
CSCI 3350 Assignment 3

Visual Research / Design Principle / Ideation Sketchbook

Estimated time: 10 hours

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

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

Readings (read the following **before** starting this assignment)

- Textbook – Robin Ch. 2-6, 7, 9-12
- Textbook - Jason Ch. 1-5 (all)
- Powerpoint Slides – Four Design Principles
- Powerpoint Slides – Layout and Composition – Jason
- Powerpoint Slides – Color – Jason
- Powerpoint Slides – Texture – Jason
- Powerpoint Slides – Typography 1/2 & 2/2 – Jason
- Assignment 3 sample scan

Instructions:

- The four basic web design principles by Robin Williams are
 - Contrast
 - Repetition
 - Alignment
 - Proximity
- 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** (or other design template websites), choose 12 website designs
 - Or you may go to other websites that provides inspirational web design templates
 - You do not have to get all web designs from coolhomepages.com. There are a couple of other websites you can choose web designs from:
 - Unmatched Style at <http://unmatchedstyle.com/>
 - CSS Drive at <http://www.cssdrive.com/>
 - Pattern Tap at <http://zurb.com/patterntap>
 - I apologize if any of these sites go offline (I have no control over them)
 - ≥ 4 of the designs should be suitable for corporate / business
 - ≥ 2 of the designs should have an 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
 - Sketch template (use the templates below, depending on page design: no scrolling or scrolling):
 - http://www.raincreativelab.com/paperbrowser/downloads/QS2panel_w_notes-landscape.pdf



- http://www.raincreativelab.com/paperbrowser/downloads/QS2panel_w_notes-portrait.pdf
- Use the sketch templates (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 (≥ 14 rectangles, because ≥ 2 designs have an extra “no scrolling opening screen”)
 - Total: ≥ 7 pages (≥ 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:

In class section:

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.

Online section:

Please scan the pages, save as a pdf file, name the file **lastname_firstname_assignment03.pdf**. Submit the pdf file to D2L dropbox by the end of the indicated submission date (23:59). Refer to assignment 3 scan sample for formatting requirement. Do **NOT** copy the design ideas from the scan sample. You should come out with your own design ideas. 0 point will be awarded if you copy the scan sample.

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, following instructions
- Design/Idea (30%): idea generation and exploration
- Cleanness / Presentation / Wirebound or Hardbound (20%)

