



# Writing<sup>and</sup>Design

Jorri Heil  
Fall 2007

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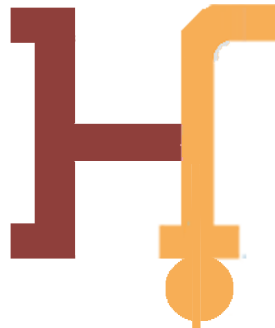
# Reflective Introduction

The 21st century lifestyle is one that is hectic and busy, which is why target audiences of all kinds need a good reason to pay attention to and read a document. This portfolio demonstrates how vivid writing and intriguing design garner audience attention.

A combination of print design, Web design, and professional writing make up this portfolio. Each piece gets a message that is enhanced and reiterated through design to the desired audience. The designs catch the desired audiences' attention by effectively combining principles, such as emphasis, contrast, balance, and alignment, to appeal to their self interest. The colors and typefaces chosen for each document portray a tone that the audience desires when each form.

All of these pieces, which were created using Adobe InDesign and Photoshop and/or HTML and CSS, used the rhetorical situation to analyze the audience and its needs to create documents that are not just written--they are read.






Form Makeover



# Form Makeover

Client: Grand Valley State University  
Objective: Make the application more user friendly  
Date: September 2007  
This revised form uses alignment and emphasis to make it easy to scan and understand.

UNDERGRADUATE DIPLOMA APPLICATION		 <b>GRAND VALLEY STATE UNIVERSITY</b>	
<p>By filling out this application, you will receive a degree audit. If you have not fulfilled your degree requirements, you will be notified by the registrar's office. If your requirements are fulfilled, you will NOT be contacted.</p> <p style="text-align: right;">Date _____</p>			
<b>PERSONAL</b>	Please print your name as you wish to have it appear on your diploma:		
	First Name _____	Middle _____	Last _____
	Telephone _____		
	Current Mailing Address _____		
	City _____ State _____ Zip _____		
	Mailing Address for Diploma _____		
City _____ State _____ Zip _____			
<b>STUDENT</b>	Student # _____		Advisor's name _____
	Check the semester you plan to graduate:		Fill in the year you plan to graduate:
	<input type="checkbox"/> Fall <input type="checkbox"/> Winter <input type="checkbox"/> Spring/Summer		20____
	Have you previously applied to graduate?		
<input type="checkbox"/> Yes <input type="checkbox"/> No			
<b>DEGREE</b>	Please fill in your degree(s) and your major(s) and minor(s).		
	Degrees available: BA, BBA, BFA, BM, BME, BS, BSN, BSW, BSE		
	First Degree _____		Second Degree _____
	Major1 _____		Major1 _____
	Emphasis _____		Emphasis _____
	Major 2 _____		Major 2 _____
	Emphasis _____		Emphasis _____
	Minor 1 _____		Minor 1 _____
Minor 2 _____		Minor 2 _____	
<b>TEACHING</b>	If you are seeking teacher certification, please indicate the type:		List the teacher certification endorsements you are seeking:
	<input type="checkbox"/> Elementary <input type="checkbox"/> Secondary		_____
<b>CONSENT</b>	If you apply on time, your name can appear in commencement materials and be released to your hometown papers. Do you wish to have your name printed?		
	<input type="checkbox"/> Yes <input type="checkbox"/> No		

Please submit your application to the registrar's office at 150 Student Services in Allendale or 115C DeVos in Grand Rapids.

Using emphasis to guide readers from important to less important information demonstrates my understanding of audiences' scanning and reading patterns.

Effective alignment was achieved by working with grids in Adobe InDesign.



# Magazine Spread



# Magazine Spread

Client: Professor Sun  
Objective: Convey design visually and verbally  
Date: October 2007  
Engaging writing and bold images explained the history of mice to a general audience.

## FROM PEST TO PLASTIC

By Jorri Heil

### The Design History of the Computer Mouse

▶ The thought of having a mouse in your house was something to cringe about. That is until the popularization of the computer mouse.

The rodent began its transformation from pest to plastic in the 1960's. In 1963, Dr. Douglas Engelbart and his Stanford Research Institute colleagues invented the first computer mouse. The group of young computer scientists and electrical engineers unveiled their invention in 1968.

#### The First Mouse

Engelbart's initial design was a square, wooden box with one button. The wire came out of the rear side (the opposite side it comes out of today), giving it its mouse-like appearance and name. There were two wheels on the bottom so it could move forward, back, left, and right.

After undergoing its first design transformation, the mouse had three buttons on a plastic box. The body was improved by rounding off the back to make it fit the shape of a hand better, and the wire was moved to its present-day location. The buttons on this design were located at the top where the buttons appear today; however, they stuck up off of the body of the mouse.

A downfall of this three-button model was that it could only work in clean lab environments. Dust and dirt from use elsewhere quickly clogged the precise parts and ball bearings. Since mice were initially used by computer scientists and researchers, the three-button model was suitable because they had the knowl-

edge to disassemble and fix the mouse. To commercialize the mouse, however, a more durable, affordable model was needed.

Initial attempts to commercialize the mouse were futile. A mouse could cost \$400 with another \$300 needed for hardware to connect it to the computer, and the user had to be intelligent enough to install the mouse. Users could not just plug and play.

Finally in the 1980's, the mouse was popularized by Apple computers when a simple, inexpensive version was used as the primary input device on the Macintosh. Since becoming consumer friendly, the mouse has undergone more change.



Engelbart's second design of the computer mouse.

#### Mice of Today

Originally designed for functionality, the mouse has become aesthetically pleasing. Mice now come in many colors and variations depending on what they are used for. The most

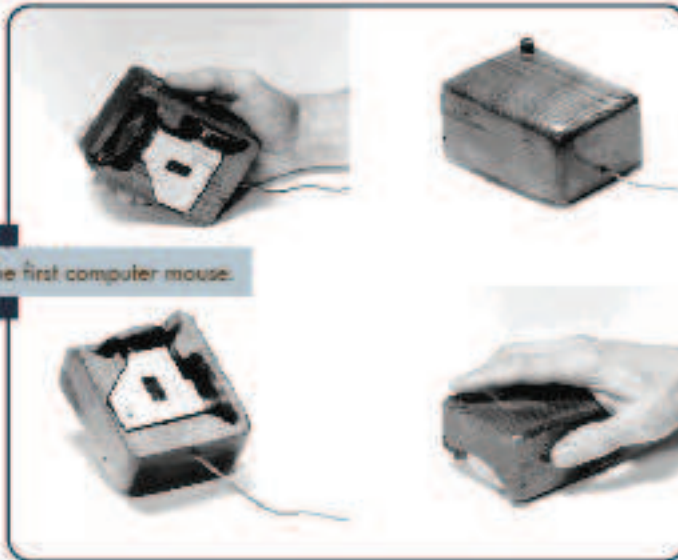


The writing demonstrates my knowledge of many writing styles, including creative and professional writing.

The use of image manipulation in Adobe Photoshop visually expresses the design transformation of the "mouse," and the large image gains readers' attention.



# Magazine Spread



The first computer mouse.

common mouse has two buttons that are flush with the body and a scroll wheel, and it is ergonomically proportioned so it fits into users' hands

is a measure of its success. It's the product of a process whose final act was to erase all traces of itself, leaving behind something that was easy to

**Once the mouse was commercialized, computers were no longer just for scientists. Mice made the computer personal with on-screen interaction.**

comfortably. The buttons are even positioned where people's fingers naturally rest so little movement is needed to elicit a command.

Stanford researcher Alex Sotgiu-Kim Pang said, "the mouse is one of those technologies whose usability

learn how to use, and seemed perfectly natural in the arrangement of its parts and operation."

## Design Changes

One development to the mouse has

been with movement tracking. Instead of the standard ball at the bottom, optical mice, or those that use a laser, have become common. This new technology has changed the design because optical mice can be wireless.

Changes in appearance have also been triggered by new uses. Mice may have five or more buttons for forward and backward Web navigation, scrolling through a browser's history, or even mouse-related functions like changing the mouse's sensitivity. Mice for gaming have even more buttons. Also, scroll wheels were invented because of the need in businesses and schools to quickly navigate long documents.

The mouse has also changed society's understanding of the computer. Once the mouse was commercialized, computers were no longer just for scientists. Mice made the computer personal with on-screen interaction.

As society becomes more technological, the design changes to fit new needs. One social change—that of constant connection to others via the Internet—has popularized wireless Internet and laptops. Mice now come designed as miniatures for use on small surfaces, such as the laptop. They are even built into laptops as touch pads.

## The Future of Mice

How will mice change? Microsoft invented and sold a mouse in the United Kingdom that has a scroll wheel that rolls as well as clicks, eliminating the need for on-screen navigation bars. But no

matter how technology changes the mouse, it is likely to remain simple and ergonomic because its current design has entered everyday use almost invisibly.



I have the ability to develop rough designs into polished, final drafts, and I understand the differences between forms, such as magazine spreads and newsletters. This is evident because this spread went from a newsletter-like draft into a magazine spread with smaller text, larger graphics, and bolder, contrasting design elements.





Brochure



# Brochure

Client: Smith Development, Inc.  
Objective: Increase inquiries about custom homes  
Date: November 2007  
Descriptive text and images show quality and stylish homes that appeal to the target audience.

## WE BUILD DREAMS

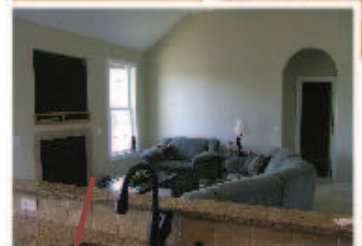
Finding a quality builder whose creativity gives your dream home character while meeting your functional needs is challenging. Whether you are ready for your first home, need a home to grow with your family, or you want a retirement retreat, Smith Development will help every step of the way.

With Smith Development, you can consult with a licensed realtor about your current home and make plans for your custom home at the same time. And the work does not stop when the keys are handed over. Smith Development offers hydroseeding to give you a lush lawn that completes your home.

Smith Development is not just a West Michigan company that offers custom home building, realtor consultation, and hydroseeding all in one place. It is a company that knows the process of making your dreams a reality.



203 Seventh Avenue  
Fruitport, MI 49415  
231.206.9634  
glsmith85@yahoo.com  
www.sdcustomhomes.com



Concise, vivid writing shows that I understand how to promote a business that targets busy adults.

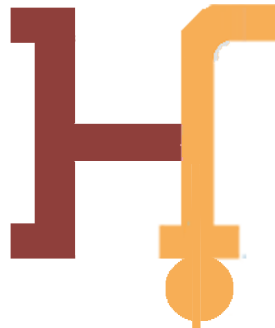
A combination of high-resolution images gives potential clients confidence in Smith Development's ability.

# Brochure Cont.



The monochromatic color scheme matches the client's Web site and establishes a contemporary, professional brand.

Typeface choices elicit an elegant, stylish tone, which my research shows are qualities desired when a person looks for a home builder.



Web Design



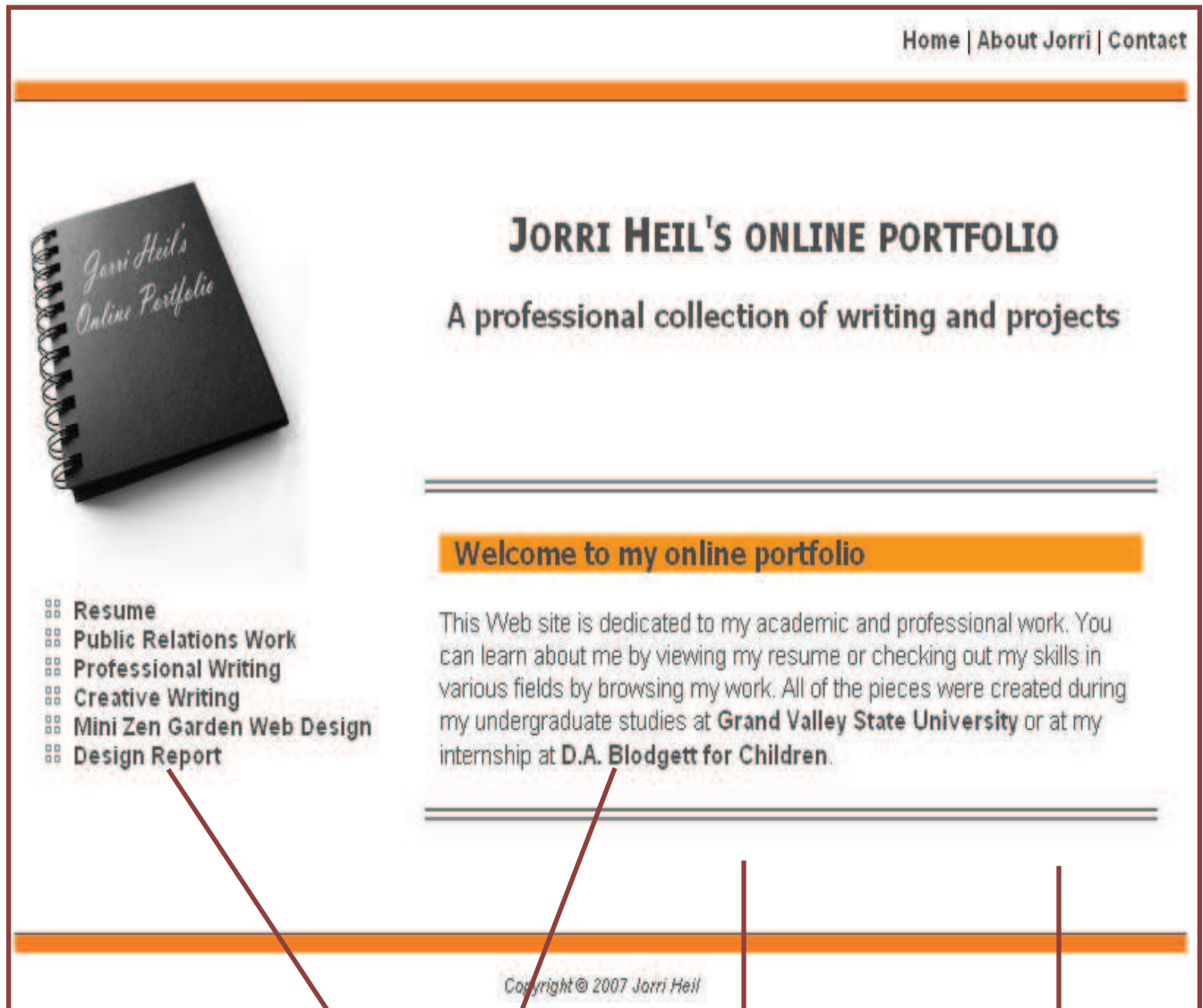
# Personal Web Site

Client: Myself

Objective: To be hired by prospective employers

Date: April 2007

This URL is presented to potential employers. The site has descriptions and samples of my work.



Links create easy, one-click navigation to more information and are kept above the fold so information is visible without scrolling.

I hand-coded the Web site using XHTML and CSS to ensure that it is flexible and accessible across browsers.

I conducted usability testing to ensure I had created a user-centered design.



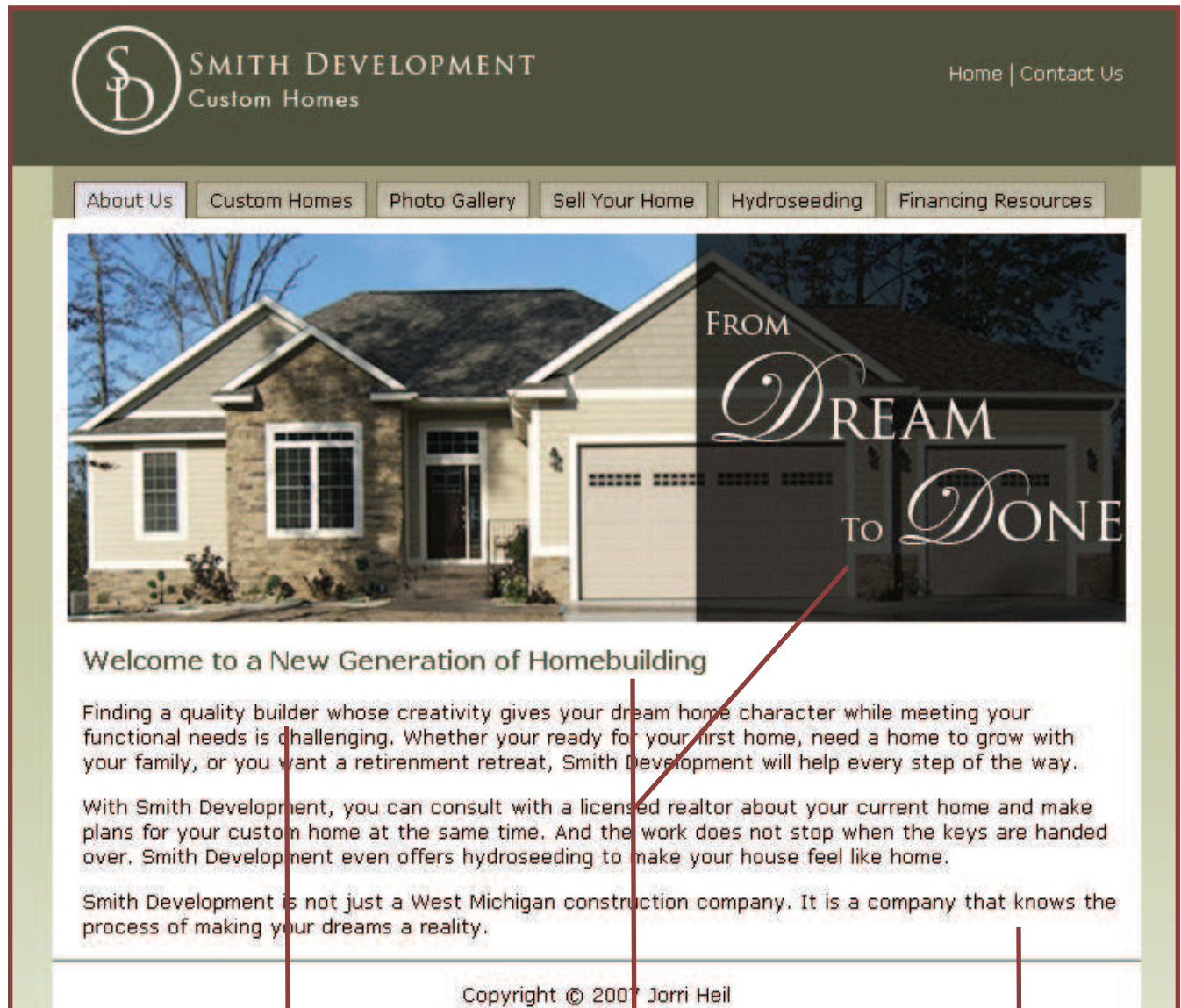
# Client Web Site

Client: Smith Development, Inc.

Date: Fall 2007

Objective: Tell prospective clients about services and increase inquiries

Web conventions create a professional site.



The writing uses keywords to enhance search engine optimization.

The sans serif typeface for the body copy brands the company as contemporary, while the script and serif font combination provides a structured, elegant tone.

The overall design demonstrates my knowledge of Web conventions for style and accessibility.



Quote Designs





# Quote Design

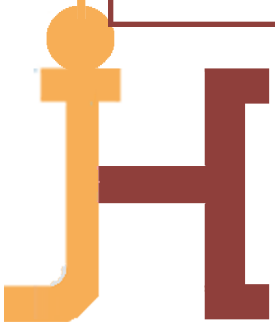
Client: Professor Sun  
Objective: Give a quote two different tones  
Date: November 2007  
By using multiple typefaces and contrast, this quote takes on two different tones.

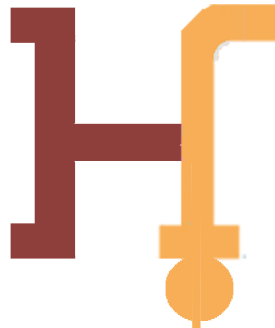
It is the mark of an  
**educated mind**  
to be able to  
*entertain*  
a thought without  
**accepting it.**

-Aristotle

IT IS THE MARK OF AN  
**EDUCATED**  
MIND TO BE ABLE TO  
**ENTERTAIN**  
A THOUGHT WITHOUT  
**ACCEPTING** IT.  
-ARISTOTLE

Making two designs with different tones from the same material demonstrates that I understand the affects that design has on writing.





Reflective Essay



# Reflective Essay

In my 2007 summer internship at Smith Haughey Rice and Roegge, a Grand Rapids law firm, I was asked to create a new newsletter to educate attorneys about the work of others in the firm. I used my favorite colors and shapes and haphazardly inserted pictures. Looking back at this newsletter, I realize how little I knew about design.

This semester in writing 251, I have had the opportunity to design many types of documents, and I have learned that design follows industry practices and standards.

## Understanding Design Principles

This portfolio has characteristics in common with the design from the newsletter I created last summer. The color orange is used in both along with the shape of the circle. What sets this portfolio and the pieces displayed in it apart is the use of design principles. The following discussion of how design principles are used in the portfolio will show what I have learned this semester.

This text box and the key performances are aligned with the left side of the red box on the top. The red title box also displays the design principle of contrast. White text has been placed on a dark background to give it emphasis. The body copy here is smaller than the text in the title, too. This alerts readers to what elements should be read first, second, and so on.

Another design principle I learned about and used in this portfolio is flow. The line of the left side draws readers' eyes from the title down the page, which guides them through the text and to the logo at the bottom. The logo balances with the title box giving equal visual weight to the top and bottom of the pages. Repetition is also used with the logo, line, and title box that are repeated on every page. The placement of these objects varies to give the portfolio more visual interest.

The colors used are two colors from a set of three analogous colors. According to *Basics of Design* by Lisa Graham, red and orange scream for attention; having my portfolio stand out from others and be viewed closely is the reason I chose these attention grabbers. However, the colors are muted to ensure that the portfolio is professional. Typefaces were also chosen for specific reasons. A sans serif typeface was used for the body copy because it is contemporary and has a simple, clean look. This was contrasted with a serif typeface for the headings to add another element of contrast and make the headings stand out.

All of these principles mentioned are also visible in the pieces that are displayed within the portfolio. Besides learning how to make my designs follow design standards, I also gained an understanding of design in general. After reading John Heskett's *Design: A Very Short Introduction*, I understood how much design is used in every aspect of life. Not only is it applicable for the print and Web forms I have presented, but it is a factor in the branding of countries, the making of furniture, and the building of cities.

# Reflection Cont.

## **Continuing My Education**

To continue learning about document design and to enhance this portfolio, I am enrolled in technologies in advertising and public relations for the winter semester, which teaches Adobe InDesign. This will give me more assignments to improve my design skills on.

Also, I hope to be hired into a position after I graduate in April that will allow me to use both my writing and design skills. Even if my job does not give me opportunities to expand on my design knowledge, I will continue to use and refine the principles I have learned on all documents. For example, all assignments, such as memos, that I have written since taking this course go beyond text by including rule lines and aspects of emphasis to subtly improve the document and increase the chances of it being read.

I plan to continue my work with Web design, too. After creating a Web site and brochure for Smith Development, Inc., I hope that other small-business owners will hire me as a freelance writer and designer for their projects.

My main goal to further my design knowledge is to continue to use and learn about Adobe InDesign and Photoshop, which I have on my home computer. By creating documents or altering pictures for family and friends, I hope to learn how to use the advance functions of both programs and become better at taking my design to a professional level. To do so, I am gong to practice image manipulation to create unique graphics for projects, such as my online portfolio.

## **Conclusion**

I have learned that design goes beyond print applications and is pertinent for all writers to understand. By learning about design principles and standards, I can transform my writing from ordinary to outstanding. The principles I have learned will encourage me to design according to standards and not design documents based on templates or my favorite colors.

