

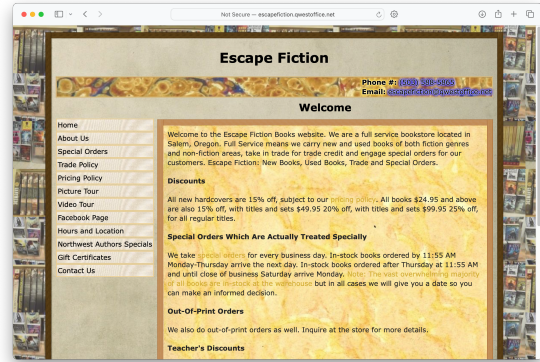
project::escape fiction

Escape Fiction Website Redesign

Assignment ::

For this project, create a new desktop website design for one of the small businesses in our area — Escape Fiction. Specifically, we will be redesigning the **home page** and **two other pages**, using their existing site as a starting point for content and structure. We'll follow our standard web design process, performing research, creating sketches, wireframes, and finally design mockups for this website, including one round of small group critique.

For this project, review the current website for Escape Fiction, analyzing what works and what could use some improvement (and, oh boy, there is a LOT to improve on). You can find their site as escapefiction.qwestoffice.net. For our project, we will be creating a complete re-design of three pages, all of which should use the same header and footer design:



- **Home Page** — You get to determine what content stays on the page, and what content needs to be added or removed. Many of the existing pages can be removed and their content simple included on the home page. The home page's main purpose is to highlight books and other key content and encourage visitors to dive deeper into the site—enough so that they either purchase a book online or make a visit to the retail location. And please, don't use the word "Welcome" in your version of the home page.
- **Books** — This is a new page whose focus will be displaying both featured new and used titles, as well as functioning as a draw to bring people into the retail location. There are several actions that a user can take on this page. Decide the appropriate hierarchy for the actions and design the page in a way that is visually engaging. Do research and see what others have done. You may use an alternative label for this page if you prefer a different one.
- **One other page** — You can choose any other page to redesign for the third page, either an existing page or a new one from your primary navigation. One suggestion would be to create a page detailing their pricing and trade policies.

Objectives ::

As you work on your design, concentrate your efforts on the following areas:

- **Brand Consistency** — The three pages we design should share many elements, including header, footer, and type, color, and grid choices. Work to ensure the home page and the secondary page feel part of the same design scheme.
- **Layout & Grids** — Use a multi-column grid to guide placement of your page content. Experiment with different number of columns, grid module sizes, and flowline locations. Good use of gutters and whitespace should help organize your content and create visual hierarchy across all pages.
- **Typography** — Focus on using typography to convey style, meaning and structure. Stick with web-safe system fonts, or fonts from Google Fonts when making font choices.
- **Prototype Testing** — We will use Figma's Prototype mode to create a functional mock-up of our three-page site.

Process ::

Similar to the first project of the term, we will begin our process by completing **competitor research**, locating and analyzing the websites of similar companies. Work to locate the websites of similarly organizations in the area and review them for what works and where they could be improved. Do this step first, summarizing your results in a word processing document with two screenshots of the competitor sites. Do this for a least one competitor website.

After you've completed your research, create **eight thumbnail sketches** of the presentation of the content of the home page. These are rough sketches of ideas for the general layout of the website. Once you have completed your thumbnail sketches, create in Figma or other dedicated drawing program a **detailed wireframe drawing** of the page. This should be in grayscale, with basic type hierarchy and layout being conveyed—see examples from class.

When done, collect your competitor research notes, thumbnail sketches, and wireframe into a **single PDF**, and turn it in using your class **Google Drive Drop Box** by the first project critique date. Name the file `lastname_escape_fiction_cb.pdf`.

Design Notes ::

Using the documentation created in the process phase, craft a website design using **Figma**. We will be targeting our standard screen size (use Figma's **MacBook Air 1280px × 832px** Frame as a start; add height as needed) and utilizing a maximum live area width of **1,100px** for our column grids. Add **90px** of margin to both the left and right side of our artboard when creating the grid.

The number of columns is up to you—make an extra effort to closely follow the grid you created when aligning elements in the design.

In addition to turning in your **native Figma** files (`.fig`), we will also output your designs as **static PNG images** (to be viewed in other applications).

To create the PNG images, select **Frame**, then the plus (+) button in the Export panel; select PNG 1x; File > Export > Export button). You can drag these images into a Web browser to preview your design in context. If your artboards are labeled well, those names will be used and meaningful to you as the filenames when exported by Figma. To create a link to your design, click the Share button, then Copy Link.

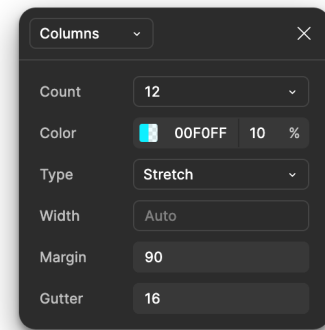
The last step to turning in your work is to create a share link to your design in **Canvas**. Be sure to set the permissions on your Figma file so that I am able to both view and edit it.

Remember that this is not just a static visual assignment—you are designing for *interactivity*, determining how your design will *respond* to user action. If you design calls for any rollover states (something that changes when the mouse cursor is moved over it) or state changes (clicking on an item brings up an in-page pop-up window), create that functionality in Figma using **Component Sets** and **Variants**.






Finally, use the **Prototype Mode** to link navigation items to any pages you have created and to create any other interactive elements.

Resources ::

You may use any and all content found on the current site. In addition, you can use content posted to social media accounts like Facebook (<https://www.facebook.com/escapefictionbooks>). There is no logo for this business, so consider creating a simple logotype to identify the business in the website header. The overall navigation structure is thorough and straightforward but certainly could use some tweaks and consolidation. Make changes to the primary navigation where you feel they are necessary—aim for 5–7 total primary navigation areas.



Elements of User Experience ::

	Surface	You are responsible for the final design, feel, layout, and how imagery is used.
	Skeleton	You are responsible for the skeleton, defining how the content areas and content are to be arranged.
	Structure	Three pages: The home page, with links to other pages in the site, of which only two will be designed as part of this project. Basic content requirements and some of the page functionality is provided, though much is determined by you. Final primary navigation to be determined by the designer.
	Scope	At a minimum, provide site visitors with information about our products and services, how to find a book, and how to connect with us via social media. Additional scope requirements can be specified as needed.
	Strategy	Redesign the website for an existing small business—Escape Fiction. New site should showcase the products and services offered by the company, and work to drive customers to their physical retail locations. Social media should also be integrated into the new designs. Opportunities to buy items online are not required.

Requirements ::

Collect your competitor research notes, thumbnail sketches, and wireframe into a **single PDF**, and turn it in using your class **Google Drive Drop Box** by the first project critique date. Name the file `lastname_escape_fiction_cb.pdf`.

We will be doing one round of revisions for this project. Your initial **home page design** is due at the beginning of class for critique on **Thursday, February 20th, 2025** (Week 07). Note that the other page designs are not due until the final due date. You must be present at the critique to receive full credit.

For the project critique, place the native Figma file (.fig) and the exported PNG images of your interface design in a folder named `lastname_escape_fiction_v1`, and copy that folder to your shared Drop Box on Google Drive for this class. This is in addition to the project documentation listed above. Place them all in the project folder to turn-in at the beginning of class on the **first project critique date**.

In **Canvas**, paste a link to your Figma design file on the day of the project critique. When you begin revisions to your design, save your current design in the “Version History”. To do this, select Figma menu > File > Save to version history... (Command-Option-S), title it “Round One Design” and click save. Continue work on your Figma file, making revisions as needed. You will not need to turn in a new link to Canvas for the final project due date.

Revisions to your design, based on feedback from the class critique, and designs for the other two pages are due on **Tuesday, February 25th, 2025** (Week 08). Create a folder for your saved .fig file and exported PNG images, naming it `lastname_escape_fiction_v2`, and placing it in the Google Drive Drop Box for this class. If you shared your URL in Canvas for the critique you will not need to resubmit it.

This project is worth 100 points.