

Assignment 3: Layout and Design

Due: Tuesday, March 21st BEFORE class

Requirements

You will complete this assignment alone. The assignment has two parts. In part A, you will analyze and re-design an MTA Fast-track poster. In part B, you will decompose an app of your choice into components and then re-design part of the app.

Part A: Can we fix this?

Your task is to re-design this ad for the MTA's Fast-track.

Source: http://web.mta.info/nyct/service/fastrack_D_Councorse.htm

FASTRACK

D No trains between 161 St-Yankee Stadium and 205 St
4 trains and  free shuttle buses provide alternate service
Late Nights, 10 PM to 5 AM, Mon to Fri, Mar 6 - 10

D service operates between **Stillwell Av** and **161 St-Yankee Stadium***.
 Buses operate between **Mosholu Pkwy** **4** and **205 St**.

Travel Alternatives



For service between **161 St** and **Bedford Pk Blvd**, use nearby **4** stations instead.
For **205 St**, take a  bus via Mosholu Pkwy **4**.

- Transfer between **D** and **4** trains at **161 St-Yankee Stadium**.
- Transfer between **4** trains and  buses at **Mosholu Pkwy**.

Station	Shuttle Bus Stop
205 St	Bainbridge Av at 206 St
Mosholu Pkwy 4	Jerome Av at Mosholu Pkwy

D Station	Nearby 4 Station
Bedford Pk Blvd	Bedford Pk Blvd
Kingsbridge Rd	Kingsbridge Rd
Fordham Rd	Fordham Rd 
182-183 Sts	183 St
Tremont Av	Burnside Av
174-175 Sts	176 St
	Mt Eden Av
170 St	170 St
167 St	167 St

*Coney Island-bound trains skip 155 St, Mar 6 - 10.

Note: Additional **4** service operates between 149 St-Grand Concourse and Woodlawn.

Step 1: Define your user

Who are they? Where are they? What's the readable distance?

Step 2: Define your Medium

Choose one specific format. E.g., Poster, Mobile App, Desktop, Kiosk Screen).

Step 3: Establish Hierarchy

Order the most -> least chunks of information on a separate sheet outline.

Step 4: Design

Create a new readable, usable version of this information. Use any tool of your choice.

Make sure you address:

- a) Font
- b) Spacing
- c) Weight
- d) Size
- e) Layout

Step 5: Write-up

- a) Create a write-up that describes your user, medium, and shows your hierarchy.
- b) Submit your new design.
- c) Submit an explanation of your design choices.

Part B: Decompose an app of your choice

Your task is to take any app (it could be your own project) and break it down into components. Then re-design (part of) the app using any tool that you choose.

Step 1: Identify components: Take lots of screenshots and annotate.

- a) Call out how is typography is being used: typeface choice, hierarchy of type, body copy vs headline copy vs nav copy.
- b) Call out how is hierarchy being used.
- c) Identify and call out which design patterns are present in the app and where they appear (<http://material.io>).

Step 2: Make a new Main Screen or some other *interesting* screen of your choice.

Deconstruct the patterns your identified above and remix them into a new Main Screen using Material Design. Create three different formats for:

- a) Desktop
- b) Tablet
- c) Mobile

Step 3: Write-up Create a report with the same structure given above (i.e., steps 1-2, parts a, b, c).

Grading Criteria

You will be graded using the assignment structure given here. **You MUST create your report using this structure.** Points will be deducted if you fail to follow instructions.