introduction to:// web design

sketches

course info
idesn 2115
fall 2016
3 credits

meeting time
monday, wednesday
8:00am - 10:30am
university hall
room L023

instructor
saul baizman
sbaizman@lesley.edu
617 863 0136

office hours
by appointment

website
baizman.com/itwd

DESCRIPTION

The first step many designers take in the visual design of any product or service is to sketch. Design in the context of the web is no different. For each template identified in the architecture diagram, students will create ten (10) unique sketches. For example, if the website is comprised of three (3) templates, three (3) sets of ten (10) sketches will be produced, thirty (30) in total. The sketches should be approximately 4" by 4" and may be done in pencil or pen, black and white or color, *but they may not be done on a computer.* Next, scan or photograph the completed sketches and identify the top three (3) sets of sketches. Share them with the client and ask the client what direction works best for the site's visitors.

DELIVERABLE

Three (3) to five (5) sets of ten (10) 4" × 4" sketches (30 to 50 in total) as a single, multipage PDF. Please group the sketches based on the *set*, not the *template*. In other words, if you identified templates for a homepage, subpage, and gallery, I want to see them presented as a group. I don't want to see ten homepages, ten subpages, etc., grouped separately. We need to be able to see and understand the individual template designs in the context of a larger visual and navigational system. *Note: please bring all of the sketches to class on the day we review them.*

OBJECTIVE

The purpose of sketching is to explore a variety of possible concepts and ideas. Students are encouraged to use their imaginations and try a wide range of possibilities.

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DEADLINE

This assignment is due next Monday, 11/7. Please commit and upload your files to the master branch of your GitHub repository in a subfolder named "13 sketches."

WEIGHT

This assignment carries a weight of 2.

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