FINAL PROJECT : REDESIGN SYSTEM

Objective

For the final project, students will create a fully-designed and integrated system for an existing large and well-known company, that showcases everything they've learned over 12 weeks. The list of companies and prelimiary research has been selected by the instructor, allowing students to choose from the list.

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 Pathwright 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 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

• 20+ Responsive sketches with 3+ breakpoints each
• 3+ StyleTiles including written concepts on each one
• Wireframes for 2 pages of each concept

Required Technical Elements

• 5+ HTML, 1+ compiled CSS file (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 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.

Web Design

Greenville // Fall 2014

Demo Day:

Wed, December 17, 2014

3:00 PM

[link]

Required Deliverables
- Final Website Redesign
- Icon set of 10 icons custom designed for project
- A coded Style Guide (HTML and CSS)
- A write-up of the concept and process up to 700 words
- Final Presentation of 5-7 minutes
- A time sheet with all hours longed, so you can learn how to estimate projects and budgets in the future.

Project Deadlines
Project Deadlines will be discussed in class after kickoff.