**DTC 336 Design & Composition**

**Assignment Sheet**

**Part 1: Principles of Visual Design**

Gemut Gallery is opening in December 2015 in Tarkington, MA and the owner Thom Bissell wants a website and a mobile app for its business. The owner is an art dealer and, so, is not a designer himself. He has contacted you to make these web assets for him, and you have agreed to provide him with a prototype for each item he needs. Bissell wants to market the app for free through the Apple App Store.

Special note: These assignments are keyed to the principles of visual design taught for the week of the assignment. Your grade is determined by your ability to demonstrate what you have learned from the readings, class presentations, and your own research. Because the course information is scaffolded, you are responsible for the material taught in the previous evenings.

**Assignment 1: Launcher Icon for a Mobile App**

September 4: Line, Shape, Framing (also includes Composition & Layout, Perspective, and Space from the previous class)

We will begin the project in class with a discussion of app guidelines, resolution, and PhotoShop.

Activity: Using PhotoShop or pen and paper, design a launcher icon for a mobile app for Gemut Gallery. Check the specifications for launcher icons for Apple and Android environments. You should visit the Apple Developer Guide at <https://developer.apple.com/library/ios/documentation/UserExperience/Conceptual/MobileHIG/IconMatrix.html>. But for the purpose of this prototype, use 120 x 120 as the size for your app.

Assessment: Your launcher icon must demonstrate good use of unity, negative and positive space, an implied line, a distinctive shape, and a framing effect. Your project will be critiqued for the aforementioned principles as well as the care you put into your work. Sloppy or careless work is not acceptable.

Due: At the beginning of the next class.

Turning In Project: If you use PhotoShop, turn in a .png version of your project; if creating work by hand, turn in prototype on a sheet of drawing paper. Name digital assets as <your last name>-assignment1.png, or include your name on the paper.

**Assignment 2: Landing Screen for a Mobile App**

September 11: Balance, Rhythm, Scale, Texture, and Pattern (also includes Composition & Layout, Perspective, Space, Line, Shape, and Framing from the previous class)

We will begin the project in class with a discussion of app guidelines, Vector vs Bitmap, and Illustrator.

Activity: Using PhotoShop, Illustrator, or pen and paper, design a landing screen for the mobile app you are designing for Gemut Gallery. Check the specifications for landing pages for Apple and Android environments. You should visit the Apple Developer Guide at <https://developer.apple.com/library/iOS/documentation/userexperience/conceptual/mobilehig/LaunchImages.html#//apple_ref/doc/uid/TP40006556-CH22-SW1>. But for the purpose of this prototype, use the size for iPhone 5, which is 640 x 1136.

Assessment: Your landing screen must demonstrate good use of weight, repetition of elements, and the subtle use of texture, as well as unity, negative and positive space, an implied line, a distinctive shape, and a framing effect. Your project will be critiqued for the aforementioned principles as well as the care you put into your work. Sloppy or careless work is not acceptable.

Due: At the beginning of the next class.

Turning In Project: If you use PhotoShop or Illustrator, turn in a .png version of your project. Name digital assets as <your last name>-assignment2.png. You will email your work to dgrigar@mac.com.

**Assignment 3: Website Home Page**

September 18: Color (also includes Composition & Layout, Perspective, Space, Line, Shape, Framing, Balance, Rhythm, Scale, Texture, and Pattern from the previous class)

We will begin the project in class with a discussion of web design principles. We may also work more on PhotoShop and Illustrator, focusing on particular tools you need for web design projects.

Activity: Using PhotoShop or Illustrator, design a prototype for Gemut Gallery’s home page. Check the specifications for landing pages for Apple and Android environments. You should visit this website that discusses the best resolutions for websites: <http://www.hobo-web.co.uk/best-screen-size/>. But for the purpose of this prototype, use 1024 x 768.

Assessment: Your home page must demonstrate a specific color palette. You are expected to use Kuler to your palette and include the color rule you used and the RGB specs for all of the colors. You are also responsible for good use of weight, repetition of elements, and the subtle use of texture, as well as unity, negative and positive space, an implied line, a distinctive shape, and a framing effect. Your project will be critiqued for the aforementioned principles as well as the care you put into your work. Sloppy or careless work is not acceptable.

Due: At the beginning of the next class.

Turning In Project: If you use PhotoShop or Illustrator, turn in a .png version of your project. Name digital assets as <your last name>-assignment3.png. You will email your work to dgrigar@mac.com.

**Assignment 4: Facebook Ad for Gallery**

September 25: Symbol, Type, Style (also includes Composition & Layout, Perspective, Space, Line, Shape, Framing, Balance, Rhythm, Scale, Texture, Pattern, and Color from the previous class)

We will begin the project in class with a discussion of media asset consistency.

Activity: Using PhotoShop or Illustrator, design a prototype for Gemut Gallery’s home page. Check the specifications for landing pages for Apple and Android environments. You should visit this website that discusses the best design approach for a Facebook ad: <https://www.facebook.com/help/436272369840157>. But for the purpose of this prototype, use 1200 x 627.

Assessment: Your Facebook ad must demonstrate the effective use of type and style. You are also responsible for designating a specific color palette, a good use of weight, repetition of elements, and the subtle use of texture, as well as unity, negative and positive space, an implied line, a distinctive shape, and a framing effect. Your project will be critiqued for the aforementioned principles as well as the care you put into your work. Sloppy or careless work is not acceptable.

Due: At the beginning of the next class.

Turning In Project: If you use PhotoShop or Illustrator, turn in a .png version of your project. Name digital assets as <your last name>-assignment4.png. You will email your work to dgrigar@mac.com.