Design for the Web Mid Term Project: SPECS

~Create a “story” using shapes, ala *The Circle and the Line*: <http://www.youtube.com/watch?v=OmSbdvzbOzY> Your story may be derived from data or statistics, but it does not need to be.

~Use organic or geometric shapes, simple or complex shapes, shapes sized according to your need.

~Use at least 4 colors.

~Create 10-15 slides to tell your story.

~These might be in a traditional storyboard format, a Powerpoint show, and animatic/animation---whatever works best to convey your concept.

~Web design in the “Real World” is inherently a collaborative process. So besides practicing design and visual communication skills, part of the point of this project and others coming up is working on interpersonal skills and teamwork skills.

So if you feel like you are pulling more weight than others in your group, or if you feel like your voice is being dominated by others’ opinions or ideas, use those frustrating challenges as an opportunity to practice ASSERTING YOURSELF. Transform the frustration into an opportunity to figure out how to communicate effectively, set boundaries, motivate teammates, and develop finesse with group dynamics. And ask for help if you need it. You WILL work in difficult situations and you WILL work with difficult clients or coworkers after you leave the NMHU nest. This learning is every bit as important as your color theory.

~Grading:

25% Group Concept

25% Execution of Concept (did you get your point across to your peers and prof? is craft neat and skillful? did you apply visual communication lessons we have learned?)

25% Amount of Effort Demonstrated (technical effort, thought effort, and effort used to develop good collaborative practices)

25% Individual participation in mid-term critique

DUE: MARCH 6 promptly at the start of class.