PROJECT 2

Project Title Supercalifragilistic**app**ialidocious

PROJECT DESCRIPTION The term "app" is a shortening of the term "software application". It has become very popular, and in 2010 was listed as "Word of the Year" by the American Dialect Society. In 2009, technology columnist David Pogue said that newer smartphones could be nicknamed "app phones" to distinguish them from earlier less-sophisticated smartphones.

For your final project you will need to design and brand a fully flushed out mobile app for an idea of your choosing, and create a fully flushed out marketing site for your app. The creation of an app is to perfectly marry UI and UX design and since this is going to be a very important project I would recommend creating an app that you would want to have and use. I would begin by doing an extensive amount of research into your subject matter as well as looking into similar types of apps that already exist. Remember you are not inventing the mousetrap, but you are building a better one. Your app can be designed as a iOS or Android app *(I recommend going with what you are familiar with).*

As stated along with your app you will also need to build a fully functional website to market your app. I would also recommend doing research into existing sites that have been created and making notes as to how they extend the functionality and the branding of the app itself.
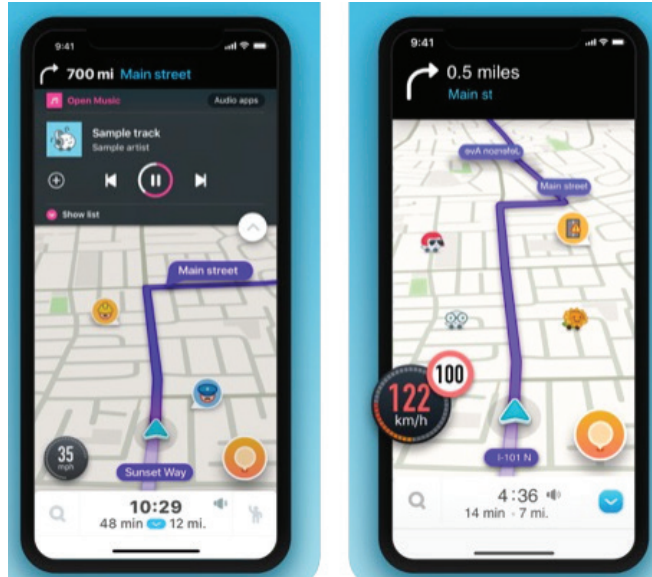Let's go over a few examples:

http://www.rexbox.co.uk/epicwin/

EPIC WIN

A few notes from here to think about:
- *Screenshots that help explain the app functionality*
- *Easily accessed links to download the app*
- *Bonus media to promote the brand (wallpapers)*
- *Connections to appropriate social media (yes, you can go so far as to make fake accounts for your own project)*

Waze

https://www.waze.com

A few notes from here to think about:
- *Branding from color palette, type choices and art style in sync with the app*
- *Easily accessed links to download, with clear differences in the two apps*
- *Live map that brings the apps usability to the desktop*

Lose It

https://www.loseit.com
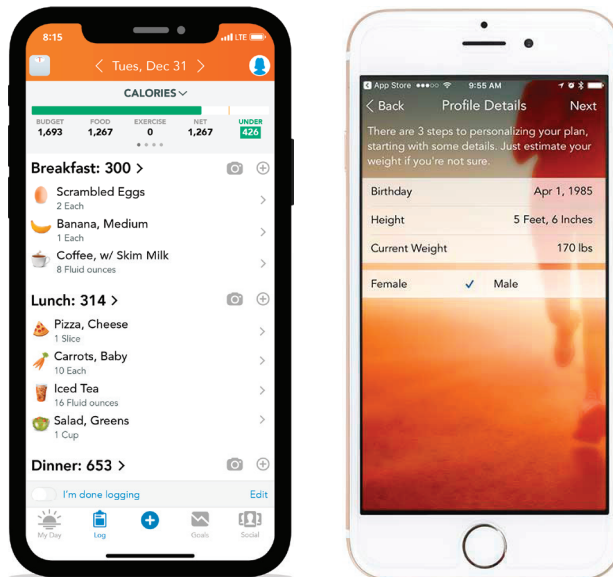
A few notes from here to think about:
- *Numbers and graphics portraying the benefits of the apps usage*
- *Easily accessed links to download, with clear differences in the two apps*
- *Screenshots that help explain the app functionality*

Final

For your final you will present your fully functional website with a focus on the user downloading and utilizing your app. The branding, colors, art style and typography must be inline across all pieces *(logo, app and site)*. Your site can utilize any of the features we have reviewed here as well as anything that you deem appropriate for your audience and brand. You can show screenshots of how the app works. If you have Creative Cloud you can use the new Adobe XD to prototype your app, it gives the option to create a link that can be reviewed online and build that link into your website. I recommend using this online link feature because it will embed your fonts into your presentation, if you don't and you are using a font that is not on the presentation computer your app will not appear correctly.

The finals for all your files will need to be organized in one folder, within the folder you should have one folder with your app *(XD and PDF versions)*, a root folder with the build of your website *(include all your HTML, CSS, and image files organized by folder)*. The organized main folder should be named with the following naming convention: Your First initial and Lastname – Class – ProjectNumber > *FLastname-ART264-Project2*. Create an Archive (Zip file) of this master folder and upload it to the assignment link on the class' Canvas for the project on the date the project is due.