



:: homeworkassignment

interfacedesign2
due :: week.05

homework project: Home page comps – round #1

assignment: Based upon your research, your creative brief, site map, and wireframes, choose a few different themes (minimum of three) that will act as design directions for the visual execution of your client 's site interface. An example of a theme may be “a highly technological and mechanical look using metallic edges, cool colors, and stock photography”. The title of this execution, or visual design direction could be “Tech Blue Photo” Another theme may be “Simple Black and White Bars”. Once you have established three or more themes to follow, execute each by creating a home page comp (short for comprehensive) – a comp is a layout prepared to resemble, as closely as possible, the finished project.

purpose/objective:

- To experiment visually by taking risks.
- To analyze basic information structures and demonstrate the ability to research topics and organize ideas into comprehensive information hierarchies.
- To research, analyze and demonstrate Web page and site design incorporating the available typographic characteristics available in CCS.
- To analyze user-centered design that demonstrates a need for CCS and DHTML.
- To apply the visual elements of line, shape, value, color, texture, time, and the design principles of balance, rhythm, emphasis, contrast, variation, repetition, and unity to interface design assignments.
- To defend the conceptual merits of your own designs.

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.

A minimum of 3 JPEG images in three different thematic directions – (ie. 1200 x 800 pixels in dimension or greater, 100% max quality compression)

Post a link to the images (jpegs) off your main class web page before class begins.

reading: None