

## Interactive Graphic Design Project Four

### UI/UX

User Experience Design (UX) is the process of enhancing customer satisfaction and loyalty by improving the usability, ease of use, and pleasure provided in the interaction between the customer and the product or service. User Interface Design (UI) is responsible for the transference of a brand's strengths and visual assets to a product's interface to best enhance the user's experience.

For this final project, you will prototype a mobile App. for a fictional brand, exploring user experience and user interface to create a customer interaction that is responsive, intuitive, enjoyable and communicates brand unity.

### Process

1. Choose a visual/brand identity that you have created in the past that can serve as inspiration for your App.
  - Research typical content for the industry. For example: brewing process and menus; images of taproom, etc for brewpub
  - Develop a style guide for your App. that brings unity to color, type, graphics, form
  - Create custom navigation buttons and icons that enhance usability but also reinforce brand
  - You may use stock imagery and lorem ipsum for a lot of the content. Do not use dummy elements for display text and feature content
2. Create a logical, intuitive site architecture for your App.
  - Make a comprehensive site map with wireframe layouts
  - Utilize design techniques such as UI Card Design to develop unified design and a responsive, cohesive site
  - Explore theme and variation in the layout of elements throughout the App.
  - How will the elements on the page scale and reposition depending on orientation and device?
  - Consider usability both in terms of functionality and enjoyment. Utilize best practices in information design
3. Use Adobe XD to create an interactive and navigable prototype of your site
  - All pages in your site do not have to be prototyped. Choose the pages that will best demonstrate the concept you have created for the App.
  - Explore the tools available in XD for animation, linking, scrolling, etc.  
Visit [Adobe.com](https://www.adobe.com) and [Lynda.com](https://www.lynda.com) for tutorials
  - Use support software such as InDesign, Illustrator and Photoshop to further develop graphics and layouts
  - You will need to have a free Adobe Account to use XD, test and share your prototype

### Final Presentation .

- Prototype a website/App. for a mobile device of your choosing
- Make a static presentation of the key elements of your site: map, style guide, printed samples of key screens in both portrait and landscape. Mount on 16x20" boards
- Share your XD site prototype with instructor
- Also submit a video recording of a real-time navigation of your site
- Output all static elements into one PDF file for documentation

## Project Four **Schedule**

- April 22 Introduction of Project Four  
**Homework:** Develop an organized plan for completion of the final project. What items are appropriate for an App. in your chosen industry? List ideas, source material, and complete sketches.  
Sketch out preliminary maps, page layouts, icons, etc.  
Create style/mood boards  
Research examples of UI/UX. Especially look for layout strategies, features you will want to incorporate into your App.
- April 24 **Due Today:** Individual Critiques. Project Plan, Sketches, Style Boards
- April 29 Work Day
- May 1 Work Day. PDF, Drop Box, Photographic Documentation Demo.  
**Homework:** App. Prototype for group critique.
- May 6 **Due Today:** **Group Critique.** App. prototypes. Share with instructor by 1.30pm. Projects must contain a variety of pages, navigation, text, visual content and working interactive/animated elements.
- May 8 Work Day
- May 13 **Due Today:** Project Four. Submit along with **all** work completed this semester. Workbooks for all projects must also be submitted. Be sure to include research notes, sources for paper and images. Submit in clean brown paper portfolio, clearly labeled with name and class. Electronic documentation of all projects must also be submitted.
- May 16 Work can be picked up at 4pm in S216.

[Adobe XD Homepage](#)

[XD Tutorials at Lynda](#)

[Some UI/UX concepts defined](#)

[Creating a Style Guide](#)

[Style Guide Examples](#)

[More Style Guide Examples](#)

[How to design icons for screen](#)

[Wireframing](#)

[User Experience Mapping](#)

[Site/Flow Map Examples](#)

[Card UI Design Examples](#)

[UX Examples](#)

[UI Elements Glossary](#)

[UI/UX Glossary](#)

[More UI/UX Terms](#)