

# 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](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 <b>4</b>	Jerome Av at Mosholu Pkwy

<b>D</b> Station	Nearby <b>4</b> 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.