ART 325
AM Session 10 - 11:50
PM Session 1 - 1:50
MWF

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DESIGNING FOR USABILITY

This project focuses on the design, functionality, and usability of web and interactive applications. You will be designing the mobile and desktop user interface of a hypothetical web and computer application. Your goal as a UI designer is as follows:

- Develop graphics and icons to be used for the application.
- Tailor the design to suit the various device types and sizes.
- Demonstrate how the user experience changes from one device to the other.

Choose from any of the following categories:
- Music app
- Weather app
- Chat app
- Scheduling (Task) app

This project is divided into 2 phases:

Phase 1:
You will develop your own unique ideas for the icons and graphics to be used in the desktop, tablet and mobile application. Here is a tip: Begin by designing the mobile application—it is easier to progressively enhance your design than it is to degrade it. **Note that you will not actually be building the application**, but you will be creating a prototype and documentation explaining how the application works. You will also create an icon for the application and show it in its proper context.

Required components:
- 3 states of the application for each device. For example, a music application could show the *now playing* screen, *album list* screen and the *song list* screen, designed for mobile, tablet and desktop respectively.
- Application icon

Phase 2:
For the second phase of this project, you will build a mini site to promote your application and describe how it works. You will present your application so it is appealing to the user for purchase. Your minisite should be made up of 2 pages. Your mobile, tablet and your desktop mockups of the application should be featured on one page with a short description of how the application works. The last page should be a bio page about you, the designer.

Required components:
- Mockup of your minisite
- Homepage containing information about the product with in-context presentations of your mockups. Also, highlight a few features in your application explaining how it works.
- A bio page about you, the designer.

Technologies to be used:
Photoshop. Illustrator, HTML, CSS

Things to do:
- View examples of UI designs of mobile applications, websites and minisites
- Read chapters 1, 2 & 10 of "Don't Make me Think"
- Find examples of websites or applications that don't make you think and post them to your blog as part of your reading response.
- Presentations: UI Design, HTML components, Introduction to CSS, Preparing images for the web, Embedding fonts
- Complete exercises on Code Academy