



interfacedesign2
due :: week.07

:: homeworkassignment

homework project: Home page and sub page comps – round #2

assignment: based upon the feedback from your 1st round of comps, make informed design changes to your visual layouts. Revise your themes by omitting those that are not working and expanding upon those that are working. Revise the names of themes to clarify the visual direction of your designs. Be honest with yourself and true to your client; if nothing is working, then start from scratch with a complete new set of designs for round 2. If certain elements are working conceptually, but not visually, then redesign them in such a way that communicates a strong aesthetic and level of completeness. Pay attention to the details of your design.

If you have a complete/finished home page, then begin designing your sub pages for each theme. Consider designing a “template” sub page layout that will work for all sub pages.

purpose/objective:

- To conceptually experiment visually by taking risks..
- To defend the conceptual merits of your own designs.
- To design the most effective user interface for your targeted audience.
- To meet the needs and deadlines dictated by your client.

format: no less than three designs in three different thematic directions. You may use a combination of photoshop and illustrator to execute your graphical design elements digitally, but ultimately your final layout should be in Photoshop. Use lorem ipsums in the place of any copy not yet written.

post an interactive client “comp site” that includes “x” number of JPEG images (the number x depends upon how many home and sub pages you have designed to date and ultimately the total number of pages that are in your site map; 1200 x 800 pixels in dimension or larger, 100% max quality compression)

reading: None