NewMediaArts
Kapi'olani Community College, University of Hawai'i
INTERFACE DESIGN II
LESSON
TIPS, TRICKS, & TECHNIQUES

TIPS TO BEGIN DESIGNING

» Work in Photoshop
  » Create 3 separate Photoshop Documents (PSDs)

» Be sure to work in three different thematic directions.
  » Map out/decide on your thematic directions before you start designing
  » Name them (think of a catchy name)
  » Consider one to be a low risk design, another to be a mid risk design, and the last to be a high risk design.

» “Work with what you got.”
  » At this point you may be waiting on your client for assets, or your client may not have that many visual assets. This is your challenge as a designer. Solve it using your design skills!
TIP: CREATE A SLIDING CRITERIA DESIGN CHART THAT WILL FIT YOUR CLIENT NEEDS

- Low Risk: Muted - High Risk: Colorful
- Light: Flat - Dark: Depth
- Minimal: Professional - Busy: Playful
- Technical: Minimal - Human: Playful
LESSON
TIPS, TRICKS, & TECHNIQUES…

A LOW RISK SLIDING CRITERIA DESIGN CHART EXAMPLE

- Low Risk: Muted, Light, Flat, Minimal, Professional
- High Risk: Colorful, Dark, Depth, Busy, Human
LESSON
TIPS, TRICKS, & TECHNIQUES…

A HIGH RISK SLIDING CRITERIA DESIGN CHART EXAMPLE

» Low Risk: Low Risk → High Risk
» Muted: Colorful
» Light: Dark
» Flat: Depth
» Minimal: Busy
» Professional: Playful
» Technical: Human
we can create a Masterpiece for your loved ones

about Destry Janna


LESSON
TIPS, TRICKS, & TECHNIQUES…

SLIDING CRITERIA DESIGN CHART

» Low Risk → High Risk
» Muted → Colorful
» Light → Dark
» Flat → Depth
» Minimal → Busy
» Professional → Playful
» Technical → Human
Welcome

Destry Janna’s unique gifts and creative baskets was started because of a strong desire to make and give people unusual gifts and baskets. I was tired of seeing the same old typical gift baskets and wanted to offer a beautifully artistic alternative.

A wise inspirational speaker once told me that everything is bought based on emotion. I also believe the saying that it is better to give than receive. You know that feeling when you found the perfect gift for someone and can’t wait for them to open it. That’s the kind of feeling I want you to feel everytime you purchase something special for someone. I live my days with a passion for everything I do and it should be the same when you buy someone a gift. I think you should put all your effort into making it fabulous, otherwise why bother!

I look forward to hearing from you so we can create a masterpiece for your loved ones together.

All my best,
LESSON
TIPS, TRICKS, & TECHNIQUES…

SLIDING CRITERIA DESIGN CHART

» Low Risk   High Risk
  • Muted
  • Light
  • Flat
  • Minimal
  • Professional
  • Technical

• Colorful
• Dark
• Depth
• Busy
• Playful
• Human