FINAL PROJECT

Objective

For the final project, students will create a fully-designed and integrated system for an **existing or new** website or web application, that showcases everything they've learned over the past 9 weeks.

Process

First, you will identify your client and read through the preliminary research that has been provided for you for your client. Students will write a **proposal** about what they've learned about the client and what ideas they have based on their research so far, their brand (a brand is not a logo, its their reputation), their audience, their problem, competitors, etc. The proposal is subject to approval by the instructor and peers, during an elevator pitch-style exercise of 3min each.

After the research phase and class approval, the concepting phase can begin. Start with sketches inspired by the concepts. Remember content first. The sketches should be clearly drawn and each content box should be labeled. Refer to Week 5, Monday notes for great examples on sketching websites. Students must consider a minimum of three sizes for their project: a global (and mobile-friendly) css and two other media queries.

Students will create 3 StyleTiles and then explore multiple options for those style tiles through Photoshop or Illustrator Comp that reflect all sizes for each concept. Let the layout not the design dictate what changes from breakpoint to breakpoint. Consider working on design and code simultaneously.

As web designers, you are expected to have impeccable design foundations in grid structure, typography, color selection, and usability. You will code your website in HTML and CSS3 using responsive design as your goal. With responsive (and really all web design) you must consider the usability of the web page. Keep all of this in mind as you code your website and the design and brand around it.

Required Conceptual Elements
- 10+ Responsive sketches with 3+ breakpoints each (mobile plus 2 more MQs)
- 3+ Style Tiles including written concepts on each one
- Rapid Wireframes for 2 pages of each concept (three concepts) in Illustrator

Required Technical Elements
- 4+ HTML, 1+ compiled CSS file (with Bourbon + Sass)
- Reset CSS coding (Reset.css or Normalize.css)
- Responsive Site with 3+ views: Media Queries, percentage-based width on divs, with max-widths in pixels, Em-based typography, and flexible images (and alt tags)
- One or more JS- or jQuery-depedent plug-ins that adds to the user experience of the site
- Modernizr.js for progressive enhancement and graceful fall-back
- All work including sketches, wireframes, etc, are uploaded to Github and GH-pages, and each repo is named well and includes a readme file.
- Project link is added to portfolio.
- Icon set of 3-5 icons custom designed for project
- A coded Style Guide (HTML and CSS) that includes the typography, the colors, buttons, icons, and other documentation for the design.

Required Design Deliverables
- Final Website or Web App
- A write-up of the concept and process up to 400 words, as a README.md on Github along with a live github.io project
- Final 5-minute Presentation
- A time sheet with all hours logged, so you can learn how to estimate projects and budgets in the future.

Project Deadlines

Project Deadlines will be discussed in class after kickoff, final will be due August 11th at 9am.