

PROJECT 1 – Tablet Application Design

Interactive media is created for almost every industry, business, and social institution and it has extended beyond just the desktop computer. Users are interacting with digital media on a variety of devices for informative and transactional based needs. This first assignment focusses on informative design, brand storytelling, communication, and interactivity.

>> *What are the transactional needs users (diners) have and how can a rich media application fulfill those?*

Students will plan, design, and simulate an interactive digital menu app for a restaurant of their choice. The app is intended for in-restaurant use on a tablet (replacing a traditional, printed menu). Students will determine based on their restaurant style (ex. fast food, fine dining, etc.) unique rich visual content such as menus, pricing, allergy knowledge, history, social media integration, easy to use ordering, etc.

Design Steps:

1. Research and Planning
2. Site Diagram and Wireframes (Paper)
3. Usability Testing (Paper)
4. Visual Design (Photoshop or Illustrator)
5. Prototype Creation (Photoshop or Illustrator)

Screens to Design:

Using the iPad (Air or Pro) as our baseline, your tablet is 1024px wide by 768px height (horizontal) and 768px height x 1024px wide (vertical). Please pick an orientation for your app. You will be designing the following screens:

1. Menu Cover (homepage)
2. Table of Contents
3. Example Menu and/or Food Detail Page (appetizers, entrees, etc.)
4. Confirmation of Order Page
5. One Specialty Page (to either delight or keep customers entertained)

>> To learn more about iPad Screen Sizes: <http://www.kylejlaron.com/blog/ipad-screen-size-guide-web-design-tips/>

Production Schedule

WEEK 2 – A

In Class: Determine Design Teams. Research, research, research. Determine restaurant menu to design. Begin creating your research packet.

HW: Continue research and sketch up 3 possible Site Diagrams. Decide what your “Specialty Page” will be.

WEEK 2 – B

In Class: Wireframing: Brainstorm possibilities for all screens. Create wireframes for all screens. Print all.

HW: Usability Testing – Test with at least two people you know. Document results. Adjust wireframes as needed.

WEEK 3 – A

In Class: Begin visual design of all screens. Determine team tasks.

HW: Continue working on visual design for all screens.

WEEK 3 – B

In Class: Complete visual design (drafts) for all screens. Peer critiques.

HW: Adjust visual designs as needed. Mock up all finishes. Prepare for presentation.

WEEK 4 – A

DUE: PROJECT 1 (critique)

Tools and Inspiration

- Tablet Mock Up (found on class GoogleDrive)
- Touch Target Size Guidelines (hint: 44 x 44px min.): <https://www.lukew.com/ff/entry.asp?1085>
- Common iPad Elements (iOS7) (found on class GoogleDrive)
- 10 Things to Think About When Designing Your iPad App: <https://www.smashingmagazine.com/2012/01/ten-things-to-think-about-when-designing-your-ipad-app/>

PROJECT 2 – Smartphone Application Design

What makes a smartphone app different than a website or even a tablet app? It's not just about consuming content, but doing something with it as well. Apps often have richer interactions all while putting focus on the user of the app – the human interacting with it. A UX Designer must consider and balance the following elements in their design process:

1. User Needs / Site Objectives
2. Functional Specification
3. Interaction Design
4. Interface Design / Information Design
5. Visual Design

Just as a Visual Designer works on creating a brand system, a UX Designer designs a system of components.

You are to create (strategize, architect, and design) a mobile app that allows users to build their own all-inclusive, excursion focused, vacation. The basic premise is that travelers can customize a trip to a main destination, choose excursion trips, places to stay, make meal reservations, buy entertainment tickets, and more – all before leaving for the trip.

Design Steps & Production Schedule:

WEEK 5

1. research (planning and ideation)
2. content/functionality outline and refinement

WEEK 6

3. site outline/site map/wireframes (paper > digital)
4. usability testing

WEEKS 7 & 8

5. interface/information/visual design, artwork (PS, Ai, Muse)

Specs

Screen Resolution: 750 x 1334px at 326 ppi

Physical Screen Size: 4.7-inch (diagonal measurement)

Tools and Inspiration

Resources

- Sample App Wireframes (Google Drive)
- Smart Phone image for mockups (Google Drive)
- Example of component system design specs (Google Drive)
- Touch Target Size Guidelines (hint: 44 x 44px min.): <https://www.lukew.com/ff/entry.asp?1085>

Reading

- *Atomic Design*: <http://bradfrost.com/blog/post/atomic-web-design/>
- *App Design versus Web Design*: <https://www.webdesignerdepot.com/2011/08/app-design-versus-web-design-what-designers-can-teach-each-other/>

DEFINITIONS

User Needs: externally derived goals for the site; identified through user research, ethno/techno/psychographics, etc.

Site Objectives: business, creative, or other internally derived goals for the site.

Functional Specifications: or "feature set": detailed descriptions of functionality the site must include in order to meet user needs.

Interaction Design: development of application flows to facilitate user tasks, defining how the user interacts with site functionality.

Interface Design: design of interface elements to facilitate user interaction with functionality.

Information Design: in the Tuftean sense: designing the presentation of information to facilitate understanding.

Visual Design: graphic treatment of interface elements (the "look" in "look-and-feel").

PROJECT 3 – App Website Design

Now that you've designed a wicked cool travel app, you'll need a website design to promote it.

In 2007, when Apple introduced the iPhone (and the iPod Touch), they then opened up the “App Store”. It was populated with then thousands of apps (just like yours). As a result, web designers started creating websites to promote, give information about, and help sell these apps.

Using Adobe Muse (and Illustrator and/or Photoshop), you are to create a visually compelling, one-page site that will communicate your apps features and tell its story to the world and, more specifically, the app buying public.

Design Notes:

Look carefully at the examples below and other app sites you find on your own.

Ponder the following before beginning:

- What elements are most common?
- Which do you think are most useful?
- What is the personality of your app?
- What graphics/photos/type choices best support that?

Good design theory, layout, and hierarchy is to be employed.

> See Course Calendar for Production Schedule

Specs

Site Size: Fixed Width of 1200px; “Above the Fold” Height of 960px; Can scroll as needed beyond that.

Optional: Site may have interactive elements (use Muse functionality)

Examples of App Websites

Firetask Pro: <http://www.firetask.com>

TweetBot: <https://tapbots.com/tweetbot/>

Ecoki Reader: <http://ecoki.com/iphone/>

Tea Round: <http://www.tearoundapp.com>

Note:

This is an anti-team project, as now your teams will split up to create competing app website designs. Have at it!

PROJECT 4 – Instructional Web Site

Learning how things work and DIY culture is a mainstay of modern society. Whether you are rejecting consumerism, are naturally autodidactic, or just like making and doing stuff yourself, there are endless guides and articles on the web that can help you achieve a certain level of self-sufficiency. From changing your own oil, to refinishing furniture, to cooking gourmet meals, to building or remodeling your home – there's a DIY resource out there for you.

For this project, you're going to create an Instructional Website that will teach a newcomer how to do something that you consider yourself an expert in (or at least really proficient). There must be a minimum of ten steps to what you are trying to teach – so no simple tasks please (like making ice).

Prep Steps

1. Decide what you would like to teach someone. Think about what you enjoy doing. What are your hobbies and interests?
2. Write at least ten clear, descriptive steps that will guide someone through the tasks to successful completion. Show a draft of your steps to at least three people to test if they can follow along just from reading them. Take their questions and concerns into account and rewrite.
3. Create and/or collect any imagery (photos, illustrations, diagrams, graphics) that you will need to enhance the experience and make the teaching of it more clear and enjoyable.

Design Steps

1. As usual, plan your site on paper from outline to site map to wireframes. User test again at the wireframe stage with at least three people to ensure that they can clearly understand the site layout and how to complete certain basic tasks (of navigating around the site). Repeat user testing as needed.
2. Come up with a name for your site and a basic vector logo for it.
3. Design a visual elements library of common (master page) elements that will appear on your site.
4. Design your site using either Muse, XD, or Dreamweaver (plus any coding you would like to do). You may plan your site in Illustrator or Photoshop in advance.
5. User test the mostly completed site with at least three people to measure how well they can complete the tasks as presented and complete the goal.

Design Notes

- This can be a scrolling site or a multi-page site. It can be a fixed width or responsive design.
- You must include a main navigation menu
- This site must include basic functionality/interactivity
- You may include any other writing needed to make the site clear and fun.
- Work to give your site personality and speak to a certain audience.
- **This is a typographically driven website, as such good design theory, layout, and hierarchy is to be employed.**

> See Course Calendar for Production Schedule

Site Size

Minimum Width – 1200px; Minimum Height ("Above the Fold") – 960px

Deliverables

1. Written instructional steps (pdf)
2. Results of all user testing (presentation or pdf)
3. Logo design (.ai, pdf)
4. Visual elements library (.ai or .psd, pdf)
5. Completed site (original file type and URL to hosted site)

Note: You should research other DIY instructional sites (and books and articles) for inspiration.