


# Project Guidelines

*Project 1 due February 23 and Project 2 due April 13*

## Assignment

Since this is a studio course, the bulk of your grade will come from two products (apps) you design during the semester. You can design your project for any technology platform you like (iPhone, iPad, Android, Mac, Windows, Web, watches, cars, TVs, etc).

For Project 1, the purpose of your product must fall in one of the following scopes:

- The Michigan football fan experience
- Roommate experience 
- Travel experience
- Career placement/search (internship or job)

For Project 2, the purpose of the product can be whatever you want as long as the topic is:

- Meaningful - must solve a real problem for real people
- Technically feasible - it must be something within the current realm of possibility

Your final submission should be an InVision prototype that shows us how your product works to solve the problem you've defined in your problem statement.

## Grading

We'll grade on the following dimensions, checking for quality and completeness. We'll score each dimension out of 4 points, for a total of 12 possible points.

- Usefulness (4 pts) - Did you pick a problem people really have? Does your design address that problem? Would it actually work?
- Usability (4 pts) - Is it simple? Is it obvious how it works? Is it legible and efficient? Is it well-organized and consistent?
- Visually pleasing (4 pts) - Does it look good? Does it follow good visual design principles (spacing, alignment, color, typography)? Is the tone consistent and well-suited to the purpose of the app?

# Submitting

Please submit both projects on Canvas by pasting the *public link* to your Invision prototype.

1. On your InVision prototype, click this green share button.



2. A pop-up will appear. At the bottom of the pop-up, there will be a grey bar that says “Or share this project via a public share link”. Click “public share link” to copy the link!

