



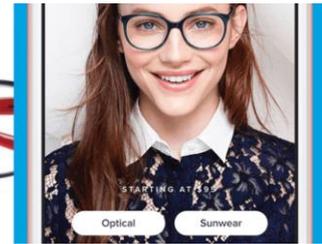
TICE CREATE Stage: **GRAPHICS** Project 2

Title: 'Spectacles' app

Project Outline: Wearing glasses has now become a huge fashion trend for both men and women. Glasses can now be sold in fashion retail stores as a fashion accessory in a range of colours and designs. Retro styled glasses have also made a comeback for that specific user that really wants to stand out and be different. However, wearing glasses to look trendy is one thing, but wearing glasses because you must is another. Not everyone likes to wear glasses, one of the main customer feedback issues was 'colour'!

They may like the frames, but don't like the colour. 'Spectacles' puts the user at the heart of this, allowing the customer to choose their own personal colour using the 'Spectacles' app.


SPECTACLES
London



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

BRIEF: You are required to design a user interface (how the app page looks) for the 'Spectacles' app. 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 upload their picture to the app, 3. Informing the user how to select their glasses category i.e.: prescription / fashion / classical frames / colour 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 'Spectacles' app both for print and online, social media promotions, 'win a free pair' online competition, and any other promotional elements you can think of.

Your final deliverables will be:

- 1: Design of x3 User Interface visuals for the app
- 2: Design of promotional elements.

Which companies you will be working with: PRECEPT – <https://precept.co.uk> you will also be working with the Adam Burn, Creative Director at Precept.

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).