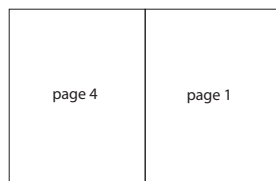## Project 14: A Design System

Objectives Design systems are used in various types of documents and digital websites and applications, such as Newsletters, Magazines, Websites, Apps and EPublications. A Design System dictates the structure and the way the content is presented so that multipe documents can be created with the same organization, look and feel. In this project, you will be creating a design system for the project of your choice. In addition, this project allows you to select the context as well as content type, so that you can explore design issues around your own interests.
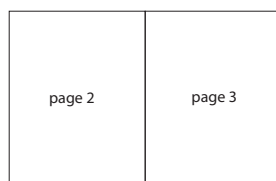
You will start by creating one design that is well thought out and crafted for the document you have chosen, then you will create a set of design guidelines, so that someone else could create a new version of your document with different content in the future.

Assignment Imagine that you have been asked to develop a design system for a new quarterly newsletter for an organization, a new emagazine, a new database searching app, or portfolio website. The design system will be used by someone else in the future, i.e.:, the organization's in-house designer to create future issues.

Requirements:

Printed Newsletter	EMagazine	Database App	Website-Portfolio
8.5 X11 four page printed double sided newsletter	digital publication for tablets	App used to search a database and retrieve information on a tablet or mobile device	Website that contains the works of one or more artists for desktop or tablet
users read news or feature articles assembled for a specific audience	users read news or feature articles assembled for a specific audience	users find a piece of desired content in a large collection of information	users review a set of works done by a specific artist
color or black & white, could bleed	color	color	color
must use images and text	must use images and text	must use images and text	must use images and text
see diagram 1 for page sequence. include feature article and some small columns	include feature article and some small columns	found item page, pages for each step in the search including home page	found item page, pages for each section landing page including home page

page 4 | page 1

Outside

page 2 | page 3

Inside

Diagram 1

To create a design system, use the following steps :

Step 1 **Define your project.**

1. Select what you are designing.
2. Define the purpose and audience of your project.
3. Identify types of pages & content that should be included in the final project.

Step 2 **Write your project proposal (~1-2 pages).**

It should include the following 4 sections:

1. A brief description of the type of project & scenario you selected.
2. The purpose and target audience as well as the primary content of the project.
3. A list of effects you want to achieve in your design (e.g., playful, serious etc.) based on #2.
4. Feasibility of the project. Do you know (or can you learn) enough about the target audience and what the tasks or content will be ? Can you generate or find sample content materials—e.g., images and texts?

Step 3 **Develop your design system based on the design goals identified in Step 1.**

1. You may review existing design examples before you begin. This will provide you with a range of design options you might not think of.
2. Explore layout options using rough sketches (w/ pen & paper), and determine a grid structure you want to use (roughly). Here, you should consider how you can achieve your design goal you've identified in Step 1.
3. Explore typographic choices. You should review several candidates. At this stage, you may choose typefaces, and sizes.
4. Finalize the grid structure, based on typographic choices you made in #3. Draw the grid using InDesign or Illustrator
5. Create a sample project (at least one).

   You may use images as part of the content (e.g., a photo for a story), or as decorative elements. You may use any stock photos for your sample design. Note that these images you find on the Internet are copyrighted; they cannot be used freely outside of the class.

Step 4 **Create a design system documentation.** It should include:

1. The purpose and target audience-a defined in Step 1.
2. Sample design(s). You must include at least one complete design sample. The sample design should be scaled-down, and included as figures.
3. Your design rationale? (describe why your design is appropriate)
4. Grid system, and its usage and constraints. You may also include examples to illustrate the use of the grid.
5. Typographic requirements (e.g., fonts, size etc.). You may include visual examples.
6. Additional instructions (e.g., color scheme, selection of images etc.).

Your document should be professionally written, and designed, and include enough details so that another designer can create a project using your design without talking to you.

Schedule/Milestones

4/6 M Project described and questions answered-work on proposal in class

4/8 W **Individual Meetings-Proposal Due-Print out**

4/13 M Work session/Desk critique

4/15 W Work session/Group Critiques and Desk critiques

4/20 M **Draft 1 of Design System Design Sample Due,** Class Critique

4/22 W Make changes based on feed back- begin creating system document

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4/27 M Work session/Group Critiques on system document and Desk Critiques

4/29 W Final Critique-be prepared to talk briefly about your project

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5/1 F **Project 14: Final Design and Design System Document Due (Blackboard Only)**

Project 14: A Design System

Name: _____ **Grade:** _____

Appropriate visual style for the purpose, audience, and context.

no problems   major problems

Appropriate visual hierarchy is used.

no problems   major problems

Typographic grid is used effectively.

no problems   major problems

Appropriate sequence of pages including all necessary detail.

no problems   major problems

Any designer should be able to read your specifications, and generate individual design solutions in the future.

no problems   major problems

The design system document is designed well with all the basic principles of design you have practiced this semester.

no problems   major problems

The design system document conforms to standards of good business writing.

no problems   major problems

Other comments

_____

_____

_____

_____

_____

_____