TW Workshop 2.4 – Designing your Proposal

Technical Writing

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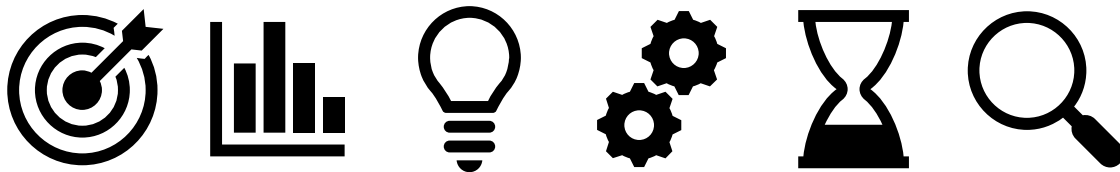
Example design choices

Choice of fonts:

THIS IS THE TITLE FONT

This is the heading font.

This is the subheading font.
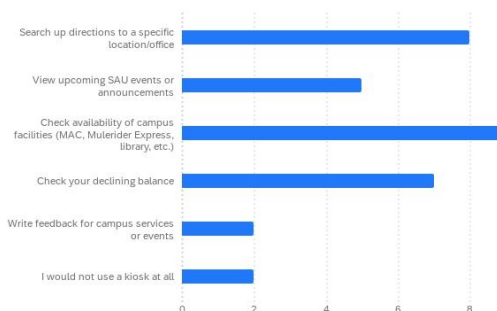
This is the text body font.

Possible icons to be used:

Visuals (AI-generated images and charts):

Reflection

Branding

The document, titled "SAU Digital Interactive Kiosks", is a proposal for installing a digital interactive kiosk system on the SAU campus. The title is straight to the point, so the reader can quickly get an idea of what the proposal is about. Since the product of the proposal is a piece of technology, the document can be implemented with metallic shades of gray and/or blue. Those colors should be the main choices for important words and visuals. My choice of fonts is clean and modern, to convey a similar message.

As an individual proposing this idea, I do not have a company name or logo to include in the document. I will have my qualifications and past experiences on one page to demonstrate my capabilities and trustworthiness in proposing the project.

Non-Linear, Multimodal Design

In my opinion, a proposal for a digital kiosk system can be designed similarly to a brochure. The sections can include a healthy amount of both text and visuals. Headings and subheadings can be in their respective shades of blue, to help the reader differentiate between them. Icons can be placed next to headings or bullet points. The text should be in bullet points or short paragraphs, and only include necessary information.

Images are AI-generated to avoid copyright issues. They are generated with prompts given to Google Gemini. They have to be relevant to the proposal, for example, the kiosk should be set in a campus rather than a shopping mall or restaurant. The charts obtained from the survey can be utilized to drive important points. The budget should be in a table that includes the total and reoccurring costs.

Page Design

The design is placed in a landscape orientation to fit visuals better. The layout is separated into two columns, to allow for clarity and alternating between visuals and text. Visuals will fit the width of columns so that everything is aligned. A 1-inch margin on all sides will make the document more readable. Additional information like research papers or kiosk pricing brochures can be included through hyperlinks.