# iBook Author Project Design Document

I chose to redesign a book from my personal library, *The Organized Child* by Donna Goldberg. The author has made a fairly successful business since publishing this book, but the design and print quality were so poor, I found the text inaccessible. The book is intended to appeal to parents of school-aged children who are struggling with organization and time management issues. The purpose of the book is to provide parents with a concrete plan and strategies to help organize struggling students.

## Rationale for Design Choices

Bias and/or Culture

For the visuals I added to the iBook, I deliberately chose subjects with varied physical characteristics, such as race and gender. The text of the original book uses the masculine pronoun exclusively, and I wanted to emphasize the generalizability of this text for all types of students

### Cognitive Learning Aids

I added a glossary to the iBook.

Color  
I chose to use a lot of color in the redesign of this book. The original text used all black and white photos and gray-scale graphics, and I think the use of color illustrations and photos adds a lot of visual interest to the subject matter. Since the topic is organizing (not a topic exciting to all readers), I think the more that can be done to maintain the reader’s interest, the better. The cover of the original book was designed to look like lined yellow notebook paper with small full-color pictures of the items emphasized in the book (a neat backpack, desktop file folder, a notebook with dividers, etc). I chose instead to include a photo of children participating in a classroom, showing the projected result of using the book. This use of people on the cover also adds visual interest and makes it more engaging. In the original book, the call out boxes used gray text boxes with large black square bullets with darker gray headings, which were visually unappealing. I chose to use color illustrations and widgets in place of the call out boxes in the text. Color is also used to delineate each chapter, with a color designated on first pages of chapters then used throughout each chapter for first level headings and lighter opacity for call-out boxes and graphics.

### Design Principles

#### Contrast

For photographs included in the iBook, because the background pages are textured white, I had to select photographs that had color backgrounds, as opposed to white to provide contrast with the page color.

#### Repetition

Repetitive use of color delineates sections of the iBook from each other. Repetition is also used by keeping the same font throughout the book for chapter headings and titles, and the same font is used for body copy throughout the book. The illustrations are all full-color photographs to give a sense of continuity throughout the book and to provide the book with an overall style.

#### Alignment

The alignment in my redesign is predominantly left. For the cover, the title and author’s name are aligned above and below the cover art to help organize the information. Headings are aligned left on chapter pages to create more white space and emphasize text.

#### Proximity

Throughout the iBook, I tried to keep graphics as close to the related text as possible. Photographs were chosen to emphasize content and were placed in close proximity to relevant content.

### Help

The original book contained no index or glossary. The iBook has a glossary of terms. I think an index would be useful, but there is no index function in iBook Author at this time. I could go through and manually add hyperlinks, but I chose not to do so, since iBooks does offer a search function.

### Layout Design

Boring!!! Everything about the original book screamed boring. I was very interested in the subject matter, but still could not bring myself to slog through the book. I tried to make the layout more functional and also more appealing by adding color, visuals, and interactive elements to complement the text.

### Navigational Helps

The table of contents does not function properly because this is a mock-up, but if this were a complete book the table of contents would be hyperlinked to the corresponding sections of the iBook.

### Participation and/or Involvement

For the redesign, I added opportunities to participate and answer questions, in the form of a quiz at the beginning of the iBook. I also added a photo gallery, which allows the reader to choose visuals. I also used interactive widgets to illustrate locker organization, hopefully making the content more engaging.

### Technical Quality and Usability

There were multiple errors in original text and quite a few typos. The poor print quality and cheap paper used for the book also diminished overall impact of the book.

### Typography

The text of the original book was adequately spaced in a legible serif font with headers in a sans serif font, and this was well done, though definitely impacted by the poor print and paper quality of the book (addressed earlier). For the redesign, I also chose a serif font for the body text, Minion Pro, and a sans serif for headings and titles. I chose Futura for this because I liked the graphic look of the font and I find the condensed spacing of the type to be space efficient while still highly legible. Futura is well suited to being used in reverse type on the chapter heading pages, and I was able to use the font consistently throughout the book for titles and headings, which provides a lot of contrast with the Minion Pro body type.

### Visuals

The original book used poor quality photos/graphics and all the graphics were in gray-scale or black and white. In the redesign, I used color, high-resolution graphics and added design interest through colors in the photographs. Also, I chose to redesign a spread that used two small black and white photos to illustrate the before and after locker with larger interactive color illustrations of the before and after locker.

## Pages chosen for redesign

1. Cover
2. Table of Contents
3. Chapter Page
4. Content page with text boxes
5. Further Reading
6. Shopping Lists