

# Visual Interface Design

## **Project 3: The Ecommerce Website: Visual Treatments, Style Guide**

The last deliverable prior to creating a prototype (and subsequent testing) are visual treatments. A style guide that details the look and feel is one of the last things created for a site.

A visual treatment is an example (more precisely, an experiment) of a look and feel for a page. Typically (and in this assignment), three visual treatments are created and presented. You will take one page of your site and, using the wireframe for it, create three *distinct* look and feels for that page. This is typically the main page, but other pages could be used as well.

By distinct, I mean more than just a different color palette or different pictures. I'd like to see variations in navigation, color, typography, and placement of content. In style, in short.

For example, you could make one treatment very clean-looking, then another more grungy. Or try putting your side navigation on the left for one treatment, then on the right for another. The point is to show variation.

You will need to do this in a reasonable program for visual design, either Illustrator, Freehand, Photoshop or the like.

**Print your visual treatments out. In color.** We will be hanging them up on the wall for critique. The class will act as the client and pick the design it likes best from your three. That design will be the basis for your style guide.

The style guide indicates how a look and feel should be implemented in the final product. It indicates things like the exact colors (RGB and Hex Values) to use, the fonts and weights for headlines and body copy, the width of a side bar, and anything else that will allow the developers to accurately recreate the pages.

For this assignment, you will copy the selected visual design, paste it into a new document, and call out the elements of visual design. You will likely want to do this in a program like Visio or Omnigraffle, on 8.5x14 or 11x17 sized paper.

Your style guide can be emailed to me, preferably as a PDF, by midnight on Thursday.

## **Due Dates**

**Tuesday, March 23: Three different visual treatments, printed out in color.**

**Thursday, March 25: Style Guide (one page only)**

**THURSDAY IS A WORKSESSION! CLASS NOT MEETING. I WILL BE AVAILABLE FOR INDIVIDUAL MEETINGS; EMAIL ME TO SCHEDULE A TIME.**