

## Memorandum

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**To:** TC 151 students

**From:** Dr. Newmark

**Subject:** Guidelines for “Redesign” assignment

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The purpose of this memorandum is to provide you with details for the “Redesign” assignment.

### Assignment Overview

This assignment gives you an opportunity to choose, examine, and redesign an individual piece of “visual communication” based on the principles of “good” visual communication we have examined this term. You will produce a three-part project, including an analysis of your investigation of the image and plan for redesign, the original image, and your revised image. This is an individual project.

### Assignment Guidelines

We have examined the history of viewer-reception of images, and the production of images, so far this term via our reading of John Berger’s *Ways of Seeing*, our overview of the Principles of Visual Design, and our study of four chapters of *Visual Communication*, our textbook. Based on what you’ve learned, you probably have heightened skill in assessing the efficacy or inefficacy of instances of visual communication that you encounter on a daily basis. First, you need to choose an image --an advertisement from a print magazine – and determine *who* its desired audience is and *what* the intended message of the image is. These first two items will drive the analysis portion of this assignment. Your chosen image must be a static image that is a cohesive whole and it must contain both image(s) and words.

This assignment has three parts:

**Memo:** Your first item is a memorandum, which will be comprised of at least three sections (titled whatever you feel is appropriate, but probably something like “Overview,” “Analysis and Redesign Plan,” “Conclusion”). In the opening section, please identify your image, explain its context (“where” it is), and explain its temporal placement (“when” it was printed/produced). In the next section, the 200- to 300-word “analysis” section of your memo, offer a thorough description of the advertisement and explain what is “wrong” with the image, given its intended audience and purpose. Also, explain what principles of visual design it does not honor and whether these help or hurt the delivery of its message. Feel free to also examine the applicability of the “perceptual and sensual theories” of visual communication, examined in Chapter Five of Lester’s book, to the image you have chosen. At the end of your analysis section, describe “how” you will revise your image (referring to what technologies you will use and what tactics you will take). In your final section, your conclusion, you will summarize what you have done.

**Original Image:** You simply need to include the original image with your assignment, either with a color photo-copy/print-out or by including the image itself.

**Redesign:** Because the skill-set of members of our class varies, I do not expect all of you to possess photo- or image-adaptation skills that employ specific software programs. If you do know how to use Photoshop or the free open-access resource Gimp, please feel free to use these (in your analysis, you will explain this and what your process was, in overview). If you do not know how to use one of these technological resources, please sketch or otherwise illustrate your image revision. Be as thorough as you can. You can actually illustrate or you can “cut and paste” to create a new redesigned version of the image. Whatever option you choose, you must *effectively* redesign the image to correct the flaws you saw in the original. If you plan to use Photoshop or Gimp and cannot do an effective redesign because your skills are limited, do not use one of those tools. You will all have the chance in your next project to work with a group; a member or two in each will have technological know-how and will thus promote group image-creations that are “digital.” For now, you do not have to use a digital image-manipulation tool.

### Due Dates

**Tuesday, February 12<sup>th</sup>:** Drafts due for in-class peer review

**Thursday, February 14<sup>th</sup>:** Voluntary in-office, individual conferences

**Tuesday, February 19<sup>th</sup>:** Final draft due (with draft attached)