

Project 1.0

Screen Reader

Introduction

For roughly the first half of the semester, we're going to be working on one project, which is divided up into smaller stages and deliverables. You'll be designing interfaces for the web, but we won't actually be coding anything until project 2. Since the output of this project is static design (in the form of a PDF presentation)—it's important that you present it so that we understand how we would actually interact with it, were it to be coded.

Background

At it's most basic, the internet was made to disseminate information. It was a revolution in the speed of dissemination, in much the same way the printing press was a step in that evolution some 500 years prior (at least in the Western world). Separated by centuries and technology, the early output of these inventions have a few things in common: people quickly adopted them to share information to "enlighten" the masses, and that information was poorly designed.

It didn't tke long for typographers to replace the blackletter that rolled off of the first presses with more modern typefaces (now referred to as *Old Style* or *Garaalde*) like Garamond, which was more suitable for reading extended bodies of text. Theories of appropriate page layouts and proportions followed soon thereafter, but it took another four centuries for the practice of "design" to really come into being and improve pages for a modern era.

The evolution of design on the web is much the same—albeit much faster. The first web pages were simply not designed. Even when designers took their first foray into the new medium, things weren't that pretty. For some reason, early web designers seemed to have forgotten the rules they applied to the printed page. Luckily, we're seeing great web design today, but we're not completely done exploring yet.

Goals

Your goal in this project is to create a new design for a magazine or newspaper, where the number one priority is legibility and ease of reading. It should be as easy to read as the printed page in your hands (as designers and typographers, you should be adept at this already).

In addition to creating a favorable reading experience, you need to create a favorable user experience—meaning easy and logical navigation through the site.

It will take this form:

Deliverables: part 1

Page designs

(Including designs for large screen, tablet and mobile phone sizes)

- Homepage
- Section or category landing page
- Individual article page
- Special "column" landing page
- Special "column" individual article page

Required elements & features

(To be included somewhere in your site)

- Full site navigation (even though we're only creating pages for two sections)
- Navigation within articles (previous, next)
- Related articles
- User tools: bookmarks, saving, sharing, commenting
- Search
- Social media "shares"