

GRAPHIC DESIGN PROJECT 4

Project Title Hotel Resort App

PROJECT DESCRIPTION The term “app” is a shortening of the term “software application”. It has become very popular, and in 2010 was listed as “Word of the Year” by the American Dialect Society. In 2009, technology columnist David Pogue said that newer smartphones could be nicknamed “app phones” to distinguish them from earlier less-sophisticated smartphones.

PROJECT GOALS For your final project you will need to design a fully flushed out mobile app for your hotel resort. It can be designed as a iOS, Android or Windows app (*I recommend going with what you are familiar with*).

The content of the app can be the same as your brochure with some additional elements, such as the ability to book a room (*including a calendar for your stay*), the ability to order room service or other options available, and a digital guest key that would make it possible to unlock your room door.

For your final you will show screenshots of how the app works (*you do not need to know how to actually build the app but use photoshop to create the screenshots*). If you have your own computer and Creative Cloud you can use the new Adobe XD to prototype your app, it gives the option to create a link that can be reviewed online that you can present as your final as well.

The finals need also be saved in PDF format and uploaded to the Blackboard File Exchange for the project on the date the project is due. For all projects your PDFs should use the following naming conventions. Your First initial and Lastname – Class – ProjectNumber >
FLastname-ART217-Project4.pdf

