

MM3301 Timeline

DELIVERABLES	WEEKS											
	1	2	3	4	5	no class: 6	7	8	9	10	11	
MAJOR MILESTONES												
Prototype I: Basic												
Prototype III: Advanced												
Prototype V: Beta												
HTML DOCUMENT PROCESS												
CONCEPT												
Intro & Research												
Finalize												
LAYOUT & STRUCTURE												
App Design Samples												
Sitemap												
Wireframes by Hand (Home & Inside)												
Wireframes (All Pages)												
Digital Wireframes												
CONTENT & RESEARCH												
5 basics												
Image Collection												
Copy Research												
Justification Copy												
Illustrations Category I												
Illustrations Category II												
Illustrations Category III												
Illustrations Category IV												
Illustrations Category V												
ART DIRECTION												
Moodboard												
Color Pallete												
Logo												
Typeography												
Image Treatments												
Initial Comps (Home & Inside Page)												
Revised Comps												
Final Comps (All Pages)												
PROTOTYPES												
Basic (HTML &/or PDF)												
IntermmEDIATE (HTML/CSS)												
Advanced (Add Dynamics)												
Alpha (Ready to test)												
Beta												

KEY	
In Progress	
Due	
In Class	