**UI Requirements Rubric**

**Project Title:** Bengali Intellectuals in the Age of Decolonization: Mapping Postcolonial thought

**Design Delivery Date:**

**Description:**
Briefly describe your project, including any ideas you have for the "look and feel" of the project.

This should be a fairly 'professional' or 'academic' webpage at this point, since it is meant to be a web archive, or a 'teaching tool'. I envision something using blue shades. Dark and light blues are good. There can be images on the site. Maps of West Bengal and Bangladesh are great. Also maps of Kolkata and Dhaka. I sent some images of street life, but I'm now not sure those are very appropriate. Perhaps we could use visual elements that make the website feel cutting-edge and 'post-colonial'. This might involve a wire-frame image of the globe, or some laser or sun bursts. I am not sure.

**Branding:**
Describe any branding specifics or guidelines that must be incorporated. (Tufts University branding or school/department-specific branding?)

Please take a look at the Tufts Visual Identity guidelines ([http://universityrelations.tufts.edu/?pid=190&c=46](http://universityrelations.tufts.edu/?pid=190&c=46)) to see the Tufts branding requirements. We reserve the right to add to your website. links that credit UIT.

**Logo:**
__X yes, I need a logo designed. Please describe in detail (text, image, colors...)__

Something that looks simple and bold. I like san sarif fonts. I'm not sure we need a logo, so much as a banner. We can use the Tufts logo on the site.

__ no, use the attached graphic file of an existing logo (preferably in .eps or .ai format) __

**Color scheme:**
Briefly describe the color palette you envision. (ex. Bold, warm, earthy, dark, light, monochromatic, etc).

Blues would be quite nice. Perhaps also incorporate brown, or brownish-orange?

**Graphics:**
Describe the type of imagery, graphics, or photographs you would like in your project and any graphics to avoid. Please attach any that you have in mind. High-resolution files are preferable.

I think maps would be quite good. Black and white images might add a kind of 'historical feel'. At this stage, perhaps we should avoid putting images of people up, so as not to presuppose the kinds of interviewees we will eventually have join... If we have people, then we'll have to worry about how they're dressed and gender balances etc. I think it's best to just avoid this for the moment.

**Fonts:**
Do you have any preferred font choices?

I like san sarif fonts for banners. On the other hand, I find serif fonts for blocks of written text to be easier on the eye.

**Any Additional info (dimensions, URL, etc.):**

I don't believe we have a URL yet. I will email David about this.

**Examples:**
Please list links to websites or attach similar designs of examples of what you are looking for and what you do NOT like. Be specific (ie. "I like the warm, inviting color palette of this website." "I like the font choice of this poster because it is sleek and modern." "I do NOT like that the graphics on this page are comical and not serious").

Examples are listed on the wiki-site. I think you have already gone through these.

Thanks so much for your help and expertise!