:: homeworkassignment

homework project: Design: Home page comps/mockups – Round #1

assignment: Based upon your research, your creative brief, site map, and wireframes, choose three different themes that will act as design directions for the visual execution of your client 's site interface. Your three thematic directions should be:

1. Low Risk: Corporate/Professional
2. Mid Risk: "Fun-yet-Functional"
3. High Risk: Experimental/wild

Name each theme. For example, a low risk, corporate/professional 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 "Metallic Tech Blue" Another theme may be "Simple Black and White Bars". Once you have established three specific themes to follow, execute each by creating a home page comp (short for comprehensive) – a comp is a mockup, or 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 organize ideas into comprehensive information hierarchies.
- 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: 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 saved out from Photoshop. Use lorem ipsums and temporary stand-in photography in the place of any copy/content not yet acquired.

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.