

Information Design

Final Assignment: *The Project*

Final Deliverables Due at the End of Class Finals Week

Overview

Based on all of your discussions and feedback from your classmates and instructor, move forward with your final revisions on the relevant documents and assets produced throughout the quarter. When ready, you will compile these items into a single document and complete the project with a write-up summarizing your understanding of the project.

As you make your final preparations, ask yourself the following questions:

- Is the purpose of our website absolutely clear?
- Is the site appropriate for our users? (use of terminology, screen size, familiar navigation symbols, etc...)
- Is the graphic style consistent, both within individual pages and across the entire site? (color themes, fonts, navigation, blocks of text, visual style, etc...)
- Are design principles used? (contrast, hierarchy, unity, alignment, etc...)
- Have you considered user feedback and made changes based on that feedback? (be able to explain why or why not)

Deliverable Requirements

Begin your document with a cover page. This is the first page that the client would see, so here is your opportunity to show off a bit of your design skills. Utilize your knowledge of typography and white space. Include the following text:

Name of Company Website Redesign Project (or other appropriate title)

Prepared for: Your Client, Client's Title (make one up if unknown/fictitious company)

Prepared by: Your Name, Your Title

Continue using clean, consistent design throughout the rest of your document. You may need to reformat some of your early items before including them. Make sure to have the following documents and assets:

- Project Proposal
- User Personas
- User Scenarios
- Task Analyses
- Site Map
- Wireframes*
- Usability Test Surveys*
- Usability Test Results Summary
 - If you had not already, be sure to include one paragraph (or more) about changes you would make based on the user feedback
- Rough Draft Design Mockups (screenshots)
- Screenshots and URL of your final working project.

*Include the originals used in the usability testing. Scan in and submit as part of the PDF.

Extra Credit Opportunity

Individually, you may produce up to five additional pages not covered in your original scope. Up to an additional 25 points (equivalent to 5% of the total course grade) will be awarded, based on quality, detail and level of code complexity.

Submission Requirements

Begin collecting and formatting your documents as soon as possible into one coherent compilation. You have until 10PM to fully compile the project and turn it in. Prepare your project compilation in your program of choice. Save a PDF with the naming convention: *YourName_ProjectFinal.pdf* and put a copy of it inside our class folder on the Transfer Drive.

Evaluative Criteria / Grading Rubric

Adherence and Resonance to the Project Requirements: Did the student understand the assignment and reach the goals? Did the student create an all-inclusive package that documents the user centered design process of the project? Does the assignment include all of the given specifications?	10pts
Craftsmanship (Project Proposal): Has the item's production reached a high standard of written and visual accomplishment? Is this item well-written, well-designed and appropriate for the project?	5pts
Craftsmanship (User Personas): Has the item's production reached a high standard of written and visual accomplishment? Is this item well-written, well-designed and appropriate for the project?	5pts
Craftsmanship (User Scenarios): Has the item's production reached a high standard of written and visual accomplishment? Is this item well-written, well-designed and appropriate for the project?	5pts
Craftsmanship (Task Analyses): Has the item's production reached a high standard of written and visual accomplishment? Is this item well-written, well-designed and appropriate for the project?	5pts
Craftsmanship (Sitemap): Has the item's production reached a high standard of written and visual accomplishment? Is this item well-written, well-designed and appropriate for the project?	5pts
Craftsmanship (Wireframes): Has the item's production reached a high standard of written and visual accomplishment? Is this item well-written, well-designed and appropriate for the project?	5pts
Craftsmanship (Usability Test Surveys): Has the item's production reached a high standard of written and visual accomplishment? Is this item well-written, well-designed and appropriate for the project?	5pts
Craftsmanship (Usability Test Results Summary): Has the item's production reached a high standard of written and visual accomplishment? Is this item well-written, well-designed and appropriate for the project?	5pts
Craftsmanship (Rough Design Mockups): Has the item's production reached a high standard of written and visual accomplishment? Is this item well-written, well-designed and appropriate for the project?	10pts
Craftsmanship (Final Design Aesthetics of Project): Has the item's production reached a high standard of written and visual accomplishment? Is this item well-written, well-designed and appropriate for the project?	20pts
Craftsmanship (Final Functionality of Project): Overall, has the project reached a high standard of written and visual accomplishment? Is the project well-written, well-designed and functional within the original scope?	50pts
Write-up: Did the student clearly communicate how the design solution is appropriate to the company's goals? Did the student briefly explain the user centered design process involved with this project and how the steps yielded the final design?	20pts
Total	150PTS
THE FINAL PROJECT IS WORTH 25% OF THE TOTAL COURSE GRADE	