

July 7, 2004

**To:** Students of 304C  
**From:** Jason Palmeri  
**Re:** Document (Re)Design Project

For this project, you will design a document targeted to inform or persuade a particular audience of your choosing. While your document will likely contain some alphabetic text, the focus of this project will be on the visual design (layout, typography, color choices). You can create an original document or you can substantially redesign an already existing document.

## **The Document**

Possible documents you could design include: flyers, manuals, newsletter pages, PowerPoint slides, business cards, product packaging, and advertisements (serious or satiric). This project could be accomplished using MS Word or PowerPoint (though I will ask that you not use the canned templates that come with these programs). If you find yourself wanting to do more complex layout or image editing, I can show you how to use Adobe Photoshop and PageMaker (both available in class and in campus labs). While your document may very well include images, this is not necessarily required. Even a primarily text-based document will require extensive (re)designing of layout and typography.

## **The Reflection Memo**

In addition to completing the document, you will also write a reflection memo in which you explain your design choices. This memo will be addressed to me as an audience.

In your reflection, you should answer the following questions:

- For what purpose and audience was this document (re)designed?
- What kinds of expectations does your audience have about design?
- Under what conditions will your audience encounter the document? Where will they be? What will they be doing?
- If you choose the “redesign” option, what changes did you make? Why?
- What information / arguments did you emphasize in your design? Why?
- How did you utilize the principles of alignment, proximity, contrast, and repetition? Were there any times in which you consciously broke these rules? Why?
- How did you employ appeals to ethos, pathos, and/or logos in your design choices?
- What are the ethical implications of your design? What information did you highlight or marginalize? Does your design reinforce and/or subvert stereotypes of race, class, gender, age, sexuality or disability? What kinds of audiences would have difficulty reading your document?
- What else would you do to improve this design if you had unlimited time and resources?

## **Turning It All In**

The first draft of project is due at the beginning of class on **Monday, July 18<sup>th</sup>**. You will turn in the reflection memo on the discussion board, in MS Word or RTF format. You can choose to turn in the document in print or on-line format (Word, PowerPoint, PageMaker, HTML). If you chose the redesign option, I would also ask that you turn in a copy of the “original” document. If you are using any other programs, I may ask that you turn in the on-line document as a PDF.

I look forward to seeing your documents. This should be fun!