# **Assignment 3: Layout and Design**

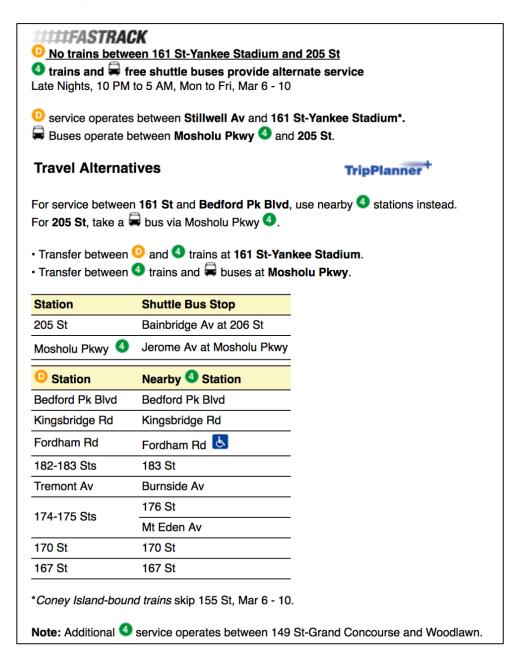
Due: Tuesday, March 21st BEFORE class

## 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: <u>http://web.mta.info/nyct/service/fastrack\_D\_Councorse.htm</u>



#### 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 (<u>http://material.io</u>).

### 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.