

Information Design

In-Class/Homework: *Rough Drafts*

Digital Mockups Ready for Discussion on Week 8

Overview

Based on your sitemap and wireframes, move forward with mocking up possible designs of your proposed website. Each team member needs to come up with **three** distinctly different design solutions – different in terms of color scheme, style, layout, imagery and/or placement of navigation, etc. Check with the instructor if you are not sure if your designs are different enough.

For **each** design solution, create three pages: a mockup of the homepage, a main category page and an individual product page. Recommended (but not required at this stage) – place your mockups inside of a fake browser window or iPad screen for added realism.

Submission Requirements

Prepare your rough drafts in your graphics program of choice. Have JPGs or PDFs available for viewing and discussion. Also bring along your native files and other assets (special fonts, images, etc.) so you can move forward on the next round of editing during the open lab week 9.

Reading Assignment

Read Chapter 4 in the textbook (Design Toolkit)

Evaluative Criteria / Grading Rubric

Adherence and Resonance: Did the student understand the assignment and reach the goals?	10PTS
Rough Drafts: Did the student create three distinctly different designs for the homepage, a main category page and an individual product page? Was each design neatly rendered, nicely designed and complete in terms of sample information?	30PTS

Information Design

In-Class/Homework: *Refined Designs*

Digital Mockups Ready for Discussion on Week 10

Overview

Based on your discussions and feedback from your classmates and instructor, move forward with developing your project. At this stage, your refined design should include a logo for your company. As you work on your pages, be mindful of the following criteria:

Theme: Develop an appropriate color scheme and use fonts that support the personality of the company.

Message: Use appropriate imagery that complements the company and make it clear what the website/mobile app is about.

Unity: All pages should share a similar layout, look and feel. Be consistent.

Layout: All elements should be aligned and spaced consistently.

Usability: Type is legible and the styling is consistent. Use realistic body text in these mockups.

Create a formal color scheme and have a formal structure for your design. Consider using a grid template. Play around with the tools on **Kuler** (<http://kuler.adobe.com>) or **COLOURlovers** (<http://www.colourlovers.com>). Browse the templates linked through **The Grid System** (<http://www.thegridsystem.org/categories/templates/>).

Submission Requirements

Prepare your refined designs in your program of choice. Bring along your native files and other assets (special fonts, images, etc.) so you can make revisions during the open lab Week 10.

Evaluative Criteria / Grading Rubric

Adherence and Resonance: Did the student understand the assignment and reach the goals?	5PTS
Refined Designs: Was each page neatly rendered and nicely designed in terms of <i>theme, message, unity, layout</i> and <i>usability</i> ?	25PTS