Project Title: Print Design: Stage Design Textbook Redesign

Course: MIT 511: Multimedia Design & Development

Project Annotation	
Context & Conditions	This publication was constructed in MIT 511: Multimedia Design & Development under the direction of Dr. Florence Martin in Fall 2007. The purpose of the assignment was to develop a print re-design from an existing artifact. I chose to develop a print design using a textbook from my undergraduate studies in Theatre Arts – a scene and lighting design textbook.
Scope	Mayer's principles for Multimedia Learning were the guiding influence on the design of this publication. The main principles I was sure to adhere were the principles of multimedia and spatial contiguity. In addition, I was sure to design attending to other principles of design such as the use of layout, alignment, typography, color, contrast, proximity, alignment and the use of visuals. The print design was developed using Microsoft Publisher.
Role	I served as both designer and developer for this project. In order to complete it within the allotted time, I also served as my own project manager.
Reflection	I was quite pleased with the product of my redesign, although my main point of concern was the re-design of the graphical elements. Feedback from the professor indicated that they were still not easy to follow. I feel that my experience with graphic design software since completing this process would make a significant difference if I were to redesign this publication.

This was my first project in Multimedia Design and Development and, I feel that subsequent projects yielded much more professional-looking results. This is, perhaps, due to my increased understanding of the multimedia learning principles, design principles and my comfort with development software. |