Design Day Template Instructions

One aspect of Design Day is the Design Day booklet, which is a very nice full-color, glossy publication. Design Day booklets from previous semesters are available on-line by following links to Previous Design Days from the current Design Day web page.

As with all such publications, in order for it to be designed, laid out, edited, proofed, and printed well before Design Day on April 30, we need to submit the copy and artwork much earlier by February 23.

So, here's what you need to do…

Each team will have one page in the booklet. I've created a single page Microsoft Word template individualized for each team. You can find the template for your team on the course web site by starting on the Downloads page. From there, follow the Design Day Templates link. Click on your project title to download your template.

Read this entire email…

The Template

The template is intended solely to help you visualize how your page will appear. It is not camera ready copy. A graphic designer will transfer the content that we provide into their system. Your task is to fill in the missing content and email the required things (see below) in a zipped folder to me.

The Company Name and Project Title

The company name and the project title must fit in the space provide. You may have to shorten your "official" project title to make it fit. You'll see that I've already entered project titles as I current have them.

Ask your corporate clients exactly how they would like their company name to appear. So, would Auto-Owners prefer "Auto-Owners Insurance" or "Auto-Owners Insurance, Inc." or something else? Would Boeing prefer simply "Boeing" or "The Boeing Company" or something else?

Some the project titles were given to me by the clients while other titles were made up by me. Feel free to change your project title if a different one would be more appropriate. If you do change your project title (even slightly), inform me so that I can update the course web site.

Ask your corporate clients exactly how they would like the project title to appear with the restriction that it fit in the one line of space provided.

The Project Description

Your project description should, as expected, describe your project. The target audience should be on the level of a high school student. You will face at least two challenges. One challenge will be to describe something that is very complicated and technical using terms that are relatively simple and non-technical. The second challenge will be to make it fit in the very limited space provided, which allows for about 225 words.

The project description should begin with a paragraph that describes the motivation for the project. It should not begin with phrases like “Our project was to make…” or “For our project, we…” or “Our client asked us to make…”.

Use a “newspaper” style of writing. Sentences and paragraphs should tend to be short and snappy. It’s even okay to have a paragraph with only one sentence as long as you don’t have too many of them.

Write in the present tense throughout wherever possible. So even though your project is not complete do ***not*** write things like “The basketball timer software will keep track of…” but rather ***do*** write things like “The basketball timer software keeps track of…”

Use 11-point, Times New Roman font. Use single space lines. Justify both margins. Use 6pts of space between paragraphs; do not double space between paragraphs. Use one blank between sentences within a paragraph.

The last line of each paragraph should be at least one-half to three-quarters of the width of the textbox. Do not end a paragraph with a line containing one or two words.

The size of the project description textbox is 4.1” (wide) by 5” (high). Do not change the size of the textbox. Your text must fit exactly within this textbox within these dimensions. This means you should have enough text to fill the entire textbox but no more.

If space permits, you might want to reference your screenshot or diagram at the upper right.

After you have a draft, send the project description to both Ken Horne and your clients for feedback.

Look at the previous publication for ideas on how to write project descriptions. Design Day booklets from previous semesters are available on-line by following links to Previous Design Days from the current Design Day web page.

As one more example, you can read the project description that I wrote for the Spartan Basketball Player Timer. A link to it appears on the Design Day Templates page under Team MSU Men’s Basketball.

Screenshot or Diagram

Your team should provide an appropriate screenshot or diagram that best represents your project for the space in the upper right. The image should be something that is eye-catching. It should also be something that can be copy-and-pasted in Microsoft Word like jpeg.

Naturally, your projects are still at the alpha or beta stages. Pick the best screenshot you can as of now. It would be expected that your final product will look different and better.

The size of the space reserved for your screenshot or diagram is 3.75” (high) by 3.0” (wide). This is an aspect ratio of 1280 pixels by 1024 pixels. If possible, pick an image with the exact same aspect ratio so that it fills the entire space. Create your image with as high a resolution as possible.

After selecting some possible candidate images, insert them into the template, resize them to fit, and them print so you can get an idea of how they will look on paper. Most likely you will not be able to read small text.

Select exactly one screenshot or diagram and insert it into the template.

Use a standard format such as jpeg or eps or bmp that can be pasted directly into Microsoft Word.

You must provide me with the original high resolution of the source file.

As with the project description, look at previous Design Day booklets to see what kind of screenshots previous capstone teams provided.

Your Corporate Sponsors’ Names and Locations

At the lower left is the name of your corporate sponsors (aka clients). This list of names should include not only your client contacts but also any other names from your client company that your contacts feel would be appropriate even if somewhat “honorific”.

For example, with Auto-Owners Insurance, we normally list the name of Robert Buchanan who is the CIO. Even though Mr. Buchanan does not interact directly with the capstone team, it’s very appropriate to list him in the Design Day booklet.

Ask your client contacts <u>exactly</u> whom they would like to have listed here.

For this list of names, I need to know exactly how each person wants their name to appear. So, for example, for a person named “Robert” I’d like to know whether they want their name to appear as “Robert” or “Rob” or “Bob” or something else.

Ask your client contacts <u>exactly</u> how they would like the names to appear.

Along with each person’s name, we are including the location where they work. In some cases, it may be all the same city and state. That’s okay. We do have some cases where we have people in different cities and even in different countries. Please let me know the city and state or city and country for each of your clients listed. Spell out the state names; that is, use "Michigan" rather than "MI".

Your Names and Hometowns

To the left of the team picture is list of team names and hometowns. Edit the list so that your team member’s names appear exactly as they wish. If you are from another country, instead of “City, State” use “City, Country”.

For hometown, please list the city and state where you grew, which is often where your parents are living. The intent here is to show where each of you comes from “originally”. I realize that many of you have been living in apartments in East Lansing for the past two years and may consider East Lansing your current hometown. But, please only list East Lansing if you grew up here.

Getting Information from Your Clients

It’s your responsibility to get the necessary information from your clients. Your client contact person should send exactly one well written email requesting and explaining all of the needed information. All of the information needed from your client can be provided easily and immediately so you should request it as soon as possible to give them plenty of time to respond.

Getting Approval from Your Clients

It’s your responsibility to get approval from your clients on the final version of your template. You’ll have to send them your final version in advance of when it’s due to me to give them sufficient time to review it.

In the past, there have two non-CSE situations where student teams included confidential information in their Design Day page, which made it into print. All of the booklets had to be recalled with an edited page pasted over the original. We do not want this to happen to us.

What do you need to send me and when?

When you have completed everything, create a folder with the name “team_ <CompanyName>”.

In the folder, place a copy of your team’s Word template; keep the name of your template exactly as downloaded in the form "team_<CompanyName>_template". In particular, keep the "_template" suffix.

Also place in the folder the original, high resolution source for your screenshot or diagram. If you are submitting a diagram, include a separate Microsoft Word document with the original source for your diagram. Name your artwork file "team_<CompanyName>_artwork".

Zip up this folder and email it to me by 5:00pm, Tuesday, February 23.

This is a very short deadline since you need to get feedback from Ken and your clients. You should send a draft to Ken and your clients as soon as possible to give them enough time to provide meaningful feedback that you can incorporate into your draft.