

## 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
    - Work Examples at <https://zurb.com/work>
    - Unmatched Style at <https://unmatchedstyle.com/gallery>
    - CSS Drive at <http://www.cssdrive.com/> > Top Menu > Gallery > (choose...)
    - 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”.  
Some websites may have a “no scrolling opening screen”, that is an opening page that looks good even without scrolling. Other pages on these websites looks good when it scrolls.
    - In other words, these designs should have 2 sketches per website.



- The “no scrolling opening screen” page should use template “**QS2panel\_w\_notes-landscape.pdf**”.
    - The pages that scrolls should use template “**QS2panel\_w\_notes-portrait.pdf**”.
  - Sketch these website design on your sketchbook
  - Sketch template (use the templates below, depending on page design: no scrolling or scrolling):
    - No scrolling (looks good without scrolling): **QS2panel\_w\_notes-landscape.pdf**
    - Scrolling: **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 ( $\geq 14$  rectangles, because  $\geq 2$  designs have an extra “no scrolling opening screen”)
  - Total:  $\geq 7$  pages ( $\geq 14$  rectangles)
  - **Write your name at the top of each page**
  - Notes mentioned above
- You are restricted by the following:
  - Use black and white only (no color)
- Hints
  - Please use a ruler
- **Grading Notes**
  - $\geq 2$  design (no scrolling + scrolling) = 4 sketches
    - $\geq 14$  sketches
  - Miss 1 sketch = - 7 points
    - Website url -0.5
    - Purpose of website -0.5
    - Estimated screen resolution -0.5
    - Target audience -0.5
    - How CRAP is applied **-5.0**
  - No error  $\Rightarrow$  quality of drawing  $\Rightarrow$  80-100
  - Write name at the top of each page = -5 points (for not having any name) for all pages
  - Non-pdf: -2 points

### Submission instructions:

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%)

