____MAGD220 Drawing For Digital Media_____Asst. Professor A. Bill Miller

Section 1 M/W/F 8:00-1:50pm CA2048 – Summer 2017
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_____Project 3 : Interface

A Title Screen functions as a way for the user to enter into a game and sets the tone for a specific style of artwork or gameplay. An App Icon works in a similar way and also serves as the visual identifier that activates the game on a device. App Icon and Title Screen Design are closely related to branding, logo development, typography, and interface design. Project 3 will introduce the aesthetic theme and design style of graphics present in the work you have done in earlier projects. Our theoretical game for the semester is a side/vertical scroll "flappy style" or infinite runner style mobile game. The Title Screen and App Icon you generate should reinforce the graphics, illustrations, and design work that you have done in previous project work. Project 3 will be incorporated into future project work and can be refined after the project is complete.

_____Project Requirements

- Title Screen Visual Hierarchy:
  - Title – Logo Graphic, Hand Drawn Lettering **OR** Modified Typography, Subtitle/subheading
  - Interface Elements – Player Options (start, difficulty, settings, other etc)
  - Background – Still image or composition based on character, environment, or gameplay
  - Additional Info (Optional) – World Map, Stats, Scoring, High Score, Company, Year
- App icon design with multiple scaled versions
- Color, Style, and Shape based on character/environment
- Single Screen layout, Organized presentation layout
- Final Layout to fit on 13" x 19" paper (poster size, template to be provided)
- Submit digital images through D2L: PDF (print/archive) and PNG (web safe)

_____Criteria for Evaluation

- 10 points – Requirements
  - 5 points - Meets Requirements
  - 5 points – Complete, Well-Developed Project
- 15 points – Technical Execution
  - 10 points – Quality of Vector Typography or Hand Drawn Lettering
  - 5 points – Quality of Vector Interface Elements
- 15 points – Aesthetic and Presentation
  - 5 points – Visual Unity and Consistent Style
  - 5 points – Presence of Clear Visual Hierarchy
  - 5 points – Use of Color
- 10 points – Solution
  - 5 points – Creativity
  - 5 points – Inventiveness and Expression

_____Dates and Deadlines

- June 12
  - Project Introduction, Research, and Concepting
  - Work Session and Individual Project Meetings
- June 14
  - Work Session and Individual Critique
  - **Project 3 Due**, **Critique and Discussion**