

DESIGNATION



Amaranth Cohort Class
VISUAL/INTERFACE/BRAND DESIGN
FINAL PROJECT

OVERVIEW

Student must design a fictitious company's app- **Knosey**. **Knosey** is an app that is enabled by future technology in smartphones. A chip is able to process air molecules. **Knosey** wants to create an app that works like Soundhound but for smells and finding foods and restaurants. Smell something wonderful and wonder where the delicious smell is coming from? Fire up **Knosey** and figure out where!

Students must create a brand identity for **Knosey**. Logo design, colors, typography must be carefully thought out. Students must also design how the app would look and work. To finish the project, students must design a launch website promoting the features of the app.

DELIVERABLES

For the final project please have the following included in your final presentation.

Brand Identity

Students must demonstrate how to create a cohesive identity that represents the company's values, quality of their product, and speaks to their target audience.

- Logo Design
- Brand Colors
- Brand Typefaces

Products

Students must design and mockup the interface and visuals for the mobile app. Choose either iPhone or android and follow their design guidelines. Students will not only be critiqued for the consistency of the look and feel of the brand being translated to the interface design, but the usability and experience will also be equally important.

- Wireframes
- 5-6 pages from your App design
- Single page launch website promoting the features of the app and a call to action



DEADLINES

May 21st- Brand identity Sign off
May 29th- Wireframe Sign off
June 12- Final Presentation