DTC 336 - Project #1: Design and Layout

Due May 28, 2019

Applying design elements and principles discussed in the readings and in lecture, create two desktop home page website designs of a single drink (alcoholic or non-alcoholic) recipe for a business and an artistic audience that is to be a part of a fictional recipe website.

Create a PSD or AI file with two 1366 x 768 (exact width x minimum height) pixel artboards and design a layout for the single recipe. Block out the header, navigation, and footer for the different designs using grid theory, but within each design, customize the design elements specific for the recipe. Work with the laws of Gestalt theory, proximity, similarity, continuity, and closure to develop the composition within your different designs. Also, consider the use of fonts and layout of text when designing for your different audiences. Investigate the history behind the recipe and how color, shape, layout, and typography work to tell the viewer more about the recipe in the context of the fictional recipe website. Consider the social aspects of recipe websites and include the use of social media icons that you have drawn yourself.

Project requirements:

• Demonstrate the use of precise layout (through grid theory), organization, and engaging composition in two artboards 1366 x 768 (exact width x minimum height) pixel designs within a single 72dpi Photoshop or Ai file.

• Creative and innovative use of color in two color palettes (with at least three but no more than five colors besides black and white) created for your two audiences. Include these in a separate artboard.

• Personal Production Statement that is no more than 200 words in length and explains 1) your inspiration and experimentation for the two different designs and 2) what you learned about the design process in producing your work. Make sure your statement is printed out, double-spaced and has no spelling or grammatical errors.

• Proper naming and timely uploading of required .psd or .ai file to the class OneDrive folder.

Grading considerations:

• Precise and engaging creative layout utilizing design elements
• Aesthetic considerations of design approaches for each intended audience
• Creative and innovative use of fonts and color palettes

Timeline for Deliverables:

• **Project #1 and Production Statement due on Week 4A (5/28).** Upload to the class OneDrive folder your Project #1 file and print out your Personal Production Statement. Have your project ready to be downloaded off the server and presented to the class.

Project breakdown:

Personal Production Statement	2 points
Project #1	18 points
Total Points Possible	**20 points**