

Document Redesign Written Assignment

Introduction:

You have all looked at a document (flyer, letter, article, etc) that was not visually appealing. Maybe the font was difficult to read, or the page was crowded, or the text was not organized clearly. Regardless of the problem, poorly designed documents are problematic and unprofessional; they could cost you a promotion, job, customer, or sale.

Goal:

The goal for this assignment is for you to redesign a menu so that it is more visually appealing. Customers should be able to find menu items and prices easily and understand what they are ordering.

Details:

Choose one of the menus attached as a pdf—Eddie’s Diner or Baba’s Mediterranean—and redesign using the design principals we have been discussing in class. Your menu must contain the same information as the original, but present it in an attractive format that is easy for customers to read. Pay attention to organization, headings, font choice, spacing, and color. Feel free to add information that will assist with making the menu reader-friendly, but do not delete any information. I’ve also included word doc versions of the menus so you do not have to re-type the text.

You will also submit a short paragraph (250 words) explaining why you made the decisions you made as you redesigned the menu.

Attach: your assignment as a pdf.

Grading: this assignment is worth 40 points. See rubric following the assignment for grading details.

Document Redesign Grading Rubric

The following rubric will be used to grade your assignment:

	Excellent	Average	Approaching Average	Failing
Redesign Format and Structure	-chosen design elements are visually appealing, demonstrating sophisticated understanding of document design elements - precise placement of headings, font, size, and color -order of elements is strategic	-chosen design elements are visually appealing, demonstrating clear understanding of document design elements - compelling placement of headings, font, size, and color -order of elements is unified	-chosen design elements are obvious and/or basic, demonstrating some understanding of document design elements - simple placement of headings, font, size, and color -order of elements is confusing	-demonstrates a lack of understanding of design elements -no clear use of headings, font, size, and color -no clear order to elements
Explanation Paragraph Content	-includes all relevant details -expresses all information expertly -sophisticated explanation of redesign choices	- includes all relevant details though may not be expressed as clearly as excellent example -adequate explanation of redesign choices	- details are irrelevant, missing, or confusing -confusing or underdeveloped explanation of redesign choices	-no explanation of redesign choices
Language	-uses professional and formal language throughout -demonstrates control of the conventions with no errors	-uses professional and formal language throughout -demonstrates basic control exhibiting occasional errors that do not hinder comprehension	-language is informal or inappropriate -demonstrates emerging control, exhibiting frequent errors that make comprehension difficult or indicate a lack of understanding of conventions of grammar	-language is informal or inappropriate -demonstrates minimal or no control of conventions