

Visual Design

Due: Monday, November 25, 2019, **9:00 am**

Description

In this assignment, you will learn how to apply the concepts you learned in the lecture videos about visual design.

Task

Please provide your solution to the following task in the submission format (**Submission Format.pdf**).

1. Identify instances of poor visual design in documents like posters, newspaper articles, business cards, menu cards, and brochures in the real world. Then identify **six violations** of the *visual design principles* that were discussed in the lecture videos—*contrast, repetition, alignment, and proximity*—in these designs. These six violations should include **at least one violation** each of the four design principles. For each violation, mention which design principle has been violated, describe the violation, and explain why this makes the design bad, i.e., makes the information hard to process and understand.
2. Along with this assignment, you will find two documents named “birthday party invite” and “resume” in both Pages and Word document formats. Using the concepts you have learned in the lecture videos such as the four visual design principles, typography, and colors, **redesign** these two documents. Remember to retain the intention of these documents, e.g., a resume should be professional looking whereas a party invite flyer should be attention grabbing. **Note:** You can rearrange the content and change the representation of the content, but you cannot add or remove information.

Deliverables

Prepare the solution as three PDF documents: One containing your solution for the assignment in the submission format called **A06-GXX.pdf** and two files for the unannotated redesigns called **A06-GXX-invitation.pdf** and **A06-GXX-resume.pdf** respectively. (XX refers to your group number.)

Submit all three PDFs via RWTHmoodle.

- Submissions handed in after the deadline will be graded with 5.0.
- Submissions that exceed the provided page limit will lose points (see Submission Format).
- You will lose points if your submission files are incorrectly named or are not in the correct file format.
- You do not have to submit a presentation for this assignment.