

**PROJECT • GRADE • SUBJECT**

XD App Development &amp; Design / High School Digital Media Class

**PROJECT DESCRIPTION**

Students will research different apps on their phones and then discuss the effectiveness of the apps and what could be improved. After creating a list of app design/content dos and don'ts, each group will design and construct an app prototype using Adobe XD. It can be an improvement on an existing app or a new idea.

**HIGH IMPACT CONTENT & SUPPORTING CONTENT****HIGH IMPACT CONTENT**

Students will be able to understand commercial art orientation and job standards.

- Identify a target audience: age, gender, culture, educations, income, ethnic or religious background, et.
- Analysis and critique of current app interfaces
- Know how to use appropriate existing material (stock images, fonts, etc)
- Basic software proficiency: Adobe XD
- Ethics and Legal Issues
- Design Technology Skills

**SUPPORTING CONTENT**

- Brainstorming & the Creative Purpose
- Proper Typography Techniques
- Proper Color Techniques
- Basic Design Principles
- Ethics and Legal Issues
- Design Technology Skills

**HIGH IMPACT TAKE-AWAYS**

- Apps address the needs of a population - local and international.
- Apps are targeted to specific audiences
- Software interface & product usability are key for a successful app.

**UMBRELLA QUESTION**

What makes an app best-selling?

- app addresses specific need
- user-friendly - easy to navigate
- aesthetically pleasing: consistency in typography, layout, graphics, and color scheme

**LEARNING TARGETS**

- I can analyze a phone app for useful content, appeal, audience, purpose, and usability
- I can evaluate current apps for social impact, information accuracy, ease of use, and aesthetics
- I can design a prototype of an app using Adobe XD.

## ASSESSMENT: CRITERIA & FEEDBACKS

### XD App Development & Design / High School Digital Media Class

LEARNING TARGETS	SUCCESS CRITERIA	FEEDBACK
I can evaluate current apps for social impact, information accuracy, ease of use, and aesthetics.	THREE different apps of the same type were analyzed by EACH team member. Screen shots were made and notes presented for each app.	
I know the difference between UX and XD. I can design and build a prototype of an app using Adobe XD.	<p>The group app prototype has 4 pgs:</p> <ul style="list-style-type: none"> <li>• an opening splash page?</li> <li>• 3 content pages?</li> <li>• 1 “about” page?</li> </ul>	
<b>I can target a specific audience (age, gender, culture, educations, income, ethnic or religious background, etc.) through the use of:</b>		
• Content: targeted to specific audience interests and age group.		
• Content: thorough, yet user-friendly		
• Interface: placement of navigation buttons, typography improve usability		
• Layout: hierarchy & consistency		
• Color: consistency, aesthetics		
• Graphics (images, etc):		
• Accessibility: friendly to those with disabilities		
GROUP COMMUNICATION SKILLS		

## REFLECTION ON PROJECT

**Name**

What additional questions do you have about this topic?

What strengths can you identify in the work?

How could you improve the final prototype? Be specific.

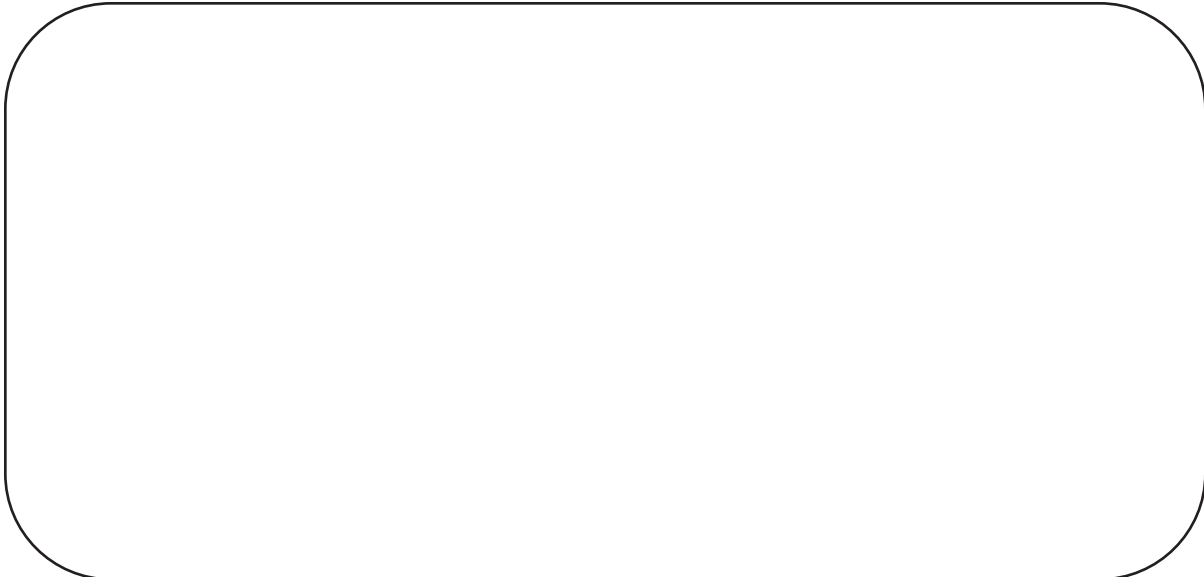
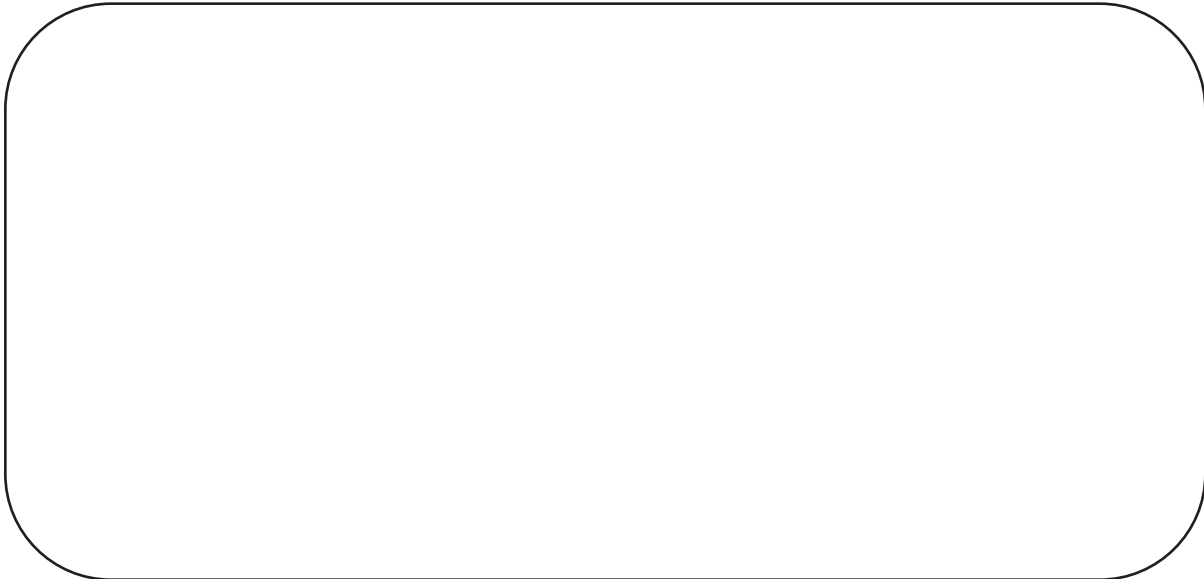
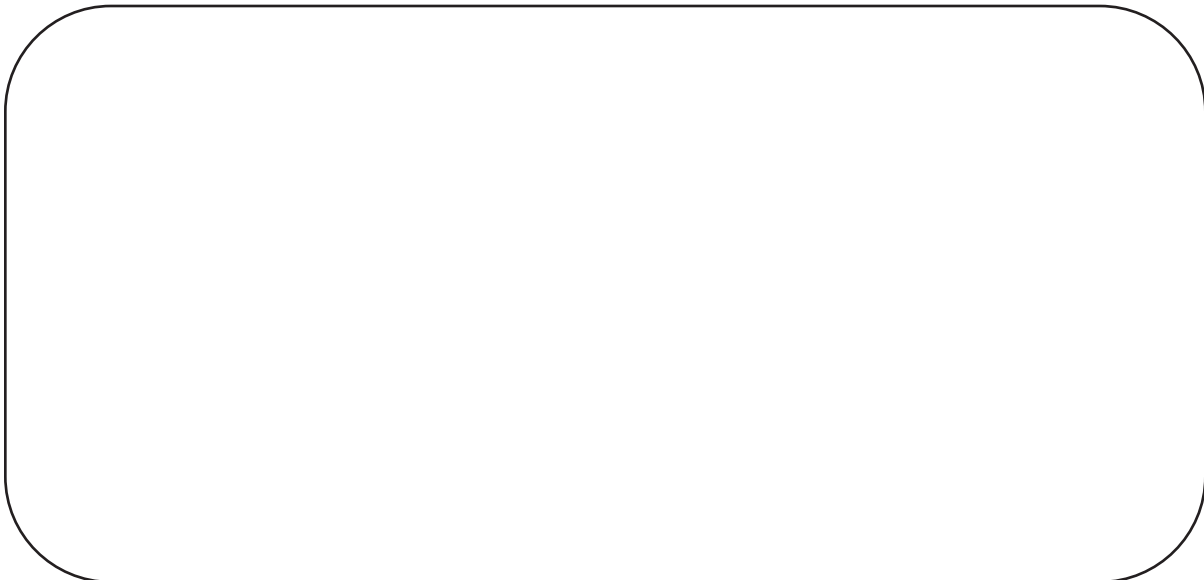
What would you do differently next time?

Suggestions on how to improve this lesson. Suggestions for future lessons.

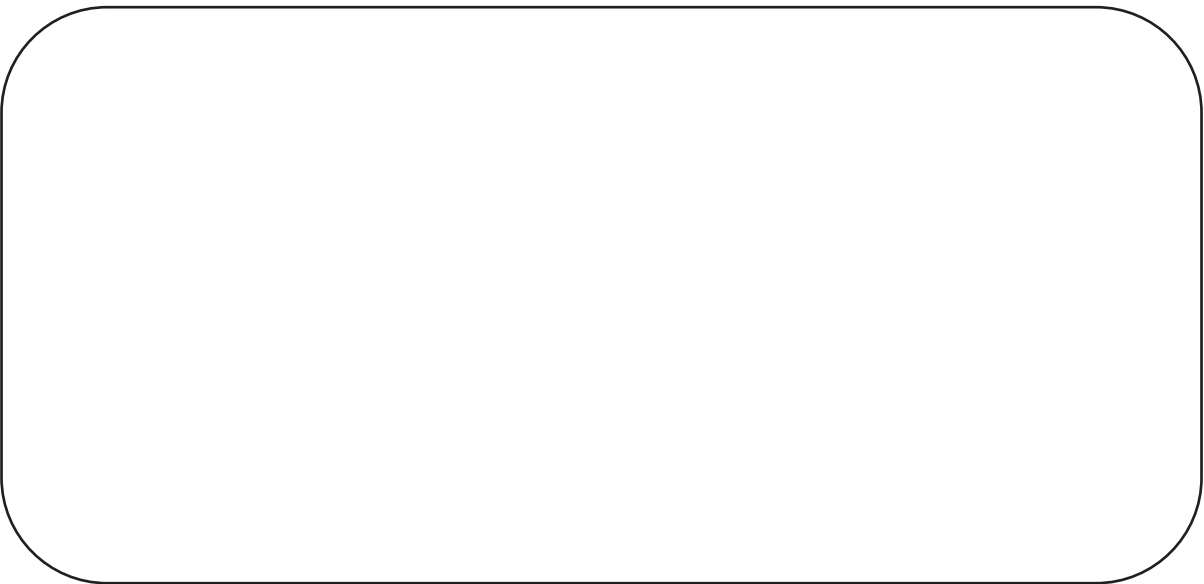
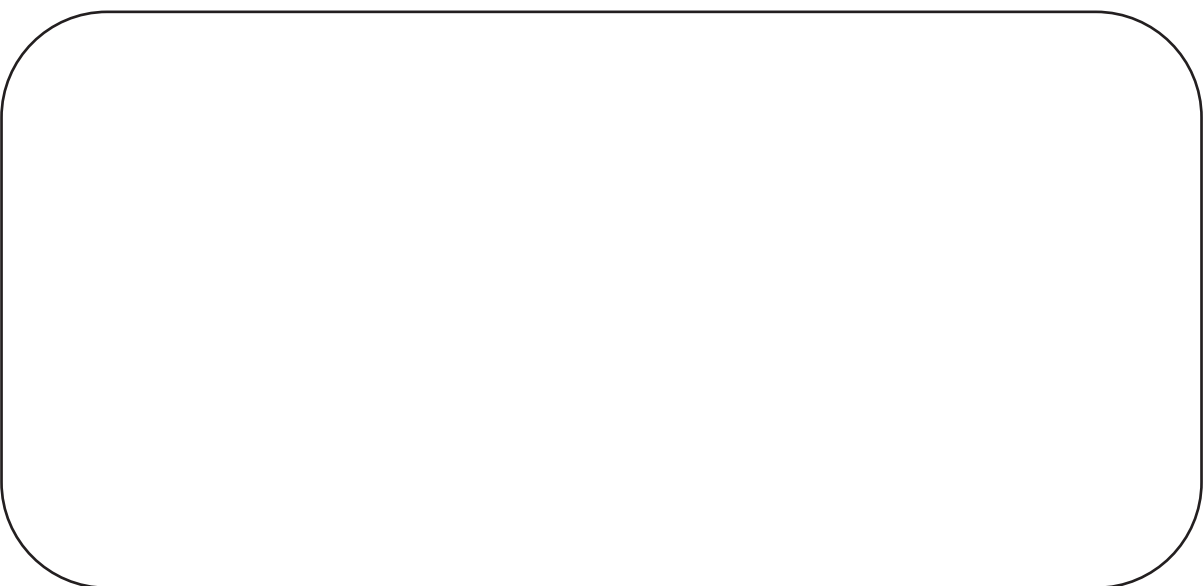
Other comments

CHECK WHEN DONE	<b>Instructions</b> 1. You have been broken into groups of three. No, you cannot switch groups. 2. Together, you will explore existing apps and then brainstorm ideas for a new app. It can be an app for the world, or an app that solves a schoolwide problem or serves the citizens of the area. Write down anything and everything no matter how ridiculous it might seem. Use your imagination. Explore apps and take notes.		
	DAY <b>1</b> JAN 3 MON	10 min	Get together and quickly come up with a name for your design team. Then talk about individual strengths, roles, and responsibilities. <b>DO NOT SHARE YOUR IDEAS WITH OTHER GROUPS! Important! Assign someone to take notes. The group notes will be turned-in and graded.</b> It can be done online using Google docs, or whatever.
		15 min	Brainstorm ideas for apps - the note-taker must put all of the ideas in the Google Doc. Let your imagination run free! Is there a problem at the school that could be fixed with an app? Perhaps a Covid morning check-in? Anonymous commentary on anything and everything?
		20 min	Individually, go to the apps store and check out other apps. While doing so, you might come up with new ideas. Write down your ideas, no matter how ridiculous it seems.
		10 min	Gather as a group and share your thoughts on what apps you found, new ideas, apps that can be improved. Remember! You are in competition with the other teams.
	DAY <b>2</b> JAN 4 TUE	20 min	Group meeting to DECIDE on a direction for your app - look at what is out there - start talking about what you want your app to do. Get specific. Think about what will be on each "page". Unless you want to go bigger, the app will have a cover page plus three content pages (or whatever configuration you wish as long as it's four pages.) If you want more pages, that works, too.
		35 min	<b>EACH member of your team must sketch-out how they envision the app - what's on each page, what colors, etc.</b> This is in the rough stage of development, so don't get too specific.
	DAY <b>3</b> JAN 5 WED	20 min	Group meeting to make some decisions on the direction you want to take.
		35 min	Entire class will watch a couple of videos on app development. If there is time we will do an introduction to Adobe XD.
	DAY <b>4</b> JAN 6 THU	35min	As a group, with everyone's sketches on display, determine the content for each page. Time to decide who will do what "pages" for your app. Fortunately, XD is a collaboration app where all team members can work on the project at the same time. You will be able to see everything that your team members are doing in real-time. Talk about content, but also have a discussion on color theme, images, graphics, type-face. There are a lot of color books and type books to look at. Do it together.
		20 min	Watch another couple of XD Videos. Explore the help menu and different resources that can be used in your project.
	DAY <b>5</b> JAN 10 FRI	55min	Work in XD. Ask for help!!

Name/Date

A large, empty rounded rectangular box with a thin black border, intended for writing a name or date.A large, empty rounded rectangular box with a thin black border, intended for writing a name or date.A large, empty rounded rectangular box with a thin black border, intended for writing a name or date.

Name/Date

A large, empty rectangular box with rounded corners, outlined in black, intended for writing a name or date.A large, empty rectangular box with rounded corners, outlined in black, intended for writing a name or date.A large, empty rectangular box with rounded corners, outlined in black, intended for writing a name or date.

## Research Worksheet

Name:

What type of apps are you looking at?

As you look, write down the name of each app:

***COST***

***SUBJECT THE  
APP ADDRESSES***

***IS IT SOMETHING  
THAT PEOPLE NEED?***

***GOOD CONTENT  
OR IS IT FLUFF?***

***EASY TO NAVIGATE?***

***DO YOU LIKE THE  
COLOR SCHEME?***

1.

2.

3.

4.

5.

Comments:

## Research Worksheet

Name:

What type of apps are you looking at?

As you look, write down the name of each app:

***COST***

***SUBJECT THE  
APP ADDRESSES***

***IS IT SOMETHING  
THAT PEOPLE NEED?***

***GOOD CONTENT  
OR IS IT FLUFF?***

***EASY TO NAVIGATE?***

***DO YOU LIKE THE  
COLOR SCHEME?***

1.

2.

3.

4.

5.

Comments: