sheet of paper. This new design should convey the list of priorities that you have made for Reddit's features. Feel free to: move around different portions of features; resize some elements; add more spacing; etc.

B. As you are prototyping, feel free to look at design resources like Dribbble. There are many designs of social applications so you might get some

inspiration from them. Also, think about other well-designed social applications and how you can apply their designs to Reddit. (Medium, Tumblr, etc.)

IV. Presentation and Iteration

 A. Present your proposed redesign to the class. Make your pitch short – around 2 minutes – but try to pinpoint the weak points in the old Reddit and explain how you gave emphasis to those weak points in the redesign of Reddit.

 B. Based on the feedback your receive from the peers, improve and iterate your design for next week and onwards.

You can find a more detailed instruction on your group project in the group project guide pdf in the website. <u>Group Project is due on March 20th.</u>

Design Section Hands-on Session Schedule
Hands-on Session 1: Introduction to Design Cycle and Emphasis (Group Project)
Hands-on Session 2: Spacing (CSS)
Hands-on Session 3: Typography & Images (CSS)
Hands-on Session 4: Positioning (CSS)
Hands-on Session 5: Color (Group Project)
Hands-on Session 6: User Experience (Group Project)
-- Group Project Presentation
Hands-on Session 7: Responsive Design (CSS/JS)
Hands-on Session 8: UI Elements (CSS/JS)