

# Visual Interface Design

## **Project 1: Reverse Engineering**

One way of learning what goes into the creation of an interface is to examine an existing one closely. So that's what this assignment is.

Find an interface: a web site, an ATM machine, a gas pump, a cell phone, Tivo, whatever. Get a screenshot or digital photograph of it.

Using Jesse James Garrett's Elements of User Experience, analyze the interface on each of his five planes:

**Strategy Plane:** What do users want to accomplish? Take a guess at what the company who made the product wanted to accomplish.

**Scope Plane:** What does the product do?

**Structure Plane:** What are the major clusters of content/features?

**Skeleton Plane:** What features are visible? Where are they placed on the page? Where is the navigation (if any)?

**Surface Plane:** What is the visual language of the product? Color palette, size, shape, feeling?

There's several ways to do this. You can put all the image of the interface on one large sheet of paper and mark the planes on it. Or you can put each plane on its own sheet of paper with the image of the interface. Or find some other way.

In any case, come to class prepared to post your project on the wall for critique.

**Due Date: Tuesday, January 20**