Overview

One aspect of Design Day is the Design Day booklet, which is a professional, 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 (which is on Friday, December 10), we need to submit our copy and artwork much earlier, in particular, by Monday, October 11.

So, here's what you need to do…

Each team will have one page in the booklet. There is a Microsoft Word template for each team on the course web site on the Downloads page. Click on your team name to download your template.

Read these instructions carefully and repeatedly…

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 provided using the given point size. You'll see that the company names and project titles have already been entered.

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?

The current project titles were either created by your client or created by me in conjunction with your client. You are free to change your project title if you and your client now feel that a different one would be more appropriate. However, your project title must fit in the space provided using the given point size. Moreover, if you do change your project title (no matter how 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 space provided using the given point size.

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 nontechnical. 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 (which are called "widows").

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 the teaching assistant 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 online 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 Downloads page under MSU Men's Basketball.

Artwork

Your team should provide appropriate artwork that best represents your project for the space in the upper right. Artwork should include at least one or more screenshots and may include a diagram as well. The artwork should be something that is eye-catching. It should also be something that can be copy-and-pasted in Microsoft Word like a png or jpeg image.

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 artwork is 3.5” (high) by 3.75” (wide). Create your images 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.

You may use as many images as you like (but probably not more than two) as long as they fit within the existing textbox and they are viewable once scaled to fit and printed.

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

<u>You must provide the original high resolution versions of the source file.</u>

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

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” find out whether they want their name to appear as “Robert” or “Rob” or “Bob” or something else. (In Mr. Buchanan’s case, he prefers “Bob”.)

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 enter 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".

Team Photos

Your team photo is in the lower right corner. If your official team photo has not yet been taken, the current “informal” photo is there as a placeholder. The official photo will be inserted and submitted as soon as it is taken. In any case, check that the names and hometowns are correct and that they correspond (left to right) to the team members in the photo.

Your Names and Hometowns

To the left of the team picture is list of team names and hometowns. The names and hometowns are as you requested on the first day. Check everything for typos.

Edit the list so that your team member's names appear exactly as they wish.

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.

If you are from another country, instead of "City, State," use "City, Country".

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-<company-name>".

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-<company-name>-design-day-booklet-page.docx".

Also place in the folder the original, high resolution sources for your all of your artwork. If you are submitting a diagram, include a separate Microsoft Word document with the original source for your diagram. Name your artwork files "team-<company-name>-artwork-[1,2]".

Zip up this folder and email it to me by 5:00pm, Monday, October 11.

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