Design Theory Multi-Page Document Assignment

For an audience of your choosing, design a multi-page document that explains the thirteen layout sins, the Works-Every-Time (WET) layout, or the design elements from the Mini Art School chapter of *White Space*.

Think about these points to complete this assignment:

1. Decide on your audience. For this part of the assignment, you should write a short scenario that describes the specific audience for whom you are creating this document and the occasion that calls for the document (in other words, why does this audience need this document?). For example, maybe you decide to create a multi-page document for a communication department at a local business to use as a Quick Reference Card (QRC) or to use as a way of helping its members learn more about document design. Or perhaps you choose to focus on the Student Activities Council here at PSU and create the document so that it can pass it on to different member organizations for use in their document design projects. The scenarios are limited only by your imagination. **You will submit this paragraph (approximately 200 words or more) with your final assignment.**
2. Given your task, reflect upon the instructional design readings given this task. Depending on your audience and occasion, this document may be knowledge-oriented, skills-oriented, or a little of both. What gaps are preventing your audience from going on their learning journey, and what goals do you want members of your audience to achieve? In the document, how will you measure their success? How does your document facilitate memory, and how are you getting your audience's attention?
3. The format of the multi-page document is up to you. It could be a brochure, a small pamphlet, one sheet of 11 x 17 paper folded in half, multiple sheets of 8 ½ x 11 paper—whatever format you think works best for your audience and for the learning situation.
4. Of course, visuals will be an important part of this document. Keep in mind the points we have covered in terms of layout, visuals, and infographics. **You need to have at least three visuals in this document, though you may very well have more.**

Presentation and Due Dates

You can use any program to complete this assignment (Adobe, Word, etc.). Keep in mind that the plagiarism and late policies apply to this assignment. The revised form is due to me through the drop box on Canvas no later than **Friday, October 10, by 11:59 p.m.** I am more than happy to review drafts.

Grading Criteria

The Multi-Page Design Document will be graded holistically. A successful submission will

1. Conform to the principles of good document design,
2. Contain at least three, though likely more, visuals or infographics and use them effectively,
3. Effectively use the principles of good instructional design,
4. Consider audience through its scenario description, and
5. Demonstrate an understanding of the thirteen layout sins, the WET layout, or design elements.