

## **Individual Assignment #3 (I3)**

### **UI Design**

#### **I. Assignment Instructions**

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Think about the visual design principles that we have covered in class (CRC Chs 17, 19). Choose one existing user interface that you feel has at least three instances of poor visual design (specifically refer to the elements of visual design in CRC Chs 17, 19). Describe why this design is lacking, explaining three shortcomings and explaining why each is an example of poor visual design.

Then, create a mockup that illustrates how you would redesign the interface. This mockup can be drawn (very neatly!), created in a tool like Adobe Illustrator, or programmed in your language of choice. Whatever your decision, the resulting product should be of high quality and demonstrate your understanding of the principles of color selection, functional organization, icon design, and other elements of visual design discussed in the textbook and in class. Your mockups must demonstrate how you would redesign each of the 3 elements of poor design that you have identified.

Your PDF should include:

1. A description of the purpose of the original interface
2. A description of the 3 instances of poor visual design in the interface, with screenshots to illustrate your critiques
3. Your redesigned interface: your high-quality mockups (described above)
4. A thorough but succinct discussion of why you feel you've improved on the original design.

Throughout your report sure to explicitly reference concepts from the textbook and class discussions to demonstrate your knowledge of and ability to apply course concepts.

#### **II. What to Turn in**

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On Blackboard, post your PDF:

- Your report should not be longer than 4 pages long, including your images.
- Your document must be well organized, easy to read, and free of typos and formatting errors.