



:: homeworkassignment

interfacedesignstudio
due :: week.04

homework project: Concept Plans

assignment: Use your research, analysis, and sketches to create detailed and presentable conceptual plans for your project that will help to pre-visualize your project and communicate it to others (ie. clients) prior to beginning primary production (ie prior to creating any polished visual designs, shooting video, etc). Concept plan specifics will range from project-to-project, but some examples include:

- **For a web site or mobile app:**
 - A site map and wireframes for each page of the site
- **For a video, film, or motion graphic design/animation:**
 - A script and storyboards
- **For graphic design, 2D print, installation, or fine art projects:**
 - Whatever is best to pre-visualize your concept, such as sketches (polished and cleaned up for a client presentation), conceptual illustrations, maps, blueprints, potential conceptual themes & directions etc.

purpose/objective:

- To organize the structure and layout of your project without the constraints of any final design elements.
- To create reference materials for client signoff.
- To experiment with different combinations of presentational elements and content prior to creating the final visual designs (ie. in Photoshop, or shooting video, animating, etc), such as experimenting with different user interface design patterns, considering different philosophical approaches to information architecture and conceptual planning (ie. mobile first, content first, agile design/development, rapid prototyping, etc.), and redefining the narrative structure (if it is a time-based project).

format: Post a link to an Adobe Acrobat document (pdf) on your main class web page before class begins.