

## CSCI 3350 Assignment 3

### Visual Research / Design Principle / Ideation Sketchbook

Please use the same sketchbook which you used for assignment 1:

**Estimated time:** 10 hours

**Note:** Your sketchbook may be retained by the department at the end of this class.

#### Instructions:

- The four basic web design principles by Robin Williams are
  - **C**ontrast
  - **R**epetition
  - **A**lignment
  - **P**roximity
- Starting out on paper is an effective way to begin the web design process
  - Doing visual research on different websites is a good way to learn design principles
  - Go to coolhomepages.com, choose 12 website designs
  - $\geq 4$  of the designs should be suitable for corporate / business
  - $\geq 2$  of the designs should have a extra “no scrolling opening screen”, “no scrolling opening screen” should have 5:4 aspect ratio or an realistic aspect ratio of your choice; In other words, these designs should have 2 sketches per website
  - Sketch these website design on your sketchbook
  - Use the provided sketch template (cut cardboard) to draw two rectangles for each page
  - Write notes to indicate website url, purpose of the website, estimated screen resolution, and target audience
  - For each rectangle (webpage), write notes to indicate how the four basic design principles (CRAP) are used on the page. You may draw more than one rectangle for a design to show a design principle.
- Submit the following
  - 12 website designs ( $\geq 14$  rectangles, because  $\geq 2$  designs have a extra “no scrolling opening screen”)
  - Total:  $\geq 7$  pages ( $\geq 14$  rectangles)
  - Notes mentioned above
- You are restricted by the following:
  - Use black and white only (no color)
- Hints
  - You can use a ruler

#### Submission instructions:

Please submit the sketchbook to the instructor at the beginning of the class (of the indicated submission date).

On the cover page of the sketchbook, include your full name, course code (CSCI 3350) and course name.

**Grading guidelines (programming questions):**

Your programs will be judged on several criteria, which are shown below.

- Correctness (50%): correct design principle, understanding of principles, visual composition
- Design/Idea (30%): idea generation and exploration
- Cleanness / Presentation / Wirebound or Hardbound (20%)