Event Site: PARTS 1 & 2

Goals:

- Demonstrate a detailed understanding of User Experience and Information Architecture preparatory steps.
- Show mastery of web page layout, web conventions, and basic web design principles.
- Appropriately use embeddable (@font-face) fonts along with web-safe fonts.
- Create effective hierarchy and scannability using strong typography and white space.
- Create various visually-compelling design concepts that a client could choose from and fully flesh-out these designs in detailed Illustrator comps (mock-ups).
- Successfully use a prototyping tool

Project:

Create a site for an event (a festival, performance, competition, ceremony, etc.). The event can be an actual event or an invented one, or a combination of the two.

Plan for your site to have a Sign-Up or Register page (even though you are not designing that particular page). Make sure to include all the important items that an event site would have, such as a search bar; contact info; and of course, the date, time, and place of the event.

Plan for your site to have a "Merch" page, or something that will allow ecommerce.

Base Requirements (for all parts):

All design work must be your own. This includes all graphical art such as logos, illustrations, backgrounds, etc., as well as layouts and color palettes. See the specifics below:

- **Body copy (text)** may be copied from other sources or invented.
- **Photography:** All photographs must be either A) Your own or B) From approved open-source sites such as Unsplash and Pixabay.
- **Icons:** Social Media icons can be downloaded from sites that give permission. For all other icons, make your own or check with me before use.

Instructions for Part 1:

- Once you have selected an event for your site, follow the standard process/steps for site planning and designing. Refer to your notes and the handout on this. Type everything. Be thorough, detailed, & thoughtful in your research (more so than in Web 1). Save all of these preparatory steps to turn in. It will be easiest if you put steps 1–5 in one Illustrator document. Pay close attention to the conventions of your chosen type of event to help with choosing content and its placement.

- Create a wireframe for the home page and print this for a mini-critique.

- After being introduced to Adobe XD, create wireframes for 2 more of the pages (such as the music lineup page and the vendors page). Don't make wireframes for the merch page or the registration page yet. Link these pages together in the prototype.

Part 1 Turn in:
• A pdf containing: all preparatory steps (research, persona, wireframes, etc.) (You'll airdrop this to me.)
• The "shared" link for the wireframe prototype

Instructions for Part 2:

- Now, go back to **only thinking about the home page**...

  Create 3 different designs of the homepage that a client could choose from. All the text (including the navigation links) should be the same throughout.

  > For instance, maybe your first design has a muted color scheme and makes use of photos with overlays (though they must be your own photos), your second design has a comic-like feel, with a brighter color scheme and large icons that you design, and your third design has an informal grungy vibe, with background illustrations that you draw. You should also have different sets of fonts for each design.

  > Your layout/wireframe of the homepage should basically be the same for each design, in that which content appears and what order it ins placed in needs to be the same. However, in your comps, you may make design alterations for each. For instance, where your wireframe probably had rectangles, you may change these to circles in the comp. It is the *design* decisions (beyond the layout) that are changing for each. **Make sure there are at least 3 design differences from one comp to the next.**

- You will turn in all 3 comps: One comp for each design, all depicting the home page.

- Put these comps in one file named "<u>lastname-3designs</u>"

- Complete all the details of the comp so that they appear exactly as they would on the screen in the final site. This includes font selections, line height, spacing, margins, photo selections, etc. *Do not use lorem ipsum anywhere.*

- You may complete these designs in either Illustrator or in Adobe XD.

Part 2 Turn in:
• A single PDF of your 3 distinct homepage comps **OR** the XD file and a sharable link

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Design Variation Ideas:

Remember there need to be at least 3 design differences from one design to the next, including different fonts in each.

- Illustrations in the design, such as in the background, header, or footer
- A unique approach to the typography (i.e. scale, placement, and a distinctive font)
- Use of unique geometric shapes with an interesting approach to the color scheme
- If you have photos of your own, placing a large one in the background. Try a color overlay to fix a weak photo and to make it match the rest of the design.
- An overall tone that is indy, grunge, or personal
- An overall tone that is loud, minimal, or scientific (as long as one of these tones matches your preparatory steps)
- An emphasis on the grid, or changes to the grid
- Interesting uses of transparency
- Faux 3D shapes used as graphics
- Use of Diagonals, perhaps as a skewed rectangle behind headings
- Various line qualities, i.e. thick or thin rulers or background stripes

Evaluation for Event Site: PARTS 1 & 2

Name:

Thoroughness and quality of preparatory steps: Goals/req., audience analysis, persona, descriptors, conventions, and site map w/ task flows	excellent	satisfactory		insufficient

Wireframe prototype is complete, professional, and fully functional. It also shows strong info. architecture & effective user experience.

excellent   satisfactory   insufficient

Successful completion of 3 design comps that are creative, unique/distinct, and **show variety**. Each design is fully fleshed-out and detailed.

excellent   satisfactory   insufficient

Effective hierarchy and scannability using strong typography and white space. Appropriate use of web-embeddable fonts. Font selections are appropriate, readable, & avoid clichés. Each comp uses different fonts.

excellent   great   fair   insufficient

Visually compelling designs that demonstrate successful use of all other elements and principles of design, such as color, line, texture, contrast, balance, unity, emphasis, and eye movement

excellent   great   fair   insufficient

Overall presentation and professionalism, including print quality:

yes   somewhat   no

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