

Design Studio 2: Project 1

due Dec. 11th

"A common mistake that people make when trying to design something completely foolproof is to underestimate the ingenuity of complete fools."

--Douglas Adams, author of The Hitchhiker's Guide to the Galaxy

Good design makes things more user friendly. Bad design can throw obstacles in the path of those trying to use it and lead to confusion or frustration. In some cases, the mistakes caused by bad design can be catastrophic. Your task is to redesign two problematic pieces to be user-friendly, functional, and even attractive.

1. The first piece: The 2006-7 Johnson & Wales Academic Calendar.
(You can find it here: http://www.jwu.edu/sas/calendar/ugrad06_pvd.htm)
Refer to the PDF linked from that page for some additional ideas, if you like.

First you have to make sense of it. Organize the data. Then work it into a design that's easy for the J&W Community to understand. Design it so that it could work online OR in print.

2. The second piece: One of the most famous debacles of design in recent years - the 2000 Florida presidential ballot. It'd be hard to make it worse. Design a solution that looks good AND is guaranteed to help voters navigate to the candidate they want to vote for.

Use the original candidates' names.

Here's the original:
http://www.issues2000.org/florida_ballot_large.jpg

The best solutions will be the most creative, attractive, and functional.

You can get as design-y as you want with these, as long as the final products are logical and intuitive! You may benefit from asking others for their perspectives on your solution, to see if it really works.

Have you read the W3C's Web Content Accessibility Guidelines? While they only loosely pertain to this project, and are a bit dry to just read through, they make some important points (<http://www.w3.org/TR/WAI-WEBCONTENT/>)

Their principles include:

1. Perceptibility (deals with physical limitations of users)
2. Operability (how usable something actually is)
3. Simplicity (how understandable a design is)
4. Forgiveness (the design is forgiving of mistakes, sometimes this means limiting choices for the user so mistakes can't be made, or adding confirmations/warnings - such as "Are you sure you don't want to save?" or the ability to undo decisions.)

How can we adapt these principles to a ballot and an online schedule? You may want to do research on the following terms: Readability, Forgiveness, Usability, Accessibility, Legibility, and Normal Distribution.

Format:

Project will be turned in on burned CD, in case with name written on exterior of disc in permanent marker.
2 copies of the file should be present- in the native file format and a PDF.

Grading Rubric:

Both usability designs are turned in on time, on burned CDs, with 2 copies present (20 pts)

J&W Academic Schedule design is easily understandable (10 pts)

J&W Academic Schedule font choices are appropriate and aesthetic (5 pts)

J&W Schedule is aesthetically pleasing (10 pts)

Election ballot design is aesthetically pleasing (10 pts)

Election ballot design is easy for voter to use and understand (10 pts)

Creativity and ingenuity of solutions (20 pts)

Appearance of time spent and effort exerted (10 pts.)

Evaluation of peer during critique (5 pts)