DMIT 1529 Unsolicited Redesign Concept [25%]

For this project you will be taking the website at http://dineencoffee.com/ and redesigning it.

Please download the site as it is, right away, to have your own file copies as the site is now. To do so in your browser -> file -> save page as -> format (webpage, complete). Do this for each individual page.

All of the written content currently on the website must be incorporated and included in the new design. The headings may be changed or new headings may be added, but the rest of the content cannot be changed (other than spelling and/or grammar fixes). The photograph images *do not* have to be reused and you are free to add your own images. You are encouraged to use new, fresh images for the redesign. This company has an established logo as part of their branding, and it will have to be reused as is.

Any inquires about the content, or if you wish to add content that is not there, make sure to check with the client, which in this case your instructor will stand in for.

Starting at the beginning and going through the planning stages, you will create a sitemap, wireframes (either digital or high quality sketches), and a mood board before starting the design composition.

The design comps may be created in one of the three types of software available to use in this assignment - Photoshop, Illustrator, or Sketch. Elements within the design will be placed on a grid system shown within that software (guides or columns). **Each page of the website will have three design comps showing different width layouts for responsiveness.** The layers within the files will need to be named and organized.

Note: Images added to design will have to be embedded and optimized to keep the overall file size limited.

The end result will be a different, and improved design for the existing Dineen Coffee site. The design compositions that have been created will show the attention to detail, and are at a level ready to be developed into a completed site.

Milestone 1 - Due Tuesday, April 17th @ the beginning of class

Be sure to zip and upload the required files to Moodle within *[project] Unsolicited Redesign Concept - Milestone 1*.

- Sitemap
- All wireframes
- Mood board

Milestone 2 - Due Tuesday, April 24th @ the beginning of class

On Tuesday, April 24th you will present your design to the class for critique and feedback. Designs at this point will be 90% - 100% compete. Using the feedback acquired you then have time to make changes and tweaks to your design before the final submission.

Submission for this milestone will be the in-class presentation.

*********** *Unless you plan on spontaneously combusting that day, you are required to attend demo day in person.* ***********

Milestone 3 Final Design - Due Friday April 27th @ 11:55 PM

Design Compositions will be submitted on Moodle on or before April 27th. You will submit the full .psd, .ai, or .sketch file with all your layers included. Insure that the images used within the file are optimized to keep the file size small and that they are embedded.

Failure to submit a deliverable will result in 0 marks on the marking guide. No exceptions. Late assignments will not be accepted.