MM137 Assignment #2

Choose one of the structures (thumbnail drawings) you or one of your colleagues presented in class and begin your design process of a single page mockup based on that structure.

Points to hit:
- Establish your structure (wireframe)
- Establish font choices from available system fonts

Using your thumbnail concepts as points of inspiration you are to create a basic mockup of your page in Photoshop. Your thumbnails should communicate a basic structure to your layout at the very least. It should also have indications of the proposed graphic content of the page. General ideas and directions of your overall color palette should be indicated as well. Prior to beginning to layout your page in Photoshop, you should scan in your thumbnail drawings @ 72dpi and save that scan as a pdf file. Name your file ClasslastnameAS02thmb.pdf. **Example: mm137sullivanAS02thmb.pdf**

Text:
A sample of dummy text has been left in a .txt file on the Faculty Drive in my Pick Up Box (Faculty Drive->Jsullivan->Pick Up Box->ipsum.txt). Use any of the first three paragraphs of that file for the body text of your page.

Imagery:
Use your own imagery, found online via general searches or by searching gettyimages.com

Mockup Specifications:

You will turn in a folder of source imagery, a pdf file of your wireframe thumbnails, your color palette and a completed Photoshop mockup. The mockup should be saved as a layered Photoshop file so we can see your work. Your photoshop mockup should have a width of 960 pixels and a height between 500 and 800 pixels. The folder should be named MM137lastnameAS02 **Example: MM137sullivanAS02** inside the folder should be your completed mockup file saved as a PSD with layers and effects intact, color palette, thumbnail sketches and source imagery files.