

Week 4:

1. Thesis brief & abstract:

As of week five, proofread and complete print, using your format

2. Continue collecting research materials

layout samples of research elements [type, images, color palettes, texts] and inspiration elements in a grid using your design format.
Print in color.

3. sketches

revise sketches based on class critique.

4. first rough/comp (tighter and more comprehensive version of sketches)

Make a selection from your sketches:

PRINT GROUP:

corporate identity: 4 PRESENTATION-QUALITY renderings of identity symbols, including symbol and type treatments. Include a supporting page with type samples, and images of reference materials.

publication: 3 TIGHT versions of ALTERNATIVE sample page, including type choices, grids and formats, use of illustration or photography

SCREEN GROUP:

web-based:

final TIGHT version of your flow chart and wireframe
3 PRESENTATION-QUALITY sketches of ALTERNATIVE interface concepts (be prepared to explain your choices)

for all: print in inkjet

REMINDER: your presentations should clearly represent 6-9 hours of work. Everything should be presentation quality and printed as inkjet prints. You should develop a grid/design format for your presentations.

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

quantative Methods: from Boring to Brilliant p 23

ethnography and critical design practice p31

paradox of design research p 39

overview of quantative methodsw in design research p 63