DTC 336 - Project #1: Design and Layout

Due June 2, 2020

Applying design elements and principles discussed in the readings and in lecture, create two desktop 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 AI file with two 1366 x 768px (exact width x minimum height) artboards and design a layout for the single recipe. Create the header, navigation, and footer for the different designs using grid theory, but within each design, customize the design elements specific for the recipe site. 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 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 designs. Include these in a separate artboard.

• Motion graphic elements for the different recipe videos – these could be title cards, ingredients and process graphic overlays to add visual elements to the instructional videos. Keep in mind that the videos will be in the 16:9 aspect ratio on the site but can be embedded at any size seen necessary. Include the motion graphic elements in a separate artboard next to each design.

• Proper naming and timely uploading of required .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 due on Week 4A (6/2).** Upload to the class OneDrive folder your Project #1 file. Have your project ready to be downloaded off the server and presented to the class.

Project breakdown:

Project #1	16 points
Color Palettes	2 points
Motion Graphics Elements	2 points
Total Points Possible	**20 points**