homework project: Visual Designs - Round #2

assignment: Based upon your project deliverables, conceptual plans, milestones that you set forth for the semester, and the feedback from your round 1 designs, continue working in two-three different visual themes for each deliverable.

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)

Be sure to name each theme appropriately. If any of your Round 1 designs were not working, be sure to start from scratch with new thematic designs as replacements.

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. For Round 2, you should begin to replace your lorem ipsums and temporary stand-in photography with final content.

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.