

## **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)