

Design Memo

To: Dr. Karen Kuralt

From: Sunny Singh

Date: July 1, 2018

Subject: Web Design Proposal (Document Design Portfolio, Project #2)

Introduction and Purpose:

This document is a proposal document for services I offer as a freelance web designer. It is intended to give prospective clients an idea of services I offer and how much they cost. For me, it gives me an idea of how much time it will take to get the project completed. The primary users are local businesses but its open to anyone in the United States who is willing to communicate via emails and other online methods of communication. This document also serves as an extension of my design capabilities that the client can see. The reader will see this document after consulting with me about building a website. Ultimately this document will turn into a section on my freelance business website, which is in progress.

The Client

This document caters to business owners who have contacted me about their website needs. Since my services focus on the design and user experience aspect, I have to make all documents feel well designed. These business owners are typically older adults in their 30s and above. The main thing that the clients needs from this document is how much it's going to cost, and what they will get out of it. What makes this document successful is that the client walks away feeling that they are putting their money to good use and that I will deliver a quality solution for them.

These business owners, typically do not have tech-savvy people on their team and nor do not have the time to design the website themselves. Which is why they reach out to freelancers like me. I typically have met these clients prior to presenting this document to them. The colors in the design do not change because it helps build brand identity across all the document that they receive from me. The main thing the client wants to know is how much it's going to cost and what I will deliver.

Design Constraints

The only physical design constraints was the size of the document. The document itself will be printed on an 8.5 x 11 in size paper because it is the most commonly used and readily available paper for consumers. Also, the document is meant to be short, precise and informational. This made it very hard

to put any graphics or pictures on the document because it might've made it cluttered with unnecessary elements.

Design Rationale

The final design of the document relies on Gestalt's principles of design such as the law of proximity, similarity, closure, and symmetry. The way that everything is grouped helps the reader skim faster through the document to find what they are looking for. The final version is a compact and consistent compared to previous drafts. I felt that there was adequate white space to make document not look cluttered. There were only 2 fonts used in the making. Source Sans Pro was used with different spacing and size. The list items in the services used a lighter font called Aleo Light. The combination of size and the contrasting fonts helps build a hierarchy that the reader can follow. The Source Sans Pro typeface and the black and yellow border at the bottom were introduced to match with the branding of related documents. This makes the document set feel more professional and consistent. The document is designed with a sans serif typeface because it is easy on the eyes in print and on a digital screen.

Design Evolution

The first draft was just something that I threw together with elements placed in a reasonable position and I used colors and typefaces that I've previously used in past projects. I thought it was a good idea to have it split into two pages because I'm used to having a cover page due of lab reports for academic classes. The layout of the cover page was quite similar to what you would see on a cover page of a lab report or an essay. Then in the second design, I tried to make the cover page not look so much like an academic paper cover page by shifting elements in a grid formation. Then in the third draft, I completely ditched the cover page and merged both pages into one cohesive design. After a critique on the design, it came to my attention that something was missing. The colors were just random and the typeface did not match any of my related documents. The design was not consistent. What makes the final design successful is the fact that the typeface and the colors are consistent with related documents. This makes the client feel confident in my abilities to design because they can see how the documents are connected and how I can represent a brand even on paper.

Design Assessment

Working on this project helped me see that every document can be improved. If I had more time, I would try out different layouts and grid system.