Project 1: Despite being an Ivy League school with an acclaimed Art department, the website for Yale's School of Art shows up on multiple lists when you search for "Worst website design" http://art.yale.edu/. However, the site is also an open-source, organic platform for student expression.

If they approached you and asked you to redesign it, where would you begin? Since you've probably been in a similar situation recently, you could start with the axiom, "User stories generate features…" What are some common tasks a user might be trying to accomplish on the site? What needs to be included on the front page? How would you balance aesthetics and usability? How would you build this with HTML/CSS? How would you make it responsive? Additionally, you will need to defend your design decisions on a linear scale from "Vapor Wave" to "Ivy League". Where 100% "Vapor Wave" would mean keeping all the crazy qualities of the existing site and 100% "Ivy League" would mean making it look conservative and traditional. While there is no right answer, your description should be inline with your visuals.

I will organize you into teams of 2 or 3.

Deliverables and Timeline:

Sept. 30 or Oct 1: Welcome. What to expect. Introductions and icebreakers. A deeper explanation of project 1. Introductory lecture on HTML/CSS.

Oct 7 or 8: A site audit which describes everything that's not working; A list of ten+ user stories; an annotated wireframe for the desktop and a style tile. Colors, fonts, textures, photo, or illustration styles.

Oct 14 or 15: HTML wireframe with actual content; mobile-first, navigation, Google fonts

Oct 21 or 22: Responsive logo, Hero Image, media queries, images. Background vs. foreground images.

Oct 28 or 29: Positioning, sticky header, Z-index, Opacity, box-shadow, CSS generators

Nov 4 or 5: *Day after the election* Nothing scheduled. The project is due at this time. However, I suspect the election results will be contested. The class will be informal and I will provide an extension as needed. Begin project 2.

Project 2: Working in teams of 2 or 3, you will be creating a mobile app prototype and building a responsive landing page designed for its marketing purposes. Before beginning your design process, you should do some user research and determine what features people are looking for. My description is meant as a starting point, but your research should refine these features. You will also make up new brand names to replace these generic descriptions. Choose one:

Bank for Tweens:
Banking/Debit Card/Financial management for children ages 10-14. This is a new Financial

institution that is a subsidiary of some giant-mega-corporate bank. The goal is to develop good financial skills for young people while allowing some involvement from parents.

What are the primary tasks? (Checking balance, making a deposit, sending money, etc). Can parents deposit money like a digital allowance? Can the bank include snippets of content to encourage good financial habits? How important is a physical location with tellers in the age of Venmo and Square? Can the app halt transactions at a balance of $50 (or whatever) to prevent an overdraft?

Concierge/AI travel App

Why is booking travel (air/car/hotel) still so time-consuming? Haven't we already surrendered all of our personal information to our robot overlords? If Chrome auto-fill can store my address and credit card data, surely it knows that my family of four frequently flies to the SF bay area and needs a rental car and hotel for 2 nights. Surely it can scan my browser history and know that I'm always looking for cheap flights to Iceland and Indonesia. Is it possible that an AI assistant can learn enough about your travel patterns and desires that it could be predictive and offer suggestions for routine travel and great deals for vacations as they are discovered? Some form of initial onboarding would be required, but the system could get smarter as you provided it with more information. Wouldn't it be great if all your preferences and details were stored in one sort of "digital passport" so that when you were presented with some sort of perfect package that you could just click "book it" (or edit details if imperfect). Assume your audience is affluent professionals, early adopters, frequent travelers, ages 24 - 50. Balance the desire for convenience with the need for privacy. Don't spam them with hundreds of junk travel deals.

Everyone needs fashion advice. Pick a demographic, and have them answer some questions about themselves and their clothing interests **(create a profile).** Then provide them with a feed of **fashion recommendations** and allow a series of actions (like, heart, share, save for later, etc) which refines the feed so the **algorithm gets smarter over time** (thumbs up, down; swipe left, etc) and ultimately becomes a recommendation engine which only displays content which the user is interested in purchasing. Provide notifications for price drops, flash sales, or free shipping. Store payment and address info **so purchases can be completed with one click**. Make it frictionless so the user never leaves the app. Consider loyalty points for frequent purchases or "influencer" status for writing about what you purchased or fashion trends. **Make it Social. Make it become a brand.** See www.wanelo.com

Deliverables and Timeline:

Nov 11 or 12: Summary of Research, persona or empathy map

Nov 18 or 19: Landing page wireframes and sketches/task flow for 5-7 screens of the App

Nov 25 or 26*: Mobile prototype using Adobe XD or Figma (5-7 screens)

Dec 2 or 3: A responsive landing page which promotes this Mobile app

Dec 9 or 10: Finished app and landing page, Final Presentation

*Thanksgiving. I will meet with Thursday's students on Wednesday afternoon