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:

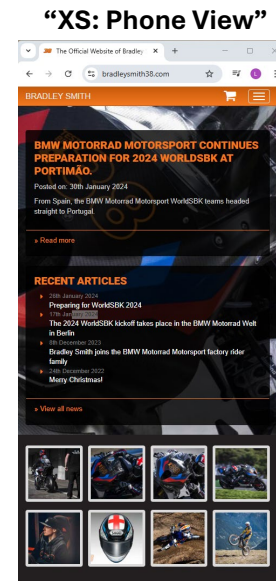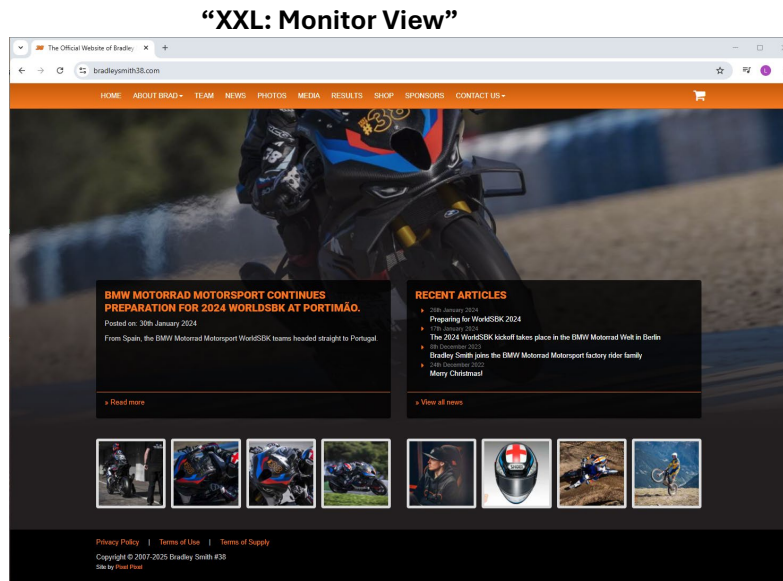**Readings** (read the following **before** starting this assignment)
- Textbook – Robin Ch. 2-6, 7, 9-12
- Textbook - Jason Ch. 1-5 (all)
- Powerpoint Slides – Four Design Principles
- Powerpoint Slides – Layout and Composition – Jason
- Powerpoint Slides – Color – Jason
- Powerpoint Slides – Texture – Jason
- Powerpoint Slides – Typography 1/2 & 2/2 – Jason
- Assignment 3 sample scan (for reference only, assignment 3 requirement changed over the years)

Instructions:

- **Robin Williams' Four Basic Web Design Principles:**
    - **C**ontrast
    - **R**epetition
    - **A**lignment
    - **P**roximity
- **Getting Started with Web Design:**
    - Sketching on paper is an effective first step.
    - Conducting visual research across various websites helps in learning and applying design principles.
- **Web Design Inspiration Task:**
    - Explore web design showcase sites and select **7 different website designs**:
        - https://cssnectar.com/ - Top Menu > Categories
        - https://www.siteinspire.com/ - Top Menu > Websites > Styles
        - https://bestwebsite.gallery/ - Top Menu > Filter
        - http://www.awwwards.com/ - Top Menu > Explore > By Category
    - **At least 2 designs** should be suitable for **corporate/business** websites.
    - You may use other sources for web design inspiration beyond the listed websites.
- **Responsive Website Design: Monitor vs. Phone**

o   Modern websites are designed to be responsive, adjusting to different screen sizes while maintaining a consistent design aesthetic. Layout and visual elements shift to accommodate variations in aspect ratio between a computer monitor and a phone.

o   For example, the website below adapts dynamically when you resize the browser window, simulating different device views. Let's call these two views "XXL: Monitor View" and "XS: Phone View."

"XXL: Monitor View"   **"XS: Phone View"**

- **Tasks:**
  - o   Select **7 different website designs**, with at least **2** suitable for corporate/business use.
  - o   For each website design, Resize the browser window to simulate **"XXL: Monitor View"** and **"XS: Phone View."**
    - ▪   Use either template **"QS2panel_w_notes-landscape.pdf"** or **"QS2panel_w_notes-portrait.pdf."**
    - ▪   Ensure **"XS: Phone View"** does not fill the entire template, as it is smaller and narrower.
    - ▪   The provided **Assignment 3 sample scan** is for reference only; **requirements have changed**.
- **Sketching Guidelines:**
  - o   Use a **sketchbook** to draw each website design.
  - o   Use **cut cardboard templates** to draw **two rectangles per page** (one for each view).
  - o   Include **notes** specifying:
    - ▪   Website URL
    - ▪   Purpose of the website
    - ▪   Estimated screen resolution
    - ▪   Target audience
  - o   For each **rectangle (webpage)**, annotate how the **four basic design principles (CRAP)** are applied. You may sketch additional rectangles if needed to illustrate design principles.
- **Submission Requirements:**
  - o   **7 website designs** = **14 rectangles** (each design includes XXL & XS views).
  - o   **7 pages total** (each page contains **2 rectangles**).
  - o   Write your **name** at the top of **each** page.
  - o   Include all required **notes**.

- **Restrictions:**
  - **Black and white only** (no color).
- **Hints:**
  - **Use a ruler** for accuracy.
- **Grading Notes**
  - Total: 14 sketches
  - Deductions:
    - Missing 1 sketch = -7 points
    - Missing details **(-0.5 each)**:
      - Website URL
      - Purpose of the website
      - Estimated screen resolution
      - Target audience
    - Missing CRAP analysis = -5 points
  - Quality of drawing:
    - No errors → Score: 80-100
  - Other deductions:
    - Missing name on pages = -5 points (total)
    - Non-PDF submission = -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. 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%)