

Print Design Document

I have chosen this book to redesign because I struggled to start reading this book since I bought it. First, it is a book about Magnum Photos and the topic is new for me so I like to read the introductory pages, the bibliography and content pages if exist, and even the edition page but I did not find them clear or attractive. However, the designer of the book misused the correct font size and even there is no contrast in the font of the same page. Moreover, I spent time looking at the photos in the book and hopped that there is a description under the photos but later I discovered that the description is next to the page number of the previous page. Thus I tried to redesign the pages which I found challenging for the reader who is probably anyone interested to read about Magnum Photos.

So, I redesigned the opening page of the book, the introductory page of the book, a problem page where I changed the caption and moved it under the photo in the next page, and the bibliography page.

The audience of the book probably photographers and would like to know about this type of photography which is called Magnum Photography. So, I think the book should have been designed better than it is now to be more interesting and attractive and clear to the audience.

While I am redesigning the pages of "Magnum Photos", I put in my mind the following points:

1- DESIGN PRINCIPLES:

Contrast: the original design attempt to have no contrast in all pages that I have designed. For example, I have added contrast in the bibliography page by bolding the font in some sentences to differentiate the producer and place of production.

Repetition: I used the same type of font, Times New Norman, which I found much clear and also I have used a line to margin between sentences as in the edition page and also in the introductory page. Moreover, in the bibliography page I have repeated the same font size and space between the boxes to give the page an organized look.

Alignment: I have changed the alignment of the pages for two reasons: either to make the page looks more organized or to utilize the unused white space in the page. For example, I have aligned the paragraph in the introductory page from the center to left alignment to make the paragraph more organized and attractive for reading. I have also changed the alignment of the title in the title page and moved the title from the center to the left.

Proximity: I have moved the caption of the photo from page 16 to make the page more organized and remove any unrelated words from the same. Also, in the bibliography page I felt that there is no proximity in organizing the boxes and there is no even space, so I created an even space between boxes to make the page more organized.

2-FEEDBACK OR OTHER ASSESSMENT: the book's goal is to review the most important photos and photographers of Magnum and it succeeded to achieve that point.

3- LAYOUT DESIGN: I have moved the caption from page 16 and put it under the photo in the next page because I believe it will be more organized and much clear for the audience.

4- LEGIBILITY FOR USE: the small size of the font in some pages affect the ease of using the book, also the organization of texts and lack of contrast affects as in the bibliography page. Moreover, not having the caption under the pictures affects the legibility of using the book.

5-MOTIVATION: because of the small font size and lack of contrast, I found the book lacking of motivation and motions, so I tried to create that contrast and font size and type of font which make the page more clear and encourage reading.

6-ORGANIZATION, SCOPE, PACING AND SEQUENCE: I found the edition page not reasonably organized because it was not clear from one side and having lots of white space on another side; so I tried to change the type of font and have a line between the sentences. Also, in the bibliography page, the design did not have an even space between boxes or phrases; so I created an even space between the phrases.

7-SPECIAL FEATURES: I liked that the original design have a separate page for photos because the reader would like to see the image separated from the rest of the text.

8-TECHNICAL QUALITY AND USABILITY: the book is clear and does not have errors in the content.

9-TYPOGRAPHY: the size and font type of the book was not interesting and have added a boring atmosphere to the book. So, I changed the size in some pages such as in the edition page and also I have changed the font style into "Times New Norman".

10-VISUALS: the visuals of the book are relevant to the content and in each page the relevant image will be in the opposite page. The images are in a separate page to give the audience the chance to focus on the photos.

11-Physical Usability: the current design is good in one thing, that it gives the image a whole page and not as other books in which the image is within the texts. But also because the book includes 78pages, the book needs to be in a bigger size pages to make it easier to open the pages.

12-Culture: the book is suitable for any culture from the world because it is about photos and photographers from around the world.

13-Cognitive Learning Aids: I have moved the description of the photos from being at the bottom of previous page to be under the photo. This will help the readers to understand the photos better because in this book it is important to know the title of the photo and the place it was taken to understand it.

14- COLOR: the design uses the black font which was suitable for the content but I changed the color of the title page "Magnum Photo" to red in order to create attractiveness to the book.

15- CLARITY: the clarity of the pages are good and suitable for the audience, however; the size and type of fonts sometimes affect the clarity of the design and make it hard to be read.