

Project: iPad App: Visual Recipe Book

Final Project Deadline: Tuesday, Feb 22, 2011
All project deliverables due 7pm at beginning of class

Deliverables:

1. Personas Board
2. Wireframes Board
3. Mood Board(s)
4. Design Board(s), Home, Category and Recipe pages
5. Design Photoshop File and JPGS (Home, Category and Recipe pages)
6. Research Documentation
7. Extra Credit (2 points each): Wireframe annotations, Additional Mood Board direction, Creativity of Research Documentation format, Overall cohesiveness of presentation, or an additional iPad app screen design

Deliverables Details

Boards:

- All boards are mounted on 11 x 17 boards, which are cut flush to the page
- Margins should be atleast 1", but more white space may be required with your layout
- Color is optional on 1 & 2, and mandatory on 3 & 4

Design Photoshop File and JPG

Even if you are designing this in Illustrator, an accurate iPad screen resolution mock-up of your designs is required. I will demo this during class, and it's an important part of your grade. You will place your final PSD and JPG on the server when completed.

Research Documentation

Bound 8.5 x 11 sheets (scanned sketches, printouts, screen grabs, scanned notes)
Include your task flow sketches in this document. Binding style is your choice.

Extra Credit

As stated above. you can increase your grade by up to 10 points by doing:
(2 points each): Thorough wireframe annotations, An additional Mood Board direction, Creatively binding your Research Documentation, Overall cohesiveness of presentation, or an additional iPad app screen design

Grading: 80 Points Total (90% = A, 80% = B, 70% = C, 60% = D)

1. Wireframe and Persona in-class check-in **10 (5 points for each)**
2. Personas Board **10**
3. Wireframes Board **10**
4. Mood Board(s) **10**
5. Design Board(s) **10**
6. Design Photoshop File and JPGS **10**
7. Research Documentation **10**
8. Extra Credit **10**

Grading Criteria: For each of the Deliverables, I will evaluate your work based on the following:

- a. **Level of application of the principles of usability we've learned**
- b. **Overall project concept and creativity**
- c. **Quality of craftsmanship (2)**