



PROJECT 1 – TABLET APPLICATION DESIGN

Overview

Interactive media is created for almost every industry, business, and social institution and today lives beyond just the desktop or laptop computer. In our “mobile-first” society, users (humans) 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 in the restaurant industry. **Ask Yourself:** What are the transactional and informational needs users (diners) have and how can a dedicated rich media application on a stationary tablet fulfill those?

Students will plan, design, and prototype an interactive digital 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 develop, based on their restaurant style (e.g. fast food, fine dining, etc.) unique rich visual content such as menus, pricing, allergy knowledge, history, social media integration, easy to use ordering, and more.



Part 1

Research and Planning

- Choose your restaurant. Stay away from national/regional chains. Best if it is a smaller restaurant, you have visited.
- Assess their current web presence (if any), visual branding, and menu/information options (paper and/or digital).
- Research who their “competition” is in your opinion.
- Create a needs assessment list of what you would like to accomplish.

Site Diagram and Wireframes (Paper)

- Based on examples shown in class, create a basic site diagram and a wireframe for each screen/page of the app.

[Cont. >](#)



Part 2

Usability Testing (Paper)

- Following the directions from the Usability Testing handout and examples in class, you will...
 - Write and turn in a minimum of 10 usability questions.
 - Conduct and document usability testing sessions with at least two people unfamiliar with this project.
 - Be sure to use your wireframes in the usability testing sessions.
 - Adjust your initial ideas and wireframe designs based on feedback you receive.

Part 3

Visual Design (Adobe Illustrator, Photoshop, XD)

- Based on the examples shown in class, create a simple visual library of elements that will appear/repeat on the app.

Prototype Creation (Adobe XD)

- Create a visual prototype of the screens listed below.

Final Presentation

- Present your final project, using Adobe XD, to the class for critique.
- All above steps are to be included.
- Presentation details and specs will be on Canvas

Screen to Design

Using the [iPad Air](#) as our baseline, your tablet is 2360-by-1640px (horizontal) or 1640-by-2360px (vertical). Please pick an orientation for your app. You will be designing the following screens:

1. Menu Cover (home/landing page)
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)

Notes

- Touch Target Size for tablets is approximately 44 x 44px minimum
- Be sure to make use of given iOS Design and Production Templates.





PROJECT 2 – INSTRUCTIONAL WEBSITE

Overview

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).

Part 1

Research, Writing, and Planning

- Decide what you would like to teach someone. Think about what you enjoy doing. What are your hobbies and interests?
- 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.
- Create and/or collect any imagery (photos, illustrations, diagrams, graphics) that you will need to enhance the experience and make the teaching of it clearer and more enjoyable.

Part 2

Site Diagram, Wireframes, Usability Testing (Paper)

- 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.
- Come up with a name and a basic vector logomark for your site.





Part 3

Visual Design (Adobe Illustrator, Photoshop, XD)

- Based on the examples shown in class, create a simple visual library of elements that will appear/repeat on the app.

Prototype Creation (Adobe XD)

- Create a visual prototype of your site.

Part 4

Make Your Prototype Function (Adobe XD)

- Create a working prototype of your site.

Usability Testing (Adobe XD)

- 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.

Final Presentation

- Present your final project, using Adobe XD, to the class for critique.
- All above steps are to be included.
- Presentation details and specs will be on Canvas

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 as a Prototype in XD.
- 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.

Site Size

- 1920-by-1080px sections/pages. If scrolling, 1080px height per section.

global items

primary colors

- Default: #000000
- Default Link: #0070C0
- #0070C0: #0070C0
- #0070C0: #0070C0
- #0070C0: #0070C0
- #0070C0: #0070C0

secondary colors

- Yellow-Green: #FFD700
- Light Blue: #ADD8E6
- Light Gray: #F0F0F0
- Medium Gray: #808080
- Dark Gray: #404040

buttons & graphics

Large Button Text: Arial, Bold, 18px, use the blue for primary buttons like Search, Filter, Submit, etc.

On hover, colors get 20% lighter or transparent.

body

- `<h1>`-Caecilia LT STD, 55 Roman, 30px, Line Height 34px
- `<h2>`-Caecilia LT STD, 75 Bold, 20px, Line Height 24px
- `<h3>`-Caecilia LT STD, Roman, 18px, Line Height 24px (These are used primarily for secondary pageing in the main menu)
- `<h4>`-Caecilia LT STD, 75 Bold, 18px, Line Height 24px
- `<h5>`-Caecilia LT STD, 76 Bold Italic, 30px, Line Height 34px (These are used primarily for headers "Forms")

Light Gray: #F0F0F0, use for hover and subtle text in 18px or 20px

Medium Gray: #808080, use for hover and subtle text in 18px or 20px

Dark Gray: #404040, use for hover and subtle text in 18px or 20px

Font: Helvetica, Arial, sans-serif

1280 & 1024

navigation

Main navigation: Arial, Bold, 18px, use #0070C0

In desktop, underline clear address mobile users to visit terms with current user

In desktop, underline clear address mobile users to visit terms with current user

Use #0070C0 for all links

mobile

navigation

Main navigation: Arial, Bold, 18px, use #0070C0

In desktop, underline clear address mobile users to visit terms with current user

Use #0070C0 for all links

left navigation

on 1280 & 1024 / no mobile

Secondary navigation: Arial, Bold, 18px, Line Height 24px

Use #0070C0 for all links

Use #0070C0 for all links