Summer 2011

To: English 304 Students
From: Allison Hitt
Date: June 10, 2011
Subject: Visual Aids Assignment

Greetings:

As you should well know at this point, there are many ways to communicate, whether through written, oral, or visual means. Visual communication can be an incredibly effective way to illustrate complex procedures, break up dense blocks of text, or even just provide readers with a different way to consider the information.

For this assignment, I would like you to examine two different types of visual design.

First, locate a set of illustrated instructions. This can be anything from instructions for assembling a bookcase or chair to a guide for setting up and operating an appliance. Read through the instructions and address the following:
 • Are the instructions designed effectively?
 • If yes, why? Discuss whether the illustrations are clear, connect to the instructions, tell new information or retell old information, and determine what style they are.
 • If no, why not? Critique the design by listing what could be improved and recommend specific steps for improving the instructions' clarity.

Second, locate a website that you use every day. This could be Facebook, a blog, MIX, or even a newspaper site. Identify the website and carefully consider its use of design and visuals. How does this site use design effectively or ineffectively? What elements do you think are interesting and draw your eye? Likewise, what elements do you skip over and why? Be as detailed as possible, commenting on color schemed, typography, and anything else that may visually attract or repel you from the website.

Please type a response to these two types of visual communication and post it to eCampus by Monday, June 13, 2011. Also, bring in your set of illustrated instructions to discuss in class. Let me know if you have any questions about the assignment.

Thank you,

Allison