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

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.