

## *Instructions Pamphlet*

**Due:** Monday, November 19 (rough draft due November 12)

**Turn In:** Digital InDesign file and digital .pdf file on Blackboard, and a physical copy in class

**Value:** 150 points (10% of overall grade)

**Deliverables:** One brochure (in three formats, see above)

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**Description and Rational**—In almost any field, one of the most common forms of communication is written instructions. Whether you are in nursing, business, engineering, construction, packaging science, art, communications, or another field, chances are at some point you will have to read or write instructions to or from your colleagues, trainees, customers, or supervisors. Likewise, you will often be required to produce multiple page documents that consider binding. As you continue to improve your design skills, this assignment requires that you seriously consider the user of your document and that you consider how to best design multiple page documents. It also requires that you plan accordingly how text and images work together how they affect user interpretation.

**Assignment**—For this assignment, you will be required to create an 8-page set of instructions that includes a cover and saddle-stitch binding. You will use InDesign and Photoshop to create this document. We will be conducting a usability test in class on your instructions; as such, you will be required to have a draft in class on the assigned date and participate in a usability test. **Because of the nature of the usability test, the task on which you choose to write the instruction set must be a task that a user can do in class.** The task must also be something that most people in the class would not know how to do. Other than that, your topic is open to your choosing.

**Content & Design Requirements**—The Instructions Pamphlet will be a short, concise set of instructions that will aid the user in accomplishing some task. Thus, you must have informative and easy-to-follow steps that use clear and concise language and that defines any complicated or technical terms. You will need to consider what the audience needs to know, what they might want to know, what the consequences are if they do not know something, what terms need to be (or not to be) defined, what safety issues there might be, and so forth. Leave nothing unaccounted for. The trick, though, is to do this while also being concise—this pamphlet must not take more than eight side-by-side pages (two 8½ X 11 pages, folded), including the front and back cover. While there is no set amount to the number of steps in any given task, I expect that you will have at least six (6) steps for the reader to follow and, likely, no more than twenty (20).

Your instruction pamphlet design will be graded according to the standards on the scoring rubric on the back of this page.

# Scoring Rubric – Instructions Pamphlet

Design Requirement	Comments
Uses the C-R-A-P principles effectively throughout, and effectively uses white space, margins, gutters, and typeface	Score: ____/20
Includes a professionally-designed cover that includes an image or shape that is not square	Score: ____/10
Has a clear and limiting title	Score: ____/10
Provides background to explain purpose of the task	Score: ____/10
Exhibits effective text that uses consistent phrasing, appropriate level of detail and technicality	Score: ____/10
Orders steps logically	Score: ____/10
Makes appropriate use of notes and hazard notices—at least two uses of "note," "caution," and/or "danger" in document	Score: ____/10
Uses direct address, active voice, and imperative mood	Score: ____/10
Uses parallel phrasing	Score: ____/10
Is completed in saddle-stitch binding	Score: ____/10
Includes an introduction, required steps, and conclusion	Score: ____/10
Uses at least one image/diagram/ screenshot in full color <b>for every step</b> presented	Score: ____/10
Uses a caption for every image	Score: ____/10
Uses an effective color scheme	Score: ____/5
Makes use of at least one call-out	Score: ____/5