
Fall
Professional Practice I

Credit Hours: 4

www.evl.uic.edu/mad/

Office Hours:
By Appointment

Lecture/Lab:
Mon/Wed 1.00-6.40pm
EVL / room 2068
ERF / 842 W Taylor st.

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Description

A5 Iconography (High-fidelity)

Box > A5 PDF format due: Monday 1:00 PM

Develop a consistent iconography system for your app based on the user experience and visual layout structure established in UX Wireframe and your app concept/hunt statement. Your icons should support the overall user experience, communicate actions and functions clearly, and establish a cohesive design language for the application.

Your team will begin by identifying the complete set of icons needed throughout the app based on your A4 mid-fidelity wireframes, including navigation menus, core user actions, and other essential interface functions. From these sketches, you will develop the app's visual icon language to clearly communicate your core concept. Establish a unified design approach with careful attention to shape, proportion, line weight, geometry, scale, and visual style.

Design teams are expected to explore multiple icon concepts through extensive sketches and visual iterations before selecting a final direction. Design key application icons, including the primary launch/app icon as well as all functional menu icons required throughout the user experience. Throughout this process, prioritize usability and recognition; icons must remain understandable, consistent, and appropriate for your intended users and operational context.

You should leverage familiar conventions where appropriate while developing original graphical solutions when your app's unique features require them. Finally, revise and refine your iconography based on feedback gathered during class reviews and internal team discussions.

Submission

Submit one team PDF documenting your complete iconography development process to the designated A5 submission folder. Your PDF should include the following:

- One slide contributed by each team member (1 slide per team member) showing initial sketches and explorations for the app's launch icon.
- Final Launch Icon: One dedicated slide presenting the team's proposed final launch/app icon and documenting the selected direction.
- Sketches in 1-2 slides presenting the development of menu icons and other key functional icons required for the app.
- Selected Icon Sketches in 2-3 dedicated slides showing the team-selected icon sketches being developed and refined for finalization, including key functional icon sketches.

The document should conclude with a brief written explanation describing how your iconography system supports the app's overall concept, user experience, and visual language.