Project Design

Design is the third of five, team project phases. In this phase, develop your site concept and sketches from the definition and planning phase into a site mock-up. Create design composites for the first two levels of the interface, write up a style guide for your site and present your design to the client and to the class.

A.   Make Design Decisions and Create a Style Guide

Your site's style guide provides a reference point for turning your storyboard ideas into design mock-ups and your mock-ups into the actual web site. Create the style guide by choosing a color palette (four to seven colors) and typography for the different elements from your design sketches, i.e., specify the main headings color and font, sidebar text color and font, background color, etc. Create a word document showing these choices: include RGB and HEX color values, font descriptions and their locations in your design.

Choose artwork – use only originals, public domain or client-supplied materials. Do not "borrow" copyrighted material from the Internet. Unless permission is specifically granted, you should assume that the material is copyright protected. Copyright infringement is illegal. Though you may not be prosecuted, your client might be. Such lawsuits are considered very "bad form." Grabbing an image and modifying it is copyright infringement as well. Instead, collect your own images via your client, digital cameras, or your own creative graphic design.

B.   Build a two-level mock-up using design composites

Use your storyboard sketches and the design elements to construct design mock-ups for two levels of the site as a design composite. Combine your ideas from your individual composites into a team design composite. Include a layer in your composite that indicates your intended design reads.

Use the team composite to create a website mock-up: export images of your design and embed them in linked web pages. Your team can decide to create either one or two mock-ups that you will present to the class and to the client for feedback.

C.   Present your design to the class and the client

Before showing your designs to the client, present your design mock-ups to the class for review and feedback. Explain your design choices relative to your Strategic Brief and collect feedback from the class. Incorporate the class ideas into your design.

D.   Client Design Sign-off

Present your design to the client via an email with a link to the team mock-up(s). Ask your client to review and comment on you site design. Incorporate the client's feedback into the preliminary site design. Once completed, obtain the client's approval of the site design – this is called a design sign-off – via email. No major changes in the design should occur as you move through the remaining phases of production.

BIT113: User Interface Design Phase 2: Project Design

E.   Final Submissions for Web Site Design (due week 7)

1) A style guide for your site including a color palette (give both RGB and HEX numbers for each color), font family and type style, and a description of which design element uses that color and type. Provide copyright information for all graphic elements (logos, photos, artwork, etc.)

2) At least one composite designs and associated mock-up of the first, two levels of the site. Include a layer with your design reads.

3) A ten-minute presentation of your design to the class – think of this as a dry run for your client meeting. The presentation will be assessed as part of this assignment.

4) The email thread tracing the client's review, feedback, design changes, and design sign-off.

Site Personality:
The site will have a fun, friendly and playful personality. The mood will be energizing and exciting.

Color Palette:

Color	Hex	RGB	Swatch
yellow-green	CCCC66	204,204,102	
yellow	FFCC00	255,204,0	
light-blue	99CCFF	153,204,255	
navy blue	003366	0,51,102	
red	CC0033	204,0,51	

Fonts:
Arial, 12 pt as the base font throughout
Comic Sans used in graphic headings and call-outs.

Styles:

Item	Style
General Page layout	Each page is bordered by a yellow-green solid line with a width of 0.1 em and 20 pixels of padding around all sides.
IMAGES: IQlogo.jpg	Logo produced by B. Bansenauer, copyright, 1999.
Major Page Headings	Yellow-green, Arial, 150% size; left aligned
Quotes	Arial, italic, 12 point, red
Sidebar	Arial, bold, 12 point, navy blue on light blue field
List items	All rows in Arial, 12 point, row 1: yellow on navy blue, row 2: navy blue on light blue

Score		Effort (1 point)	Developing (2 points)	Adequate (3 points)	Well Developed (4 points)
Photoshop Composite and Site Mockup	4	The composites are incomplete and/or would be hard to code as HTML. Mockup missing.	The composites are mostly complete but inefficiently use layers and/or would be somewhat difficult to code as HTML. Incomplete mockup.	The composites are substantially complete and named layers and sets are used to some degree. Site mockup is functional.	The two-level composites are fully complete and use named layers, layer sets effectively. Site mockup represents site design fully.
Style Guide	4	The style guide includes only the basic color palette and font information.	Many element descriptions or copyright information in the style guide is not clear.	Some element descriptions or copyright information in the style guide is not clear.	Style guide provides a complete description of the site design elements, image copyright, fonts and colors.
Class Presentation	4	Presentation seemed unprepared with some design elements missing or incomplete	Presentation was clear but elements of the design were missing or incomplete.	Presentation was clear and design reads matched site objectives.	Presentation was complete and clear. Design supports site objectives well. Peer input was gracefully received.
Site Design Client Sign-off	4	Client email communication is infrequent and/or unclear.	Email thread shows clear communication with client on a regular basis, but does not gather enough design information.	Email thread includes requests for design feedback, questions, and responses that imply client's design sign-off.	Client email thread shows clear communication and effectively draws out design feedback. Client design sign-off is given explicitly.

Project Lead: **Casey Cascadia**   Score: **12**/12

		Effort (1 point)	Developing (2 points)	Adequate (3 points)	Well Developed (4 points)
Completeness	4	Many elements are incomplete	Some elements are incomplete	Most elements are complete	All elements are complete
Consistency	4	Many elements are inconsistent	Some elements are consistent	Most elements are consistent with sample submissions.	All elements are consistent with sample submissions.
Timeliness	4	Many elements submitted late	Some elements submitted late	Most elements submitted on-time	All elements submitted on-time

Creating a Series of Colors that Work Well Together on the Web

Author: W. Brett Polonsky

One of the most complicated and frustrating areas of design is color. What colors work best, and when? What colors will attract a certain person? What colors will invoke a certain mood or feeling in a person? And of course, how do I come up with a palette of colors that work together? If choosing a single color is tough, how hard must it be to choose a bunch of colors that need to work together?

There are millions of colors available to the Web designer, which is at the same time a good and bad thing. With all those colors you have complete creative freedom to design pages that sell your web site. Of course, the other side of that is with so many colors it's easy to get confused, or make a mistake with choices.

By learning about color, and what it can do, and how it can affect the success of your site, you will have armed yourself with the knowledge that many professional designers have never bothered to acquire. Follow these color tips for a primer on color theory and applying it to your site.

How to Do It

1. Color is divided up into three specific characteristics that each affect changes to color combinations.

   a. Hue – This is the actual color. A color that would appear on a standard color wheel. The colors in the color wheel are as follows, moving clockwise from 12:00; Red, Orange, Yellow, Yellow-Green, Green, Blue-Green, Blue, Blue-Violet, Violet, and Red Violet.

   b. Lightness – This is a shade of a color, or how much black or white is mixed with the hue.

   c. Saturation – Is the intensity of a color.

2. Colors that are similar appear next to each other on the color wheel. Colors that contrast each other have three colors between them, like Green and Violet. Colors that appear on opposite sides of the color wheel, such as Yellow and Blue-Violet are called complementary colors.

3. Before creating a combination of colors, it's important to understand how an individual color works.

   a. **Red** attracts attention. It is passion, and can actually increase the body's metabolism.

   b. **Yellow** is a happy color. Because of its intensity, it can become tiresome quickly when used at full hue.

   c. **Green** is a tranquil color. A bright green is the color of jealousy, while a dark green has an expressive feel.

       d. **Blue** can be calming, as well as powerful. After Red, this is the strongest color. Blue can be dignified, or sporty.

       e. **Purple** is royal and sophisticated. It is not a color often found in nature, so it can feel synthetic, and occasionally hard to take.

       f. **Brown** can be sad, but is also rich like soil. A dark brown can have an affluent feel, while a light brown can have a natural look.

       g. **White** is peace, innocence and purity. White can appear expensive or disposable, depending on the context of its use.

       h. **Black** is the color of death. It can be associated with evil, or it can appear elegant.

4. Color is also represented as groups of colors that create a mood.

       a. **Warm Colors** are reds and yellows, which also include orange, brown and pink. Warm colors are aggressive, and bright.

       b. **Cool Colors** are greens and violet, along with all shades of gray. Cool colors have the exact opposite effect as warm colors.

       c. **Dark Colors** can feel heavy, and strong. Dark colors are also formal and have a sense of royalty. In design, dark colors are usually accent colors, used with lighter colors.

       d. **Light Color** shades of are soft, and often feminine.

       e. **Dull Color** is what happens when gray is added to a color. The color is softened. Dull colors can be vague and blurry.

       f. **Vivid Colors** are powerful, and generally preferred by the human eye. Although, vivid colors used together can overwhelm and offer no area of priority.

5. Use the colors you choose to create a mood within your site. Ask yourself these questions about color before making any choices:

       a. What do I want users to feel when they come to my site?

       b. What colors can I use to best describe that mood?

       c. Are the colors trendy, or over used?

       d. Am I creating colors that meet the expectations of my target audience?

       e. Will my site improve, and the desired mood be created, by applying these colors?

6. Choose large background colors first, and then choose compatible shades of color. Then, vary the shades and use hues that are compatible.

7. A good web design color palette is anywhere between 4 to 7 colors per scheme. This gives you enough colors for main elements, such as headlines, and links, plus an extra color or two for special occasions, such as sidebar elements.

8. Create the palette of colors before you begin to build any pages. A huge mistake that even professional graphic designers make is to rush to the computer and begin building, only to think of color later. Always put together a color palette first! Once you've done that you can concentrate on creating a good-looking page, and proper organization of the content.

9. Once you have created a color palette, be sure to note not only the RGB value for each color, but also its Hex value. Print out the palette with the accompanying values and add that to your site document. This color palette becomes a great reference for anyone working on the development of the site.