

Print Design Project

Project Overview

- Apply the typographical principles and graphic principles to print design. This project will require you to design and print sample pages for printed instructional material (a book, workbook, study, guide, etc.) that entails multiple pages.
- You will be asked to write a description of the instructional problem being addressed, the audience, the purpose of the instructional material, and the rationale for the choices made about layout grid, fonts, graphic elements, contrast, repetition, alignment, and proximity.
- You will then design five sample pages (e.g., table of contents, chapter/section title page, instructional page, worked example or practice problem page, index, glossary, chapter or section summary, chapter or section introduction, bibliography) according to principles discussed in the course. Avoid redesigning the title page as you will redesign it for the next project.

Requirements for design document

Include a design document describing a) the instructional problem being addressed, b) the intended audience c) the purpose of the instructional material and d) the rationale for your design choices from the list below.

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	BIAS AND/OR CULTURE (free of objectionable bias, appropriate for many cultures)
2	CLARITY (likely to be comprehended clearly)
3	COGNITIVE LEARNING AIDS (overview, cues, summary, chapter review, etc.)
4	COLOR (appropriate, supports media and content purpose)
5	CONTENT (relevant to objectives, up-to-date, accurate, copyright date)
6*	DESIGN PRINCIPLES (contrast, repetition, alignment, proximity)
7	DOCUMENTATION AND INSTRUCTIONS (available, correct, etc.)
8	FEEDBACK OR OTHER ASSESSMENT (available, aligned with content and objectives, appropriate)
9	HELP (available, useful, easy to find)
10	LAYOUT DESIGN (effectiveness)
11	LEGIBILITY FOR USE (size, clarity, etc.)
12	MOTION (appropriate use, normal, exaggerated, slow)

13	MOTIVATION (likely to stimulate/ maintain interest)
14	NAVIGATIONAL HELPS (table of contents, glossary, index, buttons, menu, etc.)
15	ORGANIZATION, SCOPE, PACING AND SEQUENCE (obvious organization, reasonable scope, correct sequence)
16	PARTICIPATION AND/OR INVOLVEMENT (promoted, encouraged)
17	PHYSICAL USABILITY (easy to use or manipulate, stable, sturdy, storable)
18	PRACTICE ACTIVITIES (available, aligned with content and objectives, measure able)
19	READING and VOCABULARY LEVEL (aligns with audience description, content appropriate for level)
20	REALISM AND ACCURACY (represents real item effectively)
21	REFERENCES (complete and up-to-date)
22	SOUND AND SOUND EFFECTS (aligns with and relevant to content and visuals)
23	SPECIAL FEATURES (list and describe any special features of the media)
24	TECHNICAL QUALITY AND USABILITY (easy to read, free of flaws, easy to use, etc)
25	TYPOGRAPHY (font style, size, etc.)
26	VISUALS (relevant to objectives and content, follows design guidelines, verbal information aligns, etc.)

Five Sample Pages

Design five 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.

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

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

1. Chapter title page
2. Table of contents
3. 5 pages totally
4. Good visual and screen design.

Due Dates and Points

- *Draft:* September 13, 2010 (Week 3)
- *Final:* Sep 20, 2010 (Week 4)
- *Points:* This project will contribute to 25% of the total grade in this course. The grading scale that will be used to grade the project is shown below.

Requirements for Draft Submission

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

1. Draft of print design project including all five pages
2. A brief, document describing your design decisions describing the intended audience, the purpose of the instructional material, and the rationale for the choices made about the different criteria in the media design checklist.(i.e., design document)
3. Original scanned pages of the book you choose to redesign
4. Peer reviewers will use the media design checklist to review your draft and provide you with feedback.

Requirements for Final Submission

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

1	Draft of print design project and the original scanned pages	25
2	Copy of peer comments (Media Analysis Checklist)	25
3	Final, revised version of print design project	150
4	A revised version of your design document.	50
	Total	250