

Design Memo

To: Dr. Karen Kuralt

From: Sunny Singh

Date: July 1, 2018

Subject: Web Design Contract (Document Design Portfolio, Project #3)

Introduction and Purpose:

This document is a contract document for my freelance web design business. It is intended to set rules with clients before I begin the job. This contract gives the client a detailed summary of services I will be provided along with a timeline that both the client and I will follow. For me, it gives me a confirmation that both parties are on the same page and if any trouble arises, I can point to the contract. The primary users are prospective clients who have decided that they want to hire me. This document also serves as an extension of my design capabilities that the client can see. The client will only see this document after they have signed a proposal and are ready for me to begin designing their website.

The Client

This document caters to local business owners who have already decided that they want me to design their website. These business owners are typically older adults in their 30s or older. Since my services focus on the design and user experience aspect, I have to make all documents feel well designed. The main thing that the clients needs from this document is the details of the project and timeline of things. 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. If any problem arises, both parties can use this document as common ground for support in their arguments.

I typically have met these clients multiple times and have built a rapport with them 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.

Design Constraints

The only physical design constraints were 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 informational because its a legally binding contract and that's how they are typically presented. This made it very hard to put any graphics or pictures on the document because you don't find them in contracts that often unless its a logo.

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 more consistent compared to previous drafts. Majority of the document was text and I left enough white space between paragraphs and headings to make document not look cluttered. There was only 1 typeface used in the making. Source Sans Pro typeface was used with different styles, spacing, and size. The combination of size and the style of the typeface helped build a hierarchy that the reader can follow. The different indentations applied to the headings create an easy to follow the child and parent structure. The Source Sans Pro typeface and the black and yellow border at the top were introduced to match the branding of related documents. This makes the document set feel more professional and consistent. The document is designed with a sans serif font 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 a typeface which resembles something that would come out of a typewriter. This helped me get a starting point. In the second draft, different typefaces were used and there was a better distinction between the heading and the paragraphs. I then redesigned the cover page for the 3rd draft because nothing really popped and every section felt as if it carried the same weight. I also introduced color in a form of a small bar at the top of the page because I wanted to make the document feel like it there was thought put into the design. After a critique on the design, it came to my attention that something was missing. The colors were just random and there were too many conflicting typefaces which did not match any of the related documents. The design was not consistent. What makes the final design successful is the fact that the typefaces and the colors are consistent with my other related document designs. 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 designing a large document is hard. If I had more time, I would try out different colors and layout for the cover page.