NMDE Elements II

Project 2: Re-skinning RIT Events Calendar

Introduction

- You are to re-skin two web pages from the current RIT Events Calendar website.
  a: Landing Page: https://events.rit.edu/index.cfm?action=date&name=day&value=11-15-2014
  b: Event Details Page: https://events.rit.edu/event_detail.cfm?event_key=460410

Re-skinning

What is re-skinning?

- It is modifying the look and feel of a website without changing the underlying architecture of the website.
- A skin is a custom graphical appearance achieved by a GUI (Graphical User Interface).

Graphical User Interface

The interface is what the user sees, hears and reacts to. It consists of, colors, typography, images, and sound that are used for screen layout and navigation. These elements are chosen in relation to the underlying tone and concept that the designer wants to communicate.
The interface also communicates the functionality of the navigation and the architecture.

Project Goal

- Create a visually engaging and captivating event calendar landing and informative event details web page using existing web page's content structure.
- Provide strong visual hierarchy
- Refresh web page look & feel to your desired visual direction
  (You are not limited by current RIT visual system e.g. http://cias.rit.edu/)
- Arrange page elements to reflect a more informative and engaging design

Target Audience

RIT faculty, staff, alumni, and students who are interested in RIT events

Final Project Submission

- Project file: Name your two review files (JPG) and source file (AI/PSD) as "P2-aEventLanding" and "P2-bEventDetails".
- Submit both source file (AI/PSD) and review files (JPG) into mycourses dropbox "Project 2".

Design Requirements

- Interface dimension: 1000 pixels wide
- Grid system: a strong grid that gives structure, coherence, unity and elegance (recommended 960 grid)
- Layout: explore arrangement of content modules
- Make it visual; try to incorporate imagery as possible
- Strong visual hierarchy especially type hierarchy
- Include RIT logo and Event Calendar website title

Design Considerations

- Define the visual theme, style, tone, and feel. (mood/inspiration board and styleboard)
- Choose the main colors for the interface. Choose secondary colors that can be used for emphasis and contrast. Choose your colors in relation to the underlying tone and concept of your project. Use color to assist in defining and revealing the architecture—such elements as backgrounds, headers, subheads, text, and captions (you can use tints and tones). Develop a swatch sample.
- Make your typographical decisions. Your typographical decisions should be made in relation to the underlying tone and concept of your project. They should also be made in relation to the architecture and screen layouts of your project.

Initial P2 Timeline

Mon Nov. 10: Project 2 Introduction
Mon Nov. 17: **Due before 11am**, Design Research (Layout, Color, Type), Page Layout Sketches
Wed / Fri Nov. 19 & 21 Lab: working on B&W page design
Sun Nov. 23: **Due by 8pm**, B&W page design (Monday Nov 24, class critique)
Wed/Fri Dec. 3 & 5 lab: **Due before lab**, Moodboard & Preliminary visual direction - Class critique
Sun Dec. 7: **Due by 8pm**, visual design - (Monday Dec 8, class critique)
Fri Dec. 12 (Final): Due revised P2 Final visual design