*The green text is my response to my peers.*

*Prototype 1*

Really like your layout and incorporation of the photo.  Only 2 small suggestions that may or not be any good:   Maybe too many different typfaces?   Also - the only part I had trouble reading on my computer was the red: so what's your design on the gray?  I don't know why?   Maybe white instead - or shadow of white behine the letters?

*Within the first prototype, at the upper half of the page in the gray box, there was a box that had “so what’s your design” in the box. I can see how this could be somewhat difficult to read. I agree that perhaps a color like white would stand out more, kind of like my other red box referring to the upcoming electives. The gray and red did not have to much contrast.*

I think the gray boxes throughout really move your eye in the correct direction from the top of the page to the bottom - it really works!  It made my eye want to read all the info in order - good job!

*I thought at first that the gray boxes worked well also. The color gray gave more of a subtle or neutral tone to the flyer, there was no need for anyone’s eye to be pulled or gravitate to a part of the page without looking at the information from top to bottom.*

Micah,

Again, you have raised the bar.  We have to work together so you can make me look good. LOL! I agree with Jen that the red text was a little hard to read for some reason.  I think it is because is was in a gray box and not in a complimentary color box like  green.  I know why you didn't use green but if you are using red text it really should have a background that stands out.  I found this image to show what I am talking about with the complimentary colors.

*Shana helped confirm that the red text in the gray box was difficult to read. This is definitely something that I needed to change within my next prototype.*

Your left bar is cool with the ITSIUE.  I think that you might have been able to bring out the title of the course by making it black text and the description in gray.  I think your use of space and and graphics is great and  brings a sense of professionalism that I just don't have yet.

*I was curious as to how my left bar would look if I changed the box color to black instead of gray. As I stated earlier, I did like the neutral tone of gray, and it did not cause for your eye to gravitate to any particular part of the flyer before reading the information; however, I wondered if emphasizing IT at SIUE would or would not be something that I wanted to enhance?*

Shanda 

*Prototype 2*

I do think that the revision away from the red softens it some.  I think the top part of the flyer needs to be "lightened" considerably more -- see my previous feedback in this thread.  It's too busy and too heavy.

*Hmm…too busy and too heavy. I did not necessarily know what to do at this point. The only thing that I could see possibly making the flyer too busy or heavy would have to be the picture that I had pasted at the top of the page in an oval box. So, curious as to how this might look, I decided that I might as well see if omitting the picture would make the flyer less busy.*

Another thought that I just had:  The letters going down the gray box on the side, point me "down."  What would happen if you tilted the letters to sort of "point toward" the description of the classes?

*I thought that this idea was kind of cool (tilting the box). In a way, its kind of like SIUE’s IT program is pointing at these courses, saying that students should really check out these courses being offered in the upcoming semester. So I figured that I would implement this idea.*

Dave

I'm randomly picking on Micah's project here!  I (a) intentionally am writing this before reading any feedback that Micah has already received and (b) am trying to model the type of feedback that I want.  (Have you read the handout called something like "Critiquing and Plussing" from "Assignments" in Blackboard?

When the flyer opened, my eye was immediately drawn upward to the top of the flyer.  I saw a lot to think about -- it felt overwhelming.  Does my eye go to the gray box of "What's Your Design?" or to the top title?  Aesthetically, it felt dark and heavy.  Intellectually, it felt overwhelming.  As I gathered my thinking, I saw the quote by Miyake.  I am intellectually intrigued by the quote.  The dark gray box on the side led my eye straight down the left-margin of the page.  Nothing seemed to "point to" the actual descriptions of the courses.  They were the last thing I read.

To analyze, I think the three boxes--two gray and one red (and then the smaller red box within the gray box)--are overwhelming.  It's just too much color.  And, particularly too much color, given that the descriptions of the courses are in the drabber colors of gray and black.  What would happen if you really simplified the top of the flyer -- less "boxes" to make it feel more open?  The lines just made it feel heavy and overwhelming.  I wonder what would happen if you got rid of all "filled in" boxes with color, would that make it look lighter?

On the other hand, I like that red is used.  After all, red is an SIUE color.  So, I think that's a good color choice, just not so much of it.  I think, too, the text is heading in the right direction, though there are typos that need to be fixed.

Ok, so, in what I've offered above, do you see "reaction"?  Do you see "analysis"?  Do you see plussing?  If not, say so.  LOL!  Because, if not, that tells me that I have something in my head that I'm looking for that I'm not clearly expressing in terms of feedback.  If so, then know that this is the type of feedback that we should be giving each other.

*Less Boxes, make it feel lighter. Once Dave had explained what he had meant by heavy, I had understood that I was using a lot of boxes, as well as lines. I knew that I wanted to stick with the red, black, and white colors (SIUE); however, I did not want the flyer to seem dark. I also wanted to ensure that viewers were looking more at the course information as well. So how did I plan on doing this? I was unsure, so I figured that I would just work on omitting the lines and getting rid of some boxes (the so what’s your design box, as well as the image).*

*Prototype 3*

Ok, Micah has posted three different treatments--thanx for your willingness to embrace a process approach, Micah!  What do others think, is it moving in the "right" direction.  Does his most recent one seem "better" than previous ones?  Do you see no difference in quality?  I'm hoping some people might look at all three that he's posted in this thread and help us react, analyze, and plus!

I have my own opinions, but I'd rather hear from you all.

Micah, what about you:  Do you think that it's heading in the right direction?  Or, did you just revise based on my feedback becuase I'm the almighty professor?  LOL!

Dave

Hey Dave,

Haha...the almighty professor thing did have an impact...but after I started revising my project, I noticed that I did get a little carried away (my creative bone took over me).  I would say that I am now heading in the right direction.  Thanks to my peers, I should be able to strengthen my flyer a little bit more. So standby for my fourth/final draft.

Micah

Micah,

I have just jumped into the fold again, and have read the feedback and seen your three versions.  Whereas I think you show the greatest abilities in manipulating graphics and fonts, I find my eyes are drawn to everything except the courses and course descriptions.  The gray course titles take a back seat to everything--I think that making those titles red or thick black would make them pop and draw the reader's attention to them.  If you would make the top box red--to draw attention to the IT department--your text would fly out .

*That’s it! That’s what I was looking for to draw the reader’s eye more towards the course information being offered. I needed to change the bold titling of each course from gray to red. This was definitely being added to my next prototype.*

When I looked at Gretchen's and Rhonda's flyers, my eyes were drawn to the course descriptions--through their use of color.  I think if you readjust the colors a bit your design will RULE!!!!!

Hey Lindsey,

Thanks for the feedback.

I'm going to play with a few colors within the top IT/fall 2013 box at the top of the page; and I also think you make a good point when you state that my elective section is somewhat bland as opposed to the other sections.  I will attempt to draw more attention to the elective titles.

Micah

*I had also decided that the fall 2014 box might have been difficult to read and gave a darker tone to the flyer, being that the black text was used in the red box. I thought that using a white text, like used in the upcoming electives box would not only be easier to read but it would lighten the page.*

Hi Micah,

I love the way you’ve posted all your revisions!  It been interesting to see how you’ve adapted your design based on the comments from classmates.  I think your third design is by far the strongest!

When I open yours, my eye is draw to the Instructional Technology title, then to the semester, then the quote (which I love).  My eye is then drawn to the red box telling me these are professional development options, then I’m then drawn to the ITSIUE box on the side.  Nice touch.  The fact that it is angled softens it a bit and works well with the letter spacing.  My eye then goes back to the courses.

I usually like bulleted lists because they are easy to read but the paragraphs work well in your project.  My eye has travelled a bit of the page and it’s almost restful (I know that sounds crazy) to stop and read the paragraph.

I mentioned this in Rhonda’s but I dislike fliers that don’t spell out abbreviations.  If this were to go out locally, folks would know what SIUE is.  But if were to go to a wider audience, readers might not know that SIUE is a university and not a for-profit offering fly by night courses.   There is also no contact information.  I’m not sure if we had to include that but I think it’s nice to give the reader a “call to action” of some type.

Nice job!

Gretchen

Hey Gretchen,

Thanks for the feedback.

I hadn't even considered that some people might not know what SIUE stands for.  I will most definitely take note to that.  I will add a contact segment, more so than likely stating Southern Illinois University Edwardsville and so forth.

Micah

*Prototype 4*

Micah,

I first want say that you are such a good sport for redoing your flyer this many times.    Now, each revision has been better than the last.  This last version, I think is the best so far.  I do have a problem with the course titles being in red.  For me, the first course title got lost because of the red box directly above it.  Can you change the color of the red box?  I personally think you should go back to the gray box on the left side and make the course tiltles a bold black.  That way the course titles wouldn't get lost.  Just a thought.

*When reading this post, I initially did play around with the font color of the course titles; however, when I attempted to make the title black, it clashed with my tilted SIUE bar, and it made the flyer appear darker. Because of this, I kept the course title font color at red. I thought that the red was still readable, so I left it how it was.*

As always, your work looks great,

Shanda

You have really tried to take people's comments and improve you design. I applaud you for that!

I haven't really read other's comments on any of the drafts (only Dave's example of how to give feedback).

I like your use of color--SIUE's colors. Great choice. I especially like that you highlighted the E in SIUE in red.

I found the tilted IT at SIUE block disconcerting. Maybe someone thought you needed some angles, I don't know? Thought it was a cleaner message to have it square.

Check your typing like Dave Suggested, there are still quite a number of typos.

I know I didn't follow Dave's modeling, but I hope that my feedback is helpful.

Rhonda