

Week 3:

1. Thesis brief & abstract:

As of week four, the thesis brief should be completely revised and ready for final approval.

The final copy should be proofread, incorporate corrections from the earlier drafts, and be formatted according to the design format you developed.

If your thesis brief is not approved, you may not be permitted to continue.

2. Review the reading in the writing text, and the chapters in Design Research

3. Continue collecting research materials

4. second sketches

revise sketches based on class critique.

PRINT GROUP:

corporate identity: 6-8 TIGHT renderings of identity symbols, including symbol and type treatments. supporting page with type samples

publication: 4 TIGHT versions of sample page, including type choices, alternate grids and formats, show use of illustration or photography

SCREEN GROUP:

web-based:

flow chart and wireframe

3 DETAILED sketches of ALTERNATIVE interface concepts

3D:

storyboard synopsis: 5 sample frames (title, 3 story frames)
TIGHT rendering showing prospective palette,
illustration style

for all: make your sketches presentation quality, and print in inkjet

READING:

Editing and Revising:

Chapter 1 What is Editing?

p 8-9 Barriers to communication

Chapter 3 Readers and aims

p 19-21 What does the document aim to achieve

Chapter 5 First steps

p 32 The first look through

p33 Editing the process

Chapter 6 Editing the content

p 34-39

Chapter 7 Achieving Structural

Flow

p 40-47

Chapter 11 Brevity

p 70-77

Chapter 12 Clarity

p 78-91

Appendix

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p 121 Style checklist

p 124 Clarity checklist

p 130-131 Proof checking symbols

Design Research:

preface p 10

introduction p 16

changing role of research p 22

quantitative Methods: from Boring to Brilliant p 23

ethnography and critical design practice p31

paradox of design research p 39

overview of quantitative methods in design research p 63