

## Print Design Project – MIT 511 – Fall 2011 – Updated Aug 30th

### Project Overview

This project will require you to redesign sample pages for a textbook that entails multiple pages. Include a design document describing the intended audience and the purpose of the instructional material. During the Print design process pay attention to at least 15 design criteria listed below and explain the features in your design document and the rationale for the choices made. Make sure that design principles (#6) is one of the items in your design document. Items shaded in the media checklist may not be applicable for the print design project.

1	<b>BIAS AND/OR CULTURE</b> (free of objectionable bias, appropriate for many cultures)
2	<b>CLARITY</b> (likely to be comprehended clearly)
3	<b>COGNITIVE LEARNING AIDS</b> (overview, cues, summary, chapter review, etc.)
4	<b>COLOR</b> (appropriate, supports media and content purpose)
5	<b>CONTENT</b> (relevant to objectives, up-to-date, accurate, copyright date)
6*	<b>DESIGN PRINCIPLES</b> (contrast, repetition, alignment, proximity)
7	<b>DOCUMENTATION AND INSTRUCTIONS</b> (available, correct, etc.)
8	<b>FEEDBACK OR OTHER ASSESSMENT</b> (available, aligned with content and objectives, appropriate)
9	<b>HELP</b> (available, useful, easy to find)
10	<b>LAYOUT DESIGN</b> (effectiveness)
11	<b>LEGIBILITY FOR USE</b> (size, clarity, etc.)
12	<b>MOTION</b> (appropriate use, normal, exaggerated, slow)
13	<b>MOTIVATION</b> (likely to stimulate/ maintain interest)
14	<b>NAVIGATIONAL HELPS</b> (table of contents, glossary, index, buttons, menu, etc.)
15	<b>ORGANIZATION, SCOPE, PACING AND SEQUENCE</b> (obvious organization, reasonable scope, correct sequence)
16	<b>PARTICIPATION AND/OR INVOLVEMENT</b> (promoted, encouraged)
17	<b>PHYSICAL USABILITY</b> (easy to use or manipulate, stable, sturdy, storable)
18	<b>PRACTICE ACTIVITIES</b> (available, aligned with content and objectives, measure able)
19	<b>READING and VOCABULARY LEVEL</b> (aligns with audience description, content appropriate for level)
20	<b>REALISM AND ACCURACY</b> (represents real item effectively)
21	<b>REFERENCES</b> (complete and up-to-date)
22	<b>SOUND AND SOUND EFFECTS</b> (aligns with and relevant to content and visuals)
23	<b>SPECIAL FEATURES (list and describe any special features of the media)</b>
24	<b>TECHNICAL QUALITY AND USABILITY</b> (easy to read, free of flaws, easy to use, etc)
25	<b>TYPOGRAPHY</b> (font style, size, etc.)
26	<b>VISUALS</b> (relevant to objectives and content, follows design guidelines, verbal information aligns, etc.)

## **Part 1 - Individual Assignment**

**Design two sample pages** from the possible types of pages listed below. The type of original material you choose will dictate the types of sample pages you will create.

Table of Contents	Index
Chapter/Section title page	Chapter or section summary
Instructional page	Chapter or section introduction
Exercise or problem page	Bibliography Etc.      Glossary

**As a minimum, your print design must include at least the following:**

- a. Two pages should be redesigned using Adobe Indesign
- b. I encourage you to choose the Table of contents page as one of your pages (only one person in your team need to redesign it)
- c. A brief design document describing your design decisions describing the rationale for the choices made about the different criteria in the media design checklist. (choose at least 15, item number 6 is counted as four)
- d. Good visual and screen design. Include color principles and graphic design principles. Motivators are included.

## **Part 2 - Team Assignment**

Each team will include at least 3 members. Each team will work together to redesign the **title page** using Adobe Photoshop. Refer to the Blackboard discussion forum for team assignment. Use the group discussion area for the design process and later for peer review.

**As a minimum, your print design must include at least the following:**

- a. Title Page must be redesigned using Adobe Photoshop
- b. A brief design document describing your design decisions describing the a) intended audience, b) the purpose of the instructional material, and c) the rationale for the choices made about the different criteria in the media design checklist. (choose at least 15, item number 6 is counted as four)
- c. Include a section in this design document on techniques and tools used in Photoshop
- d. Good visual and screen design. Include color principles and graphic design principles. Motivators are included.

## 1. Due Dates and Points

*Draft:* September 19, 2011

*Final:* Sep 26, 2011

This project will contribute to 20% of the total grade in this course. The grading scale that will be used to grade the project is shown below.

## 2. Requirements for Draft Submission

Post the **draft version** of your project to the discussion forum, please include the following items:

1. Original scanned pages
2. Redesigned pages both the teams cover page and the individual pages
3. Your individual design document and the teams Design Document

Peer reviewers will use your design document to review your draft and provide you with feedback during the third phase of this project.

## 3. Requirements for Final Submission

When you submit the **final version** of the project, please include the following items in a zipped folder to the assignment dropbox:

1	Draft of print design project - individual pages	25
2	Draft of print design project – (team cover page)	25
3	Original scanned pages	12.5
4	Copy of peer comments/ Feedback provided and feedback received	12.5
5	Quiz on Print design principles (this has to be completed online on September 12th)	25
6	Individual revised design document	25
7	Team revised design document	25
8	Final version of print design project (individual pages)	25
9	Final version of print design project (team cover page)	25
	<b>Total</b>	200

Items 2/7/9 are team scores – (75 points)

## The Print Design Process

Phase I (August 29<sup>th</sup> to Sep 12<sup>th</sup>) – Asynchronous Participation

- Individually, review the Robin Williams textbook
- In the next two weeks, as a team you have to identify the textbook that you wish to redesign.

- You will also have to work on the design document describing the a) intended audience for the book, b) the purpose of the instructional material, and c) the rationale for the choices made about the different criteria in the media design checklist
- You will submit a separate design document for the cover page as a team
- You will submit a separate design document individually for the two pages that you choose to redesign
- Submit the draft design documents in discussion forum before class on September 12<sup>th</sup>
- Take an individual quiz on print design principles on Sep 12<sup>th</sup> when you come to class. This will be open book.

#### Phase II (Sep 12<sup>th</sup> to Sep 19<sup>th</sup>) – Synchronous Participation

- The guided lab day (Sep 12) will help you learn the tools needed to redesign these pages
- You will also learn about graphics and color principles (Sep 19) that will help you with the print design project

#### Phase III (Sep 19<sup>th</sup> to Oct 3<sup>rd</sup>) – Synchronous and Asynchronous Participation

- You will now post your draft projects to the discussion forum
- Peers will provide you with feedback by Sep 21<sup>st</sup>, and you will incorporate the feedback and submit the revised project along with the revised design document by Sep 26<sup>th</sup> to the assignment dropboxes for the team and individual