CSCI 3350 Assignment 3

Visual Research / Design Principle / Ideation Sketchbook

Estimated time: 10 hours

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
  - **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 **Design** Template Websites listed below, choose 12 website designs
    - Unmatched Style at https://unmatchedstyle.com/
    - CSS Drive at https://www.cssdrive.com/
    - Work Examples at https://zurb.com/
    - I apologize if any of these sites go offline (I have no control over them)
    - Or you may go to other websites that provides inspirational web design templates
    - You do not have to get all web designs from sites mentioned above. There are a couple of other websites you can choose web designs from.
  - >=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 a realistic aspect ratio of your choice; In other words, these designs should have 2 sketches per website
    - If you cannot find any site that has "no scrolling opening screen", find sites that has an opening page which is different from its other pages (of the same site) in terms of navigation and design.
  - Sketch these website design on your sketchbook

- o 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
  - o Use the sketch templates (cut cardboard) to draw two rectangles for each page
  - o Write notes to indicate website url, purpose of the website, estimated screen resolution, and target audience
  - o 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
  - o 12 website designs (>= 14 rectangles, because >=2 designs have an extra "no scrolling opening screen")
  - o Total: >=7 pages (>= 14 rectangles)
  - o **Write your name at the top of each page**
  - o Notes mentioned above
- You are restricted by the following:
  - o Use black and white only (no color)
- Hints
  - o You can use a ruler

Submission instructions:

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%)