Creating a “Style Tile”

For this assignment we will be creating a “Style Tile” for a fictitious client.

“Style Tiles are a design deliverable consisting of fonts, colors and interface elements that communicate the essence of a visual brand for the web. They help form a common visual language between the designers and the stakeholders and provide a catalyst for discussions around the preferences and goals of the client. Style Tiles are similar to the paint chips and fabric swatches an interior designer gets approval on before designing a room. An interior designer doesn't design three different rooms for a client at the first kick-off meeting, so why do Web designers design three different webpage mockups?” http://styletil.es/

Required, read the following article to learn more: http://styletil.es/

The purpose of this assignment will be to focus on the “design” aspect of brain-storming a new website for a client. An important process of creating a website is first coming up with a “design concept” which you propose to the client. We will not actually be creating a website in this particular assignment, instead we are starting out with an idea or concept that will be conveyed in our Style Tile. For this assignment you will be creating one “Style Tile” for one of the clients listed on the next page. The owner of the business who hires the Web Designer is known as the client. One of the other purposes of this assignment is to give students more practice working in a typical scenario when designing a website for a client (client is the person hiring you) and how to communicate with the client through the entire design process. For this exercise please do not contact the real client, since this is just for practice and we will not be communicating directly with the real business. The Instructor will act as the client for this assignment. All questions, drafts, and Style Tiles will be submitted to the Instructor for review.
Pick only one of the following clients and create one Style Tile. Click on the provided hyperlinks in order to learn more about the client and their business.

*(please select only one of the following clients and create one Style Tile)*

**18b**

18b (18 blocks) area designated as the Las Vegas Arts District. 18b is the organization that oversees this region. They have an official logo and official color used for their logo. See website below for more info about the organization.

http://www.18b.org/
https://www.facebook.com/TheLasVegasArtsDistrict

or  

*(remember you only need to pick one of these two clients)*

**Downtown Spaces**

“home to the expected painters and photographers, but also to body painters, retail shops and burlesque studios. On First Friday, the place hops with activity as tenants open their studios to feature their work and additional creative types set up shop for the night—just the kind of sharing and synergy that an arts community needs.”

http://www.dtspaces.com/
https://www.facebook.com/DowntownSpacesDTS
Create a “Style Tile” for your chosen client. You may create this in Photoshop, Illustrator, Indesign, or HTML/CSS. For any of the non HTML options, once you have created the Style Tile you must publish and create a pdf (web friendly file) to show the client and also provide a link from your course management page. The Instructor will act as the client and will review your Style Tile and make recommendations on what needs to be changed or added.

Style Tile requirements:

- Select a color scheme, selecting approx. 4-6 colors that will work well with your proposed design. View [https://color.adobe.com](https://color.adobe.com) for ideas.
- Use your selected color scheme throughout the design of your style and make sure to identify the exact color values like their hex values.
- Identify the font or fonts and show what the text will look like for heading, sub heading, and main body text using the actual font and size.
- Identify the exact font names and URL location if using a web font View [http://www.google.com/fonts](http://www.google.com/fonts) for ideas. Web fonts allow us to link to a font and use on our website.
- Make sure to also show the proposed background behind the main body text
- Identify the background texture, image, or color (to be used in the body style)
- Identify an example of a hyperlink (what will your links look like?)
- Provide an example of a call to action button (round or rectangle button)
- Include the business logo.
  (downtown spaces needs you to create a new logo and 18b you must use the official logo in their color value)
- Include adjectives about the business as mentioned in the “Style Tile” article
  (*Adj. Words that help describe the business*)
- The “Style Tile” you are creating is designed to convey the style concept that you the designer is proposing and its purpose can also serve as the basis for the design and style for the new proposed website.
- Please see examples on the next page for ideas
Resources:

Link to psd Style Tile template
(remember you can create in ps, ill, ind, or html/css etc)
http://styletil.es/downloads/Style_Tile_Template.psd.zip

Style Tile examples from article
http://styletil.es/img/example_1_1_fullsize.jpg
http://styletil.es/img/example_1_2_fullsize.jpg
http://styletil.es/img/example_1_3_fullsize.jpg

Another Style Tile article with further explanation and examples
http://webdesign.tutsplus.com/articles/style-tiles-an-alternative-to-full-design-comps-
  -webdesign-7232

Student Style Tile examples
http://theonenonly.orgfree.com/a4/styletile.html