## CALENDAR

<table>
<thead>
<tr>
<th>Week 1</th>
<th>Week 2</th>
<th>Week 3</th>
<th>Week 4</th>
<th>Week 5</th>
<th>Week 6</th>
<th>Week 7</th>
<th>Week 8</th>
</tr>
</thead>
<tbody>
<tr>
<td>HW - options for your site are due.</td>
<td>HW - 1 creative brief is due.</td>
<td>HW - site map and wireframes are due.</td>
<td>Lesson: Designing on paper and in Photoshop.</td>
<td>HW - 3 home pg. comps - round 1 - due.</td>
<td>Lesson: Coding review of HTML &amp; CSS;</td>
<td>HW - 3 home pg. comps - round 2 - due.</td>
<td>Lesson: Coding review of HTML &amp; CSS;</td>
</tr>
<tr>
<td>Lesson: Creative Brief</td>
<td>Lesson: Site Map &amp; wireframes</td>
<td>Lesson: Design Tips</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| CRITIQUE | CRITIQUE | CRITIQUE | WORK DAY | CRITIQUE | WORK DAY | CRITIQUE | WORK DAY |

<table>
<thead>
<tr>
<th>Week 9</th>
<th>Week 10</th>
<th>Week 11</th>
<th>Week 12</th>
<th>Week 13</th>
<th>Week 14</th>
<th>Week 15</th>
<th>Week 16</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.21</td>
<td>10.28</td>
<td>11.4</td>
<td>11.11</td>
<td>11.18</td>
<td>11.25</td>
<td>12.2</td>
<td>12.9</td>
</tr>
<tr>
<td>MID-TERM - all final comps due.</td>
<td>HW - coded home page is due.</td>
<td>HW - coded sub page template is due.</td>
<td></td>
<td>QA Test DAY - 1st draft of coded site is due</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CRITIQUE</td>
<td>NO CLASS - CHRIS ON MAINLAND</td>
<td>NO CLASS - ELECTION DAY</td>
<td>NO CLASS - VETERANS DAY</td>
<td>QA Test DAY</td>
<td>WORK DAY</td>
<td>WORK DAY</td>
<td>CRITIQUE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Interface Design 2
AGENDA

• Informal critique of our 2\textsuperscript{nd} round of mockups/comps
:: Lesson

- The Elements of Design
  - point, space, shape, tone, form, mass, line, texture, pattern, movement, time, light, and color

- The Principles of Design
  - scale, proportion, balance (symmetry), rhythm (pattern) (movement), emphasis (focal point), variety, contrast and unity

- Gestalt Theory
  - continuity, proximity, common fate, similarity, and closure.
ASSIGNMENT

• Home page & sub page comps/mock-ups – round #2
  • assignment:
    • based upon the feedback from your 1st round of comps, make informed design changes to your visual layouts. Revise your themes by omitting those that are not working and expanding upon those that are working. Revise the names of themes to clarify the visual direction of your designs. Be honest with yourself and true to your client; if nothing is working, then start from scratch with a complete new set of designs for round 2. If certain elements are working conceptually, but not visually, then redesign them in such a way that communicates a strong aesthetic and level of completeness. Pay attention to the details of your design.

• If you have a complete/finished home page, then begin designing your sub pages for each theme. Consider designing a “template” sub page layout that will work for all sub pages.

Due: Week 7
ASSIGNMENT

• Home page & sub page comps/mock-ups – round #2
  • purpose/objective:
    • To conceptually experiment visually by taking risks.
    • To defend the conceptual merits of your own designs.
    • To design the most effective user interface for your targeted audience.
    • To meet the needs and deadlines dictated by your client.

Due: Week 7
ASSIGNMENT

• Home page & sub page comps/mock-ups – round #2
  • format:
    • no less than three designs in three different thematic directions. You may use a combination of photoshop and illustrator to execute your graphical design elements digitally, but ultimately your final layout should be in Photoshop. Use lorem ipsums in the place of any copy not yet written.

  • post an interactive client “comp site” that includes “x” number of JPEG images (the number x depends upon how many home and sub pages you have designed to date and ultimately the total number of pages that are in your site map; 1000 x 800 pixels in dimension or larger, 100% max quality compression)

Due: Week 7