



## informationarchitecture due :: week.13

### :: homeworkassignment

#### homework project: Design: Home page + Sub page comps/mockups – Round #2

**assignment:** Based upon the feedback from your 1<sup>st</sup> round, 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 each theme 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.

Be sure to continue working three thematic directions:

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

Once you have a complete/finished home page, then begin designing your sub pages for each theme. You must design at least one sub page. Consider designing a "template" sub page layout that will work for all sub pages.

#### 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.

**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)

Post a link to your comp site off your main class web page before class begins.