

CVJ 106 - Project 3 - Identity/Mobile/Web design

Overview

In this last project you will redesign the **logo/symbol**, and create visual mock-ups **for the smartphone app, and the website** of an existing company.

Guidelines

This is how you have to proceed:

1. Choose an existing company or organization whose visual identity could use improvement. This can be your family's business, your own freelance business (if you have one,) an NGO, or a entity you admire for some reason.
2. Tell me about your choice this week, so I can approve it.
3. Design the new logo for the organization you chose, 8 smartphone screenshots and 3 screenshots of the new website. Use the template in this same document (see following pages.)
4. The mock-up of the smartphone app should include an intro screen and its main sections.
5. The website screenshots should show the mainpage (index page) and two inside pages.
6. You need to think about what the purpose of the app and of the website is. What should they be useful for? What kind of tasks they should help readers with? That will help you decide on the content, the structure, and the visual style. Think of possible multimedia/interactive components.
7. Look for inspiration. There's plenty of information online. It would also be a good idea to take a look at other apps and websites, but try to go beyond what they do. I will consider creativity for your grade.
8. There's a "notes" section at the bottom of each page. Use it to explain the reasons behind your type and color choices, the functionality of the website and of the phone app, etc. Don't leave this completely empty. Remember that this is a document that could potentially be shown to a client, who will evaluate your work not only based on its looks, but also on your thoughts about it.
9. You should re-read the "designing for the web" chapter in your textbook. Here you have some other articles you should read as well, just to get started:

<http://websitehelpers.com/design/>

<http://www.webdesignerdepot.com/2008/12/10-usability-tips-for-web-designers/>

<http://webdesign.about.com/od/webdesigntutorials/a/aa070504.htm>

<http://joeymarburger.com/2010/11/10/mobile-design-inspiration/>

<http://www.pixelresort.com/blog/iphone-app-icon-design-best-practises/>

<http://www.1stwebdesigner.com/design/mobile-apps-designs/>

<http://www.webgeekly.com/lessons/web-design/7-simple-design-tips-for-a-professional-looking-website/>

<http://venturebeat.com/2012/05/31/the-7-deadly-sins-of-mobile-app-design/>

<http://www.slideshare.net/smartonline/mobile-app-design-best-practices>

<http://mashable.com/2012/04/11/mobile-app-design-tips/>

<http://uxdesign.smashingmagazine.com/2011/07/18/seven-guidelines-for-designing-high-performance-mobile-user-experiences/>

Grading criteria

This project is worth 300 points toward your final grade.

1. Completed on time / Respect for guidelines (-50 points if not met)
2. Layout and navigation (100 points): How clean and clear the app and the website are.
3. Visual Design (100 points): Use of type and of color, style consistency, etc.
4. The logo (100 points): How well executed, attractive, and original it is

Send a PDF file to alberto.cairo@gmail.com before the deadline (**Friday, December 6 before the end of the day.**)

CRITIQUE SESSION: MONDAY DECEMBER 9

NAME AND LAST NAME Yvonne Okeke



Design the company's
logo/symbol here
(you can erase the
grey box)

Notes

Logo: Sets the color scheme and classic appeal for the company

NAME AND LAST NAME _____



Use this space to show your app icon; this could be just the company's logo, or it can be the logo with some special style changes (you can erase the grey box)



Notes

Login: Users will be prompted to either sign in or create an account before proceeding to the homepage.

NAME AND LAST NAME _____



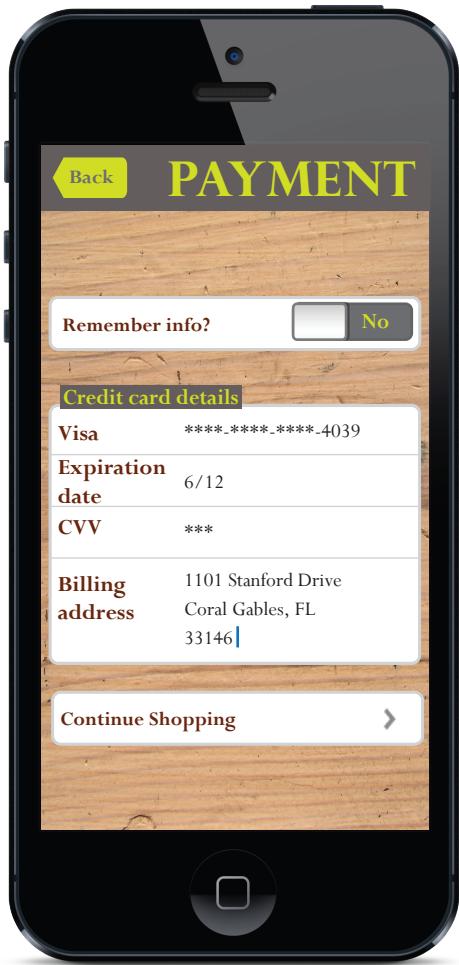
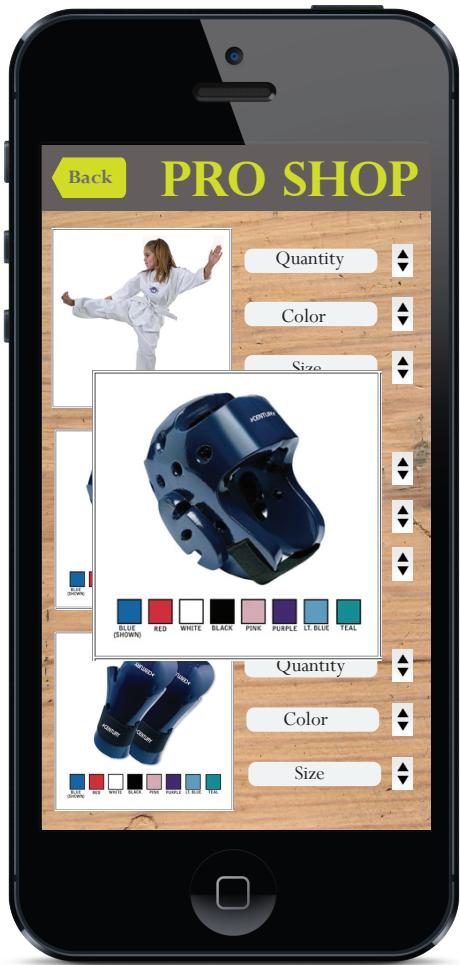
Notes

Homescreen: Helps users navigate through the app _____

Profile: Users can create a profile and keep track of their training progress _____

Calendar: Users can keep track of all the events taking place at the SMTKD dojo _____

NAME AND LAST NAME _____



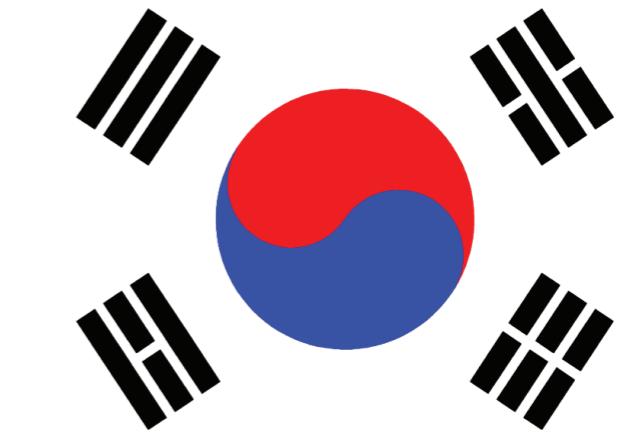
Notes

SOUTH MIAMI TAEKWONDO



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Life



HOME

ABOUT

PROGRAMS

TESTIMONIALS

SCHEDULE

MULTIMEDIA

PRO SHOP

MVP



News

Congrats to Jake Scot for placing first at Nationals!

Register for Family Day

We'll miss you Sensei Rhonda!



Notes

HomePage: features a photo display of members of the dojo along with tabs to help users easily navigate through the site

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Directions:

South Miami Taekwondo
4542 SW 75th Ave
Miami, FL 33155

A University of Miami
Coral Gables, FL 33124

1. Head southwest on Ponce De Leon Blvd toward Stanford Dr 0.9 mi

2. Turn right toward FL-959 N/SW 57th Ave/Red Rd 112 ft

3. Turn right onto FL-959 N/SW 57th Ave/Red Rd 0.7 mi

4. Turn left onto SW 56th St/Miller Dr 1.5 mi

5. Turn right onto SW 72nd Ave 0.5 mi

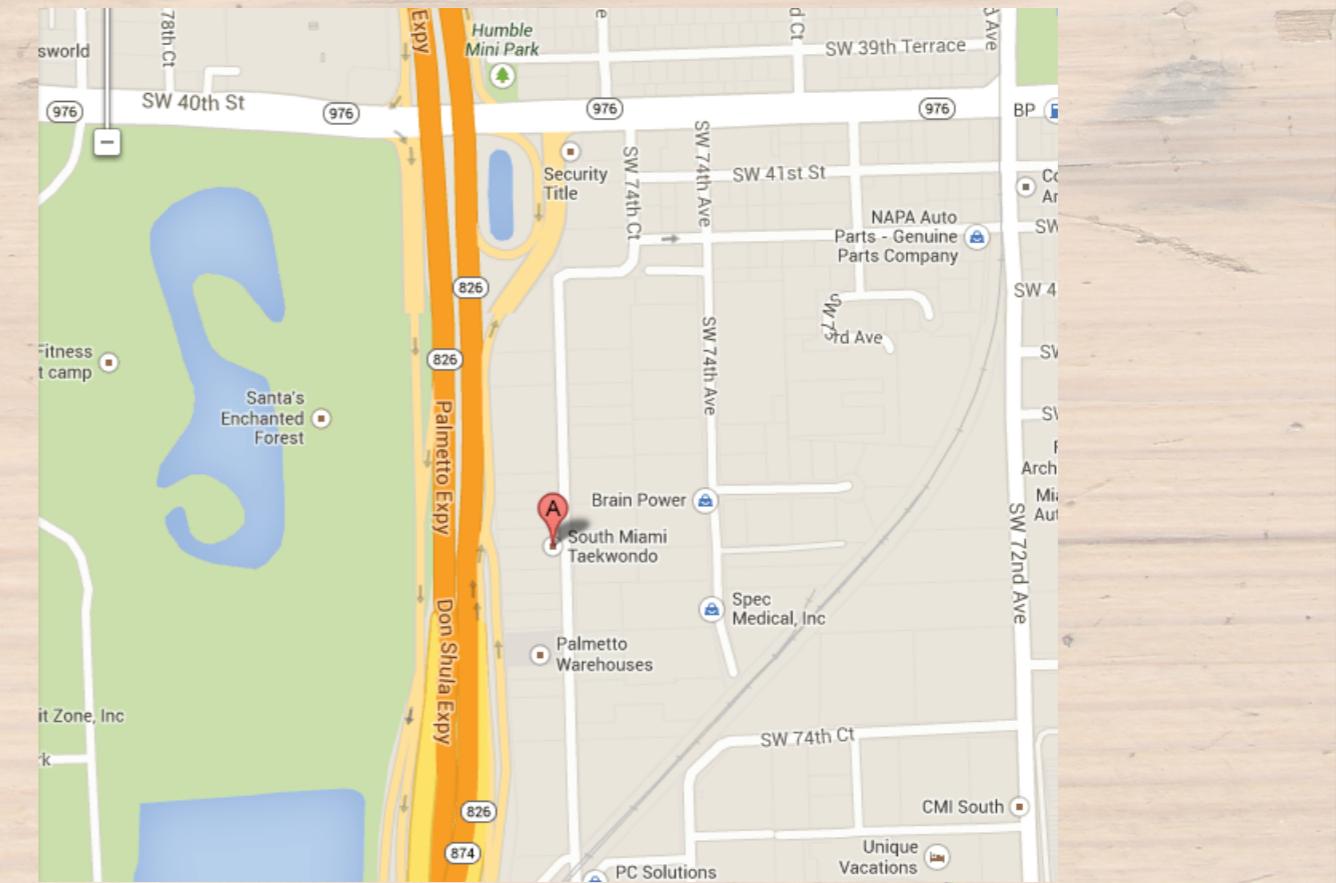
6. Turn left onto SW 48th St 0.1 mi

7. Continue onto SW 74th Ct 0.3 mi

8. SW 74th Ct turns right and becomes SW 50th Terrace 495 ft

9. SW 50th Terrace turns right and becomes SW 75th Ave
Destination will be on the left 0.3 mi

B South Miami Taekwondo
4542 SW 75th Ave
Miami, FL 33155



Notes

Directions Page: features a directions to helps users navigate to the dojo.

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Notes

Multimedia Page: Users can watch embedded videos from the SMTKD youtube page