
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

A6 Storyboard (High-fidelity)

Box > A6 PDF format due: Monday 1:00 PM

In Storyboard, your team will transform the UX wireframe designed previously and the iconography into a high-fidelity visual design of your final app. Think of the UX wireframe as the skeleton of your app. Storyboard is where you bring that structural layout to life by developing the complete visual language, look, and feel of the app. Your team will make final decisions regarding color, typography, imagery, iconography, content, and UI elements while maintaining the established user flows and core functionality.

High-Fidelity Design

Apply high-fidelity design methods across all app screens. Develop and apply a cohesive color palette that supports your app's identity, hierarchy, readability, and user experience. Select leading typefaces and establish a clear typographic hierarchy for headings, navigation, body text, labels, buttons, and other interface elements. Apply and refine the iconography system developed in Assignment 5, including both the launch/app icon and functional menu icons. Incorporate appropriate photographs, illustrations, graphics, and visual assets that support your app concept. Replace placeholder content with realistic text, establishing proper content hierarchy, tone, and readability—leveraging Research Partner materials and online research as needed. Design buttons, navigation, menus, cards, forms, controls, tabs, input fields, alerts, and other required UI elements. Refine spacing, alignment, scale, contrast, grouping, and composition to ensure all screens share a unified visual language.

Storyboard & Final Review

Create a high-fidelity storyboard following the UX flow established in your wireframe. The storyboard must demonstrate the complete user journey from the launch/opening screen through primary navigation, key user flows, major features, important interaction states, and final visual treatments. The goal is to show what the final app will look and feel like from the first screen to the last while preserving previous UX structure. Your design language must convey your app's mission statement and product goals. Review the storyboard as one cohesive application rather than isolated screens, ensuring color, typography, iconography, photography, text, and UI spacing work together as a unified system to serve as the team's final visual direction and development blueprint.

Submission

Submit one PNG document containing your high-fidelity storyboard. The submission must include your selected color palette, typography and typeface selections, iconography system, key UI elements and components, high-fidelity app screens, the complete storyboard user flow, and a brief written explanation of your overall visual design direction.

Important: Assignment 6 builds directly on the UX wireframe and the iconography. Do not redesign the fundamental UX structure at this stage. Instead, use the established UX skeleton and bring it to life through a cohesive, high-fidelity visual design, filling in any remaining gaps.