

CEMS Undergraduate Modular Programme 2008-09

UFIET6-20-1 INFORMATION DESIGN COURSEWORK ASSIGNMENT - element B1

NEWSLETTER FOR EAAA

Task & background

The task is to design and produce an edition of the monthly newsletter for the *Erewhon Amateur Astronomical Association(EAAA)*.

The EAAA's income derives mainly from annual subscriptions from local clubs and individuals, though it occasionally receives grants and legacies. Assume Erewhon is a small country with about ten local astronomy clubs and perhaps a couple of hundred amateur astronomers.

The Newsletter should be a 4-page document produced using *InDesign* and following good newsletter design guidelines for format and content, including those taught in the course. The Newsletter is mainly aimed at subscribers, but some copies are sent to libraries and other places open to the general public.

Approach - suggestions

Your task is to select and organise information in the topic domain and make it interesting and accessible to your assumed audiences through the newsletter. The choice and layout of content are as important as its appearance.

The following sites will show you the kinds of information amateur astronomical clubs and associations put on their websites and in their newsletters. There are plenty of other examples if you look for them.

<http://www.britastro.org/baa/>

<http://www.bristolastrosoc.org.uk/>

<http://www.skygazers.org/>

Don't be daunted by these sites - you are not expected to produce anything on as grand a scale. They're just to give you some ideas for content. Use the content in such sites as a model, but select and modify it for your own purposes. Don't copy it wholesale, and make sure you credit sites you've used in the development of your content and list them in your references. (You will be able to use the information gathered for this assignment for your next, which will be to produce a website for the same association.)

See the following sites for newsletter design guidelines. Take them as useful, rather than gospel, and by all means refer to other guidelines if you wish. Make clear in your assignment which design principles or guidelines you are using, and say why you chose them. Concentrate on designing for print rather than for online usage.

http://desktoppub.about.com/od/newsletterdesign/Newsletter_Design_How_to_Create_a_Newsletter.htm

<http://www.merges.net/theory/20010430.html>

Deliverables

1. The Newsletter on disk as an .indd file.
2. A printed colour copy of the Newsletter.
3. A report of no more than 1500 words which explains the content and layout of the newsletter and what design principles you followed in producing it.

Assessment criteria

The breakdown of marks will be as follows.

1. *Newsletter*:
50% for publication quality - content, layout, readability, use of fonts, colours and graphics/images, suitability for audience.
2. *Report*:
20% for discussion of how you decided what content to include and how to arrange it in the newsletter;
20% for discussion and examples of design guidelines or principles you have used;
10% for report quality - document structure and standard of writing, including referencing.

To achieve a *pass* (40%) for this assignment, you will need to have produced a newsletter and an accompanying .indd file which have some relevant content in the topic area and a basic level of organisation, and produced at least a preliminary account of what you have produced and what approach you used. A *fail* (<40%) will fall short of this basic level.

For a *good pass* (60% and over), you will have produced a well designed newsletter and explained your information design articulately. An *excellent pass* (75% or more) will show a very good performance in both of these areas, or an outstanding performance in one of them.