



**Final Project: 3 Interface Designs (1 original, 2 rebranded) + Client Documentation Packet**

**Assignment:**

**Three Interface Designs – Three (3) Client Sites (One original client, Two Rebranded) with all sub pages for all three clients/sites.** After all of the hard work that you put into the research and planning of your client site and rebranding of 2 of your 3 designs, you now need to produce FINAL quality visual mockups, presented as a client “comp site,” for all three clients including at least 3-4 sub pages per client. In other words, three total designs for three different clients in three different thematic directions. Take into consideration all feedback and research to date and implement all suggestions into 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.

**Client Documentation packet**

Using the feedback that you received throughout the semester, go back and update all of your client documentation and put them all together into one document (.pdf) which we will call a “client documentation packet” to be posted on your class web page. Be sure to include a brief introduction, your creative brief, user profiles, site map, and rounds 1, 2, 3 designs (round 3 being your FINAL design). No need to include the rebranded sites, so in the end you will only have one final design/theme (the “chosen” one). Lastly, please provide a conclusion at the end, summarizing the project.

**Purpose/Objective:**

- To collect, analyze, and display research data.
- To design visuals to best display research data and findings.
- To use your copywriting skills to communicate research findings.
- To design the most effective user interface for your targeted audience.
- To defend the conceptual merits of your own designs.
- To meet the needs and deadlines dictated by your client.

**Format:**

**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)

**Client Documentation Packet: Post a PDF on your class web page.**