

The University of Saskatchewan
Saskatoon, Canada
Department of Computer Science
CMPT 281– Website Design and Development
Assignment 1
CRAP, Colour Theory
Date Due: October 13, 2024, 11:59pm
Total Marks: 49

General Instructions

- Assignments must be submitted using Canvas.
- The assignment should be submitted in a single .pdf file (see submission requirements below)

Question 1 (24 points):

The objective of this question is to demonstrate your ability to critique visual designs with respect to CRAP design guidelines.

Overview

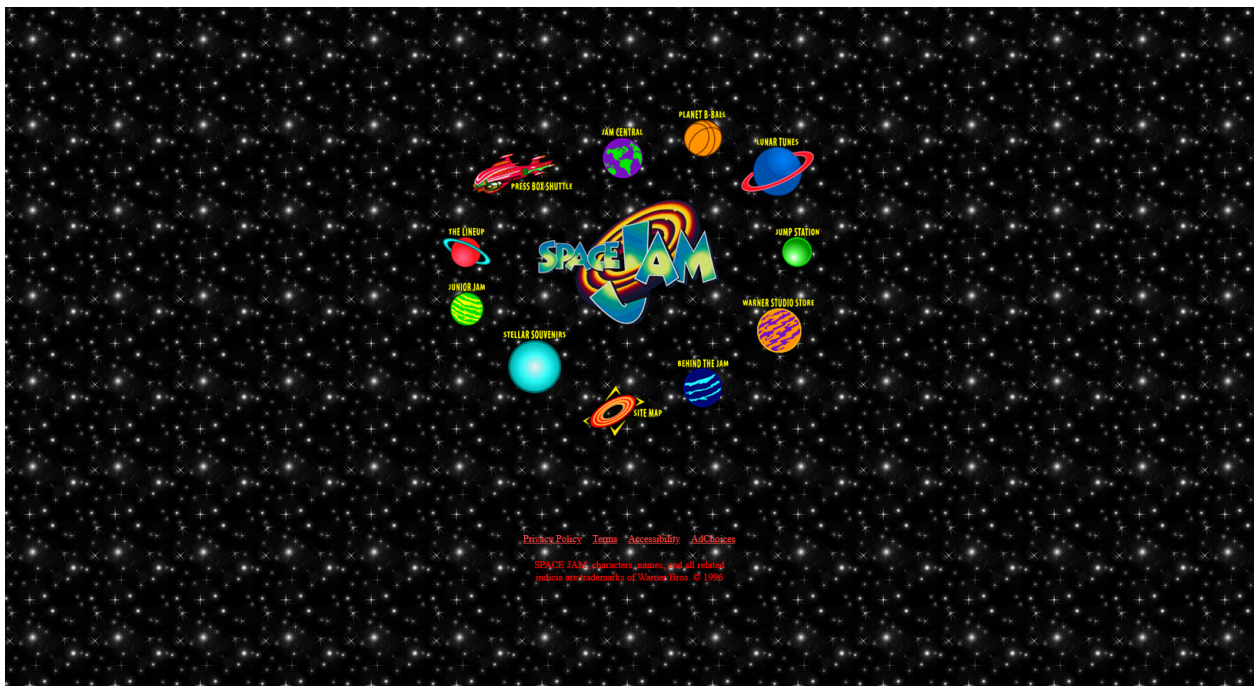
For this question you will be critiquing two forms of visual media with respect to the CRAP design guidelines as discussed in class. For each screenshot, you should include 4 paragraphs (one for each of the four principles) critiquing the design. Include both positive and negative comments. For comments where you feel the design is lacking, indicate at least one potential way to fix the issue.

For reference, the four principles you will be discussing are:

- Contrast
- Repetition
- Alignment
- Proximity

Part A: Space Jam

For this question, you will be critiquing the website for the 1996 movie Space Jam. The website can be accessed [here](http://www.spacejam.com), and a screenshot is provided below for convenience.



Part B: Stardew Valley

Websites aren't the only places where design principles apply. Most video games have at least some form of UI (a main menu, for example). For this question you will be critiquing the main menu for the farming sim game Stardew Valley.



Evaluation

8 marks : 2 marks per principle for a reasonable analysis (Space Jam)

4 marks : 1 mark per principle for a suggestion to improve (Space Jam)

8 marks : 2 marks per principle for a reasonable analysis (Stardew Valley)

4 marks : 1 mark per principle for a suggestion to improve (Stardew Valley)

The full grading rubric can be found on Canvas.

Question 2 (25 points):

The objective of this question is to practice analysing and using colour theory in visual design.

Your Tasks

You will find 5 artifacts of visual design that you encounter in your everyday life. For each artifact, you will critique its design in terms of colour.

The artifacts are not limited to websites, but should use colour in an interesting or meaningful way. Some example artifacts could be:

- Websites
- Video Games
- Advertisements
- Billboards
- Posters
- Applications

For each artifact, you will provide the following:

- A screenshot/picture of the artifact
- A greyscale/desaturated version of the screenshot/picture
- One or two paragraphs commenting on the use of colour by the artifact:

Contrast : is it easy to see all of the elements, or do some elements blend into the background?
(Hint: the greyscale version of the screenshot will aid in this)

Colour Palette : What are the main colour(s) used in the artifact? If there are multiple colours, do they fit in one of the colour schemes discussed in class?

Colour Psychology : Given the main colour identified in the previous point, what type of psychology should that colour be communicating? Does it match the goal/objective of the artifact?

Evaluation

5 marks : 1 mark each for providing a screenshot

5 marks : 1 mark each for providing a greyscale version of the screenshot

5 marks : 1 mark each for discussing contrast

5 marks : 1 mark each for colour palette

5 marks : 1 mark each for discussing colour psychology

The full grading rubric can be found on Canvas.

Files Provided

There are no files provided for this assignment.

What to Hand In

You must submit the following files:

abc123-a1.pdf

Grading Rubric

The grading rubric can be found on Canvas.