



## :: homeworkassignment

informationarchitecture  
due :: week.16

### homework project: Design: Three Client Sites (Two Rebranded) with sub page comps/mockups – Round #3

**assignment:** Based upon the feedback from your 2<sup>nd</sup> round, make informed design changes to all your visual layouts, with the primary goal of choosing one to be the final design for your client, and rebranding the other two designs for new clients. This will primarily entail swapping out the logo, new navigation labels (to match the new client's site structure), new primary photography, and all content (images and text). If certain interface elements no longer work for your new clients conceptually, then redesign them in such a way that provides a more appropriate match while still communicating a strong aesthetic and level of completeness. Pay attention to the details of your designs.

Be sure to continue working in three different thematic directions:

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

All three of your clients must contain a home page and a minimum of three sub pages. 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 for three different clients 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. Do not use lorem ipsums or temporary stand-in photography for your final designs.

**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 and ultimately the total number of pages that are in your site map(s); 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.