

Date: September 13, 2020
To: Dr. Holly Baker
From: Brandon Nguyen
Subject: ENGL421 – Project 1 Redesign Portfolio

For Project 1 in ENGL421, I was responsible for compiling a redesign portfolio of three technical documents. The first technical document (Document 1) required that I choose one of the provided technical documents and revise it for a different defined audience. The second technical document (Document 2) required that I choose one of the provided brief reports and transform it into an infographic. The third technical document (Document 3) required that I choose one of the provided flyers, which are poorly designed, and redesign it with the focus on the design principles. All three redesigned documents were reviewed by the same peer and I was responsible revising the three redesigned documents based on their critique for the final draft.

For Document 1, I chose to redesign and rewrite SAMHSA fact sheet. SAMHSA fact sheet was intended for adult survivors coping with grief after community violence. I was tasked with rewriting and redesigning the document that would be appropriate for 8th grade children (12-14 years old). I was also required to make it a 2-page document (front and back). The original SAMHSA fact sheet had satisfactorily followed the design principles at first glance, but it had contained too much information that would not be appropriate for 8th grade children. Therefore, my first goal was to cut down enough information while retaining the key points to be easily digestible by 8th graders. In the redesign, the major cut was all of the resources such as the phone numbers, contact information, and websites. The reasoning would be that it would be risky or unsafe for children to be dialing unknown numbers or unintentionally going on random websites. For example, a child might misspell a word for the website address or enter the wrong digits for a phone number. In order to fill in the gaps due to the major cut, I decided to place a little message on the bottom where it asks the reader to confide with a parent or guardian on how SAMHSA could help them. Additionally, I used a few pictures that would help relate the document to the reader as well as maintaining balance for the page. As for design principles, the redesign follows the same layout as the original SAMHSA document. For example, the redesign has the same 2-column grid system as the original to keep balance. All texts have the same font and headers are used consistently. Texts and their headers are also grouped together. I had also attempted to create equal spacings for the items. A lighter green background was used to convey “renewal” and there is a good contrast with the white text. As for the content, several of the texts were copied from the original, but slightly modified to make the reader feel as if the document is directly talking to them. I have also added few original texts to show encouragement for the reader. The first redesign of Document 1 was reviewed and was given the score of 3 (proficient).

According to the critique on Document 1 (fact sheet), the reviewer suggested that the images should either be consistent in size on both pages or have the images on the second page to be placed side-by-side. The reviewer also suggested in choosing a different color scheme because the current color scheme did not match the tone of the original fact sheet. There was also a mention of grouping issues and the reviewer suggested in giving text blocks a background color to visually separate different items. The reviewer concluded that the document felt unbalanced and empty on the first page and suggests in adding an image or more content at the bottom left. I agreed on all of the reviewer’s suggestion and made the appropriate changes for Document 1.

For Document 2, I chose to transform the National Low-Income Housing Coalition (NLIHC) summary of the 2019 HUD homelessness report into an infographic. My goal was to scan for the statistics of the NLIHC summary report and use only them for the main texts of the infographic, which is supposed to be mostly visual and less text. For balance, I followed the 2-grid column system and attempt to balance the left side and the right side. On the left side, there are statistics and little text describing the statistics. On the right side, I attempt to balance by using a few relevant images with appropriate width and height. The statistics and headings are consistently bolded. The statistics and their text describing it are also grouped. The color choices help make a good contrast and appears to be matching consistently. The first redesign of Document 2 was reviewed and was given the score of 2 (developing).

According to the critique on Document 2 (infographic), the reviewer suggested that more information could be added such as bars and charts. The reviewer also mentioned of balance and consistency issues. For balance issue, the reviewer says that the document feels heavy on the right side. For consistency issue, some texts follow an inconsistent pattern (e.g. percentage on top and description on bottom are consistent, but one item block has its percentage on left and description on right). I agreed on these points from the reviewer and modified the document accordingly.

For Document 3, I chose to redesign the film fest flyer. The film fest flyer was incredibly busy at first glance. There were a lot of repeated and irrelevant information. With regards to the design principles, the flyer is unbalanced, with most weight on the right and bottom. The items on the flyer did not have equal spacings and there was no sense of relevant groupings. There were inconsistent fonts and colors. However, the flyer managed to have decent contrast as the texts were somewhat readable. My first goal was to understand what a film festival flyer would look like. I searched on Google Images and found several inspirations. Since the original flyer was oriented on action movies such as the Bond films, I decided on using the colors red, black, and white in the redesign. I had also cut down on several content on the original flyer and retained the key information such as the schedule, the event name, location of the event, and the purpose of the event. For design principles, I attempted to balance the flyer using the 2-grid column system. For alignment, the items on the flyer are decently spaced. The items were also grouped together based on relevance, such as the schedule table (the days and the events). I attempted to show consistency and contrast by the color choices and same font. The first redesign of Document 3 was reviewed and was given the score of 3 (proficient).

According to the critique on Document 3 (film flyer), the reviewer suggested that the document could be improved on the alignments and resizing of the texts. There was also a suggestion on improving balance. Overall, the redesigned Document 3 suffered minor issues on alignment and balance. I have disagreed with the reviewer on removing the texts that the reviewer suggested to remove such as the live music information and the text describing the event's purpose of celebrating the 50th anniversary of "Bonds" films as they are critical in describing the event or engaging the audience. Besides that, I agreed on the other points suggested by the reviewer.

In conclusion, the first redesign of the three technical documents had overall issues of balance, grouping, and consistency. For the final draft, I have taken some of the critiques into consideration and revised the redesigns accordingly.