Design Memo

To: Dr. Karen Kuralt
From: Sunny Singh
Date: July 1, 2018
Subject: Newsletter (Document Design Portfolio, Project #1)

Introduction and Purpose:

This document is a newsletter for an organization called Student Mountain Club. The newsletter is a primary means of connecting with the organization's members. It has informational readings that the members will find meaningful. The design will need the approval of an editor before being sent out. The newsletter can also be viewed by those who are interested in joining the organization. This document will primarily be distributed via email, but it can also be printed out and distributed using snail mail.

Users/Readers

The demographic that this newsletter target is English speaking adults who are students. These students are typically active and are interested in climbing mountains with other students at this academic institution. Since the audience is most likely college students, I tried to make sure that the design looked modern and the pictures looked edgy. This way, they are more likely to read the article. People who climb mountains enjoy a good view, that is why I included pictures with nice natural views. To make this a successful document, the reader has to walk away knowing more about what is happening in the organization and how they can get involved.

Design Constraints

Since this is a newsletter, I had free range on what graphic elements could be put in. The only big constraint was the page length. This is a newsletter, not a magazine. So I had to make sure that I did not make the design extend way more than a couple of pages. This meant finding unique ways to display and fit the information.

Design Rationale

The final design contained modern fonts and eye-catching pictures. The font was clean and modern looking and had a good amount of spacing between each character. The colors were primarily derived from the picture you see on the cover page. This makes the document feel well designed and

cohesive. The elements were neatly arranged an in a way that it makes sense to the reader. The font weight delivered a hierarchy that was easy to follow.

Design Evolution

The first draft started off with having a catchy cover page. I picked an image which was excited and reflected the organization. Then I went and browsed typefaces which would match the theme and the name of the organization. I came up with two typefaces. One which would be used for headings and another one which would be used elsewhere. "Thin air" had to feel thin, so I picked a font which felt "airy" yet professional. Then I increase the spacing between the characters to exaggerate the "airy" aspect. I picked an orange accent color from a picture I used later along in the document. The rest of the layout consisted of a minimalistic feel to it with plenty of white space. In the second draft, I wanted to switch up the style and make it feel more artistic. I used the same fonts but I exaggerated the orangy color. Instead of it being an accent color, it was now a primary color. White space was used more sparingly. I also cut down the overall length from 5 to 4 pages. Then I went in the content and thought of ways to cleverly display them. The biggest design overhaul went to the itinerary section on page 3. I used gestalts law of connectivity to help emphasize how day 1 was connected to day 2. After the second draft, I scheduled a critique of the design and got helpful feedback. The biggest takeaway was improving contrast and doing something with the negative space at the bottom half of page 3. It looked like a poem and I needed to change that because that was not the intended purpose. So, in the final design, I picked a dark navy blue color from the image that is on the cover page. Then I applied that color everywhere where there was a contrast issue. Then I went in and added an image on page 3 and shifted the layout so that it does not look like a poem. After that, I styled the last section on the last page to make the heading and its section contrast with each other.

Design Assessment

Working on this project helped me realize that I enjoyed designing covers with huge images. If I had more time, I would try adjusting the positioning of the images to create interesting layouts.