

Infographic Postcard

Keywords - Application: document design

In a team of three, we designed documents for a startup company in Auburn, AL— Livewell Juice Co. Using Adobe InDesign, we were tasked to design a business card, table banner, post card, and booklet based on the company's protocol for delineating best practices to customers for juice consumption. My role in the group project was designing the post card and editing the protocol. As a portfolio sample I have used the postcard to showcase my document design skills. Along with the rhetoric of a document, the ecology in which it is used—the physical environment of the user—also matters. (Kimball and Hawkins, 2008). Our client did not have a specific location for her business; she would usually set up or reserve a small corner for her business in a coffee shop situated in Auburn. Thus, the postcard was designed considering the physical environment of a coffee shop. I designed it to be a handy informative document placed on the counters of coffee shops for advertisement of the juice company. The logo of the company was deliberately enlarged as it was multicolored, hoping that it would draw attention of customers at the coffee shop and provoke them to pick a postcard.

Kimball and Hawkins state that the physical design of a whole document can have a significant effect on how users respond both to the document itself and to the client (2008). Hence, in order to evoke a positive response from users when they see the postcard, I diligently implemented the six document design principles of similarity, contrast, proximity, alignment, order, and enclosure, and other design theories of visual rhetoric, affordances, figure ground concept etc. In case of typography, typefaces have a persona and they create a visual message (Brumberger, 2002). The postcard mentions four juice flavors: Green Renewal, Minty Refresher, Gold Standard, and Hot Ginger. Thus, the font colors were chosen as per the flavor names, i.e., Green Renewal was formatted in green text and so on, and this color contrast helped differentiate the flavors. The shades of these colored texts were matched with those in the company's logo in order to maintain the color scheme.

Further, as far the content is considered, I portrayed pathos, ethos, and logos through the use of the company's tagline, testimonials, and juice protocol information, respectively. The tagline "calm your mind, awaken your soul" created an emotion of having a healthy wellbeing in the audiences, and also reinforced their memory of the product. The list of the juice flavors in the postcard generated logos as it provoked the interested audiences to refer to the protocol document to know more about benefits of the juices and consumption guidelines. In my first design version, I received feedback from my peers on the use of color scheme, and accordingly I

improved the design which then included colors from the company's logo. Although the postcard was a simple two-sided document, I faced issues of having too much white space, but the above-mentioned design principles helped me cover up the space.

References

- Brumberger, E. R. (2003). The rhetoric of typography: The persona of typeface and text. *Technical communication*, 50(2), 206-223.
- Kimball, M. A., & Hawkins, A. R. (2007). Document Design. *Document Design: A Guide for Technical Communicators*.