TICE CREATE Stage: GRAPHICS Project 1

Title: Mahogany genre changer app

Project Outline: We all love playing music on our phones, but what if you could listen to your music with a different genre sound, for example, how would 'Justin Timberlake' sound with a classical vibe, or 'Charlie Puth' had a rock sound to his music?

Well, you can with the new 'Mahogany' genre changer app. A genre is a specific style of music i.e.: Classical / rock / pop / jazz / soul / country. The app should offer the user an experience like no other, a chance for the user to get creative with his / her music and give it a sound that's original to the user.

Pick this project if you are interested in: Digital graphics, Music, Apps, online promotion.

BRIEF: You are required to design a user interface (how the app page looks) for the mahogany app 'genre changer'. You are required to design 3 app pages: 1. The front-end page, informing the user 'what to do next' 2. Informing the user how to get their music into the app, 3. Informing the user how to select a specific genre i.e., rock / classical / pop etc.

As you will be allowed to work in groups of up to 4 people, you are also required to create promotional elements i.e.: a poster that will promote the 'Mahogany' app both for print and online, badges, stickers and any other promotional elements you can think of.

Your final deliverables will be:
1: Design of x 3 User Interface visuals for the app
2: Design of promotional elements.

Which companies you will be working with: FUELED – https://fueled.com you will also be working with the Alex Lockey, lead designer at Fueled.

Your 3 Training Days may look like this:

Day one: This day will be an introduction to how you achieve collating all necessary information/research / initial ideas / and final ideas, to help get the best outcomes possible. Research sites and recommendations will be shown, which will give a brief overview of the direction you need to be looking at to achieve the best outcome.

Day two: This day will be all about moving forward with your final ideas and producing visuals on the computer. You will discuss your thoughts on why you feel your chosen ideas are the ones to move forward. Further software skills will also be delivered across a 30 min period to help build upon your skills learnt from the Explore stage.

Day three: This day will be all about finalising your designs on computers in preparation for the client and final show viewing.

The main thing to remember across all 3 days is to have FUN…enjoy everyone.

Your Mentors are: Mark Pattinson (Graphics)