



Assignment #4: A4 Document Design

The design of documents, both print and online, for readability and usability is more than a simple matter of aesthetics. Creating usable documents is a matter of presenting and structuring information so that readers can access important information. Poorly designed documents serve as barriers to communication and the goals that any particular document may have been created to achieve. (See this fairly dramatic [example](#).) This assignment will help you learn the basics of document design—focusing on print documents.

The project will involve three parts (two “deliverables”):

1. The redesign of a poorly designed memo or short document.
(I will provide you [a selection of documents](#) to choose from for this redesign. I have the word version of these documents available.)
2. The redesign of a poorly designed flier
(You will need to find a flier to redesign yourself.)
3. An explanation accompanying each redesign that identifies problems in the original texts document design and describing the changes you made and their rationale in terms of improving the documents design. Each explanation should be approximately 500 words.

In your redesigns, I will expect you to apply the principles of document design that we discover.

Reading:

Read chapter 13 in our textbook. You will also find that chapter 12 is helpful also.
[Robin Williams Design Principles](#)
Summary of [Visual Design Theory](#)

Timeline:

- 2/25—Doc Design project started
- 3/4—Draft A4.1 of redesigned documents due
- 3/6—Draft A4.1 of redesigned flier due
- 3/8—Final draft A4-2 Due (both document and flier)