



interfacedesignstudio
due :: week.06

:: homeworkassignment

homework project: Visual Designs - Round #1

assignment: Based upon your project deliverables, conceptual plans, and milestones that you set forth for the semester, choose two-three different visual themes for each deliverable that will act as design directions for the visual execution of your product.

If you choose two themes, they should be

1. Low Risk (ie. Safe/minimalist)
2. High Risk (ie. Experimental/wild)

If you are working in three thematic directions, they should be:

3. Low Risk (ie. Safe/Corporate/Professional/Minimalist)
4. Mid Risk (ie. Not too safe and not too risky/ie "Fun-yet-Functional")
5. High Risk (ie. 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 two or three specific themes to follow, execute each by creating polished comps (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 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: however many designs are necessary to show to the client different thematic visual directions for each deliverable. 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 as jpgs or pdfs. Use lorem ipsums and temporary stand-in photography in the place of any copy/content not yet acquired.

For each deliverable: a minimum of 2 comps/mockups (ie JPG images) in a minimum of 2 different thematic directions – they should all be polished, complete visual designs ready to show the client for approval. For example, they could be the FINAL design. Do not present incomplete, half-baked designs.

Post a link to the images off your main class web page before class begins.