# Visuals Redesign

The main objective of this assignment is to let students explore a variety of real-world documents while keeping their eyes open for graphical and design elements. In doing this, we hope to illustrate that just because something is in print; it should not assume it's perfect.  A second objective is to let students work on a collaborative project

## Background:

In this assignment, you will have the opportunity to apply what you know about writing, document design, and the graphical presentation of information and data. You will work in groups of two or three to locate an existing business document, analyze its strengths and weaknesses, and develop an improved version of the document. This group project will culminate in an oral presentation to the class in which you will argue that your redesign of an existing document is more effective, more accurate, and more concise, etc.

Each member should supply two documents for the team to consider. The team should choose which of the options they will submit for their redesign. You will then prepare a redesign report and present it to the class.

The documents you propose improvements to may be almost anything, as long as they contain **technical information:**

- sections of textbooks or manuals
- business journal articles
- popular presentations of business related information in magazines or newspapers
- brochures
- laboratory procedures
- package inserts
- installation or assembly instructions
- If the document is long, you can redesign portions of it. **If you have any doubts about the document you are considering, please ask me.**

The students' revisions are evaluated on how well the group justified their changes in terms of the principles of document and graphics design covered in the text and class discussions, as well as how effective the changes were. The magnitude and number of changes is not necessarily correlated with their effectiveness--subtle changes could have a significant impact on the document's effect.

## Your Tasks:

1. Oral group presentation: Present the changes you made to your document. Each member of the group should present a portion of the project to the class. Your proposal should be polished, persuasive, and accompanied by appropriate visuals. Try to keep the presentation to 5 minutes at most.

2. Written Report: Submit a memo to me detailing your justification for proposed changes (**3 pages maximum**--include references to original and revised documents as appropriate).

Make a concerted effort to provide visual revisions. You will not be graded on whether it's professionally redesigned but I want each group to try and work on the layout changes.

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