

ENGL 309 Computer-Aided Publishing

Instructor & Course Information

Location: Heavilon 227

Hours: Tues./Thurs. 10:30-11:45 am

Instructor: Don Unger

Office: Heavilon 210

Office Hours: Tues. 8-9 am, Wed. 1-2 pm,
or by appointment

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Project 1: OWL 20th Anniversary Redesign

For Project 1 you will work in production teams to design materials celebrating the 20th anniversary of Purdue's Online Writing Lab (OWL). Below you will find a list of deliverables. This list describes each component of the project. Following this list of deliverables you'll find details about how working in production teams affects your grade for the project. Finally, you'll find a detailed project calendar. The calendar includes a list of readings, as well as a brief description of classroom activities.

Deliverables

1. Design brief

Your design brief should be no longer than two pages and should include the following information:

Background about the client

Who is the client?

Provide a brief overview of their services, customers, etc.

What the client is looking for

What does the client want the design to do?

Who is their target audience with each component of the project?

- website masthead
- PowerPoint template
- promotional item

What does the client consider good and bad design

Are their particular aesthetics the client appreciates or would like to avoid?

2. Mood board

A mood board collects images that inspire your creative work. This may include screen shots of the OWL, photos of Purdue, examples of good design, etc. The mood board helps orient your production team, and it gives the client insight into your design decisions. Therefore, it's useful throughout the design process.

You might use an application like Pinterest or Prezi to design your mood board. You might also create a physical poster. As you construct your mood board, consider how it may be used in the final presentation. Consider how these different formats (physical, virtual, etc.) will be useful and accessible to other members of your team and the client. Also, consider how the construction of the mood board itself establishes your professional, design credibility. A series of images haphazardly glued to a board provides a different ethos than pins on a Pinterest board. But, every application has its own baggage. A client might despise Pinterest, Prezi, or PowerPoint for whatever reason, or they simply might not find a particular application professional.

3. Logo design

Your logo design is the core of each of the other deliverables, so it will play an important role in your work. That having been said, the OWL isn't necessarily interested in having a new logo. You may choose to incorporate the existing logo into your work, which the OWL has used for the past six years.

4. Website masthead/banner

The OWL receives over 200,000,000 hits per year. Many, many people from all over the world could see this design. No pressure.

Remember that the design should celebrate the OWL's 20th anniversary in 2014, and that this masthead or banner will appear on every page of the website (so it should get attention, but it shouldn't detract from the content of the page).

The masthead will receive the most attention during your presentation at the end of the project.

5. PowerPoint template

You need to provide a basic template showcasing the OWL's twentieth anniversary. This template will be used in a number of different presentations and needs to be flexible for the user. The background or structure of the template should not impede the user in presenting his or her material. It also shouldn't distract from a presentation's content. The current OWL PowerPoint template is flawed in any number of ways. We will examine the existing template during class.

6. Mockup of one promotional item (bookmark, design for a pen or marker, etc.)

The OWL will produce promotional materials used at conference and professional presentations and disseminated widely around Purdue campus. For example, the OWL and the (brick and mortar) Writing Lab use pencils, pens, highlighters, bookmarks, brochures, and posters to promote their services. Your project must include a mock up of one of these promotional materials.

This mock up should use the logo you've designed for the project. If you use the existing logo, remember that your mock up needs to be different from existing promotional materials, so you should consider how you will redesign your item.

7. Final presentation of materials

Finally, you will present your production team's work to representatives of the OWL on the last day of the project. This presentation exhibits your design work and offers the judges insight into your design decisions. While you do not need to write a formal presentation, you must be prepared. You may use presentation software such as Prezi or PowerPoint, and you should be prepared with an opening pitch.

Grading & Working in Production Teams

Project 1 is worth 25% of your grade for the course (100 points). While you are working in production teams and your contribution to the team factors into your overall grade, your work will also be evaluated individually. Each production team member is expected to contribute toward the production of each deliverable. During peer review sessions and course workshops, I will ask each team member to see their works-in-progress. That being said, your group will not present four different designs. It is up to you to synthesize input from each team member and to execute a final design. At the end of the project, each team member will complete a team evaluation form where he or she discusses and rates other team members.

		Theme	Homework	Class work
Week 2	8.27	Basics of Design— Understanding contrast, repetition, alignment, and proximity	Textbook pp. 11-80	Intro
	8.29		Find examples of good and bad logos "What to ask your client before creating their design brief" http://designinstruct.com/articles/project-management/client-design-brief-questions/ Prepare questions for client visit/design brief	Getting to know the client
Week 3	9.03	Understanding the client	Textbook pp. 91-108 "How to design a logo: A 5-step process" http://designinstruct.com/iconlogo-design/howto-logo-design-process/ "The ultimate guide to logo design: 50 expert tips" http://www.creativebloq.com/graphic-design/pro-guide-logo-design-21221	Photoshop tutorial*
	9.05		"How to create a mood board: 40 expert tips" http://www.creativebloq.com/graphic-design/mood-boards-812470 Create a mood board	Designing logos in Photoshop
Week 4	9.10	Designing logos	Finalize logo drafts for peer review	InDesign tutorial*
	9.12		Revise logos	Peer review of logos Laying out pages in InDesign
Week 5	9.17	Designing the masthead, PowerPoint template, and promotional item	Create drafts of the website masthead	Peer review masthead
	9.19		Create drafts for PowerPoint template and promotional item	Peer review template Peer review promotional items
Week 6	9.24	Client presentations	"Win more pitches! 7 pro tips for seducing clients" http://www.creativebloq.com/agencies/win-client-pitches-successfully-3132141 "How to create a presentation: 10 free tools" http://www.creativebloq.com/design/free-tools-create-presentations-8133772	Finalize designs Work on presentations
	9.26		Create a short presentation for client	Presentation to client

*The dates for the tutorials are subject to change.

NOTE: You need to respond to "Discussions" on the Blackboard Learn site for the first two weeks of the project. I will post prompt based on the content on the readings, and you need to write a 100-word response to the prompt. These prompts need to be finished before class on Tuesday. You also need to comment on two prompts from other students. These two responses need to be completed before class on Thursday. Because of the number of deliverables demanded of the project I have decided to forego reading responses later in the project. In lieu of these responses you will be spending time discussing and developing the project in your production teams.