# Design 305

## Assignment One

### Graphic Design Critique

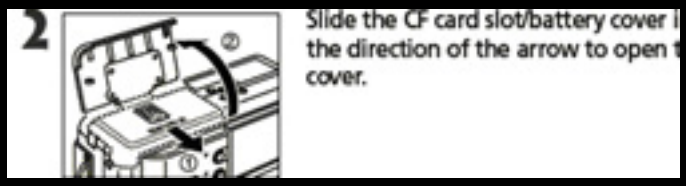
Craig Sykes // 09.06.2006

# .:Table of Contents:.

1 Magazine Ad Critique
Mercedes-Benz S-Class
Pages 3-4

2 Brochure Critique
Treks Across Australia
Pages 5-6

3 Technical Manual Critique
Canon Powershot S-50
Pages 7-8




4 Website Critique
Nintendo.com
Pages 9-10

5 Business Card Critique
Max Vilimpoc
Pages 11-12

# .:Objective:.

The purpose of this assignment is to analyze and critique a variety of media forms, identifying the graphic design techniques used in each to give an effective and professional appearance.

# 1

## Magazine Ad Critique

Mercedes-Benz S-Class

1 The magazine ad for the new Mercedes-Benz S-Class is pleasing to the viewer's eyes and has a simple upscale appearance. The ad can be divided into three sections. The first section being the photo of the car. The second section is the middle where it says "Even cars need a hero." The third section is the bottom where all the small text and the company logo are located. The ad is mostly monochromatic with the exception of some small areas of color in the photo. The top section has a positive/negative relationship with the bottom sections, meaning the top has a dark background with a light subject and vise-versa for the bottom sections. The border around the photo is well proportioned to the photo. The second section uses two text sizes. This causes the reader to read the second part of the message first. Also, the large text size and high contrast of the text against the background brings the viewers attention to this section first. The left and right sides of the ad are very symmetrical with the exception of the lines above and below the text in the third section. This was perhaps done to draw more attention to the brand logo.

## Pros

- Well balanced color and proportions
- Good use of symmetry
- Simple, professional look

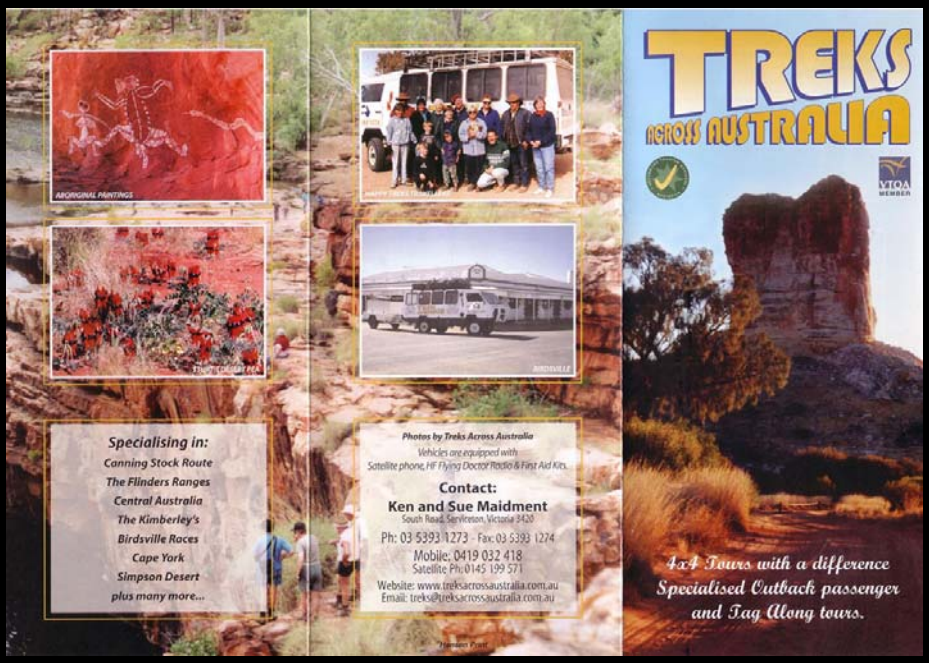
## Cons

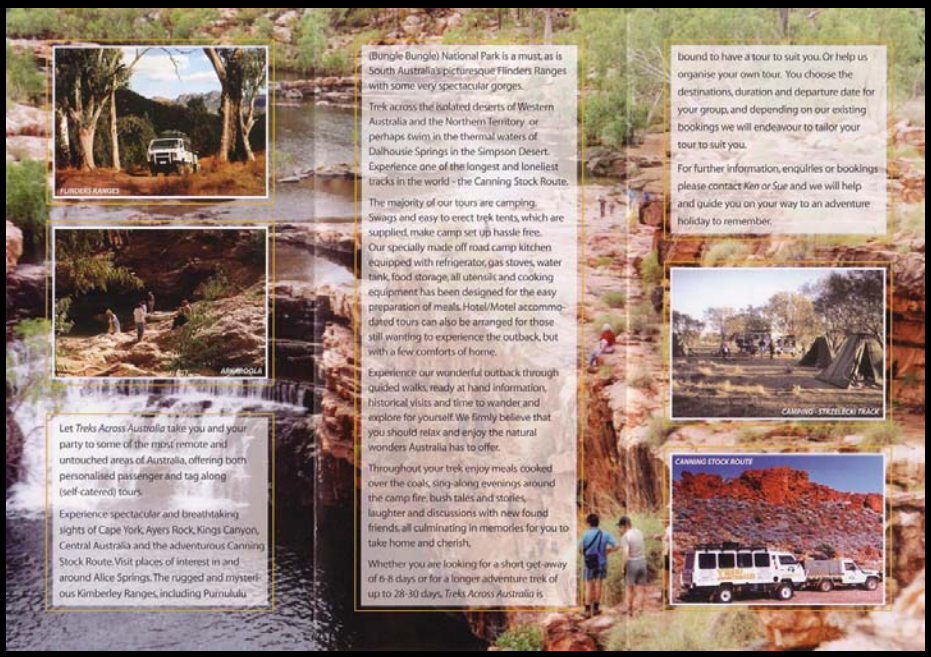
- Maybe lines in third section should continue further to keep left/right balance

# 2

## Brochure Critique

### Treks Across Australia



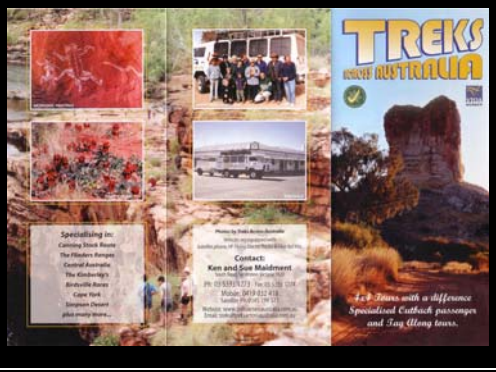
2 The brochure for Treks Across Australia is not a very well designed brochure. Perhaps the biggest issue is the background image. The image is too 'busy' and distracts the viewer from the rest of the brochure. There is little contrast between the background image and most of the other images. Perhaps a thicker or darker border would help these foreground images stand out more. Also, fading the background image or using a more neutral image would help the other elements of the brochure stand out better. The black text on the light transparent boxes looks good and these boxes are well placed. This is a nice use of layering. The back page has a symmetrical layout. The overall composition of the brochure is good and the elements are well proportioned.

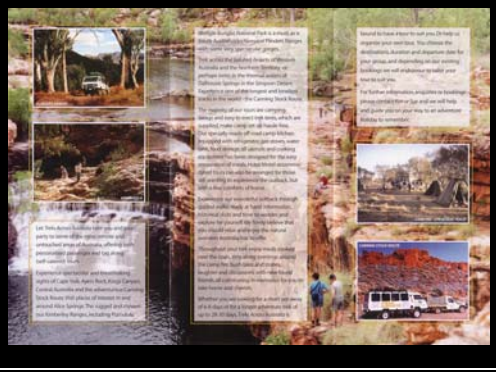
## Pros

- Nice layout with good proportions
- Effective use of layering with text boxes

## Cons

- Not enough contrast between background and foreground images
- Photos may have benefited from thicker or darker borders
- Bad choice of font on bottom of title page



# 3

## Technical Manual Critique

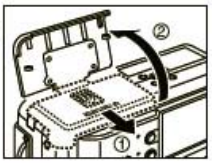
### Canon Powershot S-50

## Installing the Battery Pack

Install Battery Pack NB-2L (supplied) into the camera as follows. We recommend that you use the AC Adapter Kit ACK700 (optional) to power the camera for extended periods (p. 162).

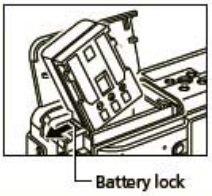
**1** Turn off the camera (p. 24).
Check that the power/mode indicator is not lit.

**2**



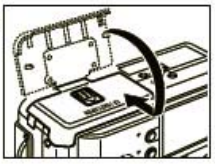

Slide the CF card slot/battery cover in the direction of the arrow to open the cover.

**3**




Hold back the battery lock in the direction of the arrow with the corner of the battery pack, then insert the battery pack into the compartment until it is locked.
To remove the battery pack, release the battery lock.

**4**



Close the CF card slot/battery cover then slide it to the original position until it clicks.

- Charge the battery pack before using it the first time (p. 15).
- When the upper indicator on the left side of the viewfinder is blinking green, the CF card is being written to, read, erased or transmitted to. Therefore, never turn off the camera or open the CF card slot/battery cover while this indicator is blinking green.
- Remove the battery pack when the camera is not in use.

17

Preparing the Camera, Basic Functions

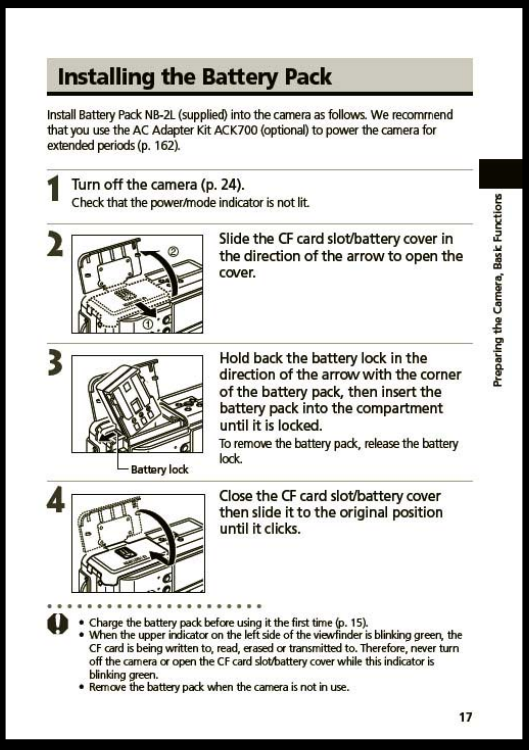
3 The manual for the Canon Powershot S-50 is well designed and perhaps a textbook example of what a technical manual should look like. The manual has a consistent 'function over form' appearance. The graphics and text are organized effectively and the font sizes are well proportioned. The large text used for the heading and step numbers does a good job drawing the viewer's attention. The mono chromatic graphics used are easy to understand and do a good job reflecting the corresponding text. Perhaps the use of some color would make the manual more appealing to the eye.

## Pros

- Line drawings are easy to understand and do a good job reflecting corresponding text
- Good text size proportions
- Most important elements draw attention first
- Professional look

## Cons

- Black and white is a bit boring



### Installing the Battery Pack

Install Battery Pack NB-2L (supplied) into the camera as follows. We recommend that you use the AC Adapter Kit ACK700 (optional) to power the camera for extended periods (p. 162).

**1** Turn off the camera (p. 24).
Check that the power/mode indicator is not lit.

**2** Slide the CF card slot/battery cover in the direction of the arrow to open the cover.

**3** Hold back the battery lock in the direction of the arrow with the corner of the battery pack, then insert the battery pack into the compartment until it is locked.
To remove the battery pack, release the battery lock.
Battery lock

**4** Close the CF card slot/battery cover then slide it to the original position until it clicks.

- Charge the battery pack before using it the first time (p. 15).
- When the upper indicator on the left side of the viewfinder is blinking green, the CF card is being written to, read, erased or transmitted to. Therefore, never turn off the camera or open the CF card slot/battery cover while this indicator is blinking green.
- Remove the battery pack when the camera is not in use.

17

Preparing the Camera, Basic Functions

Complete manual available for download on Canon's website
www.powershot.com

# 4

## Website Critique

Nintendo.com

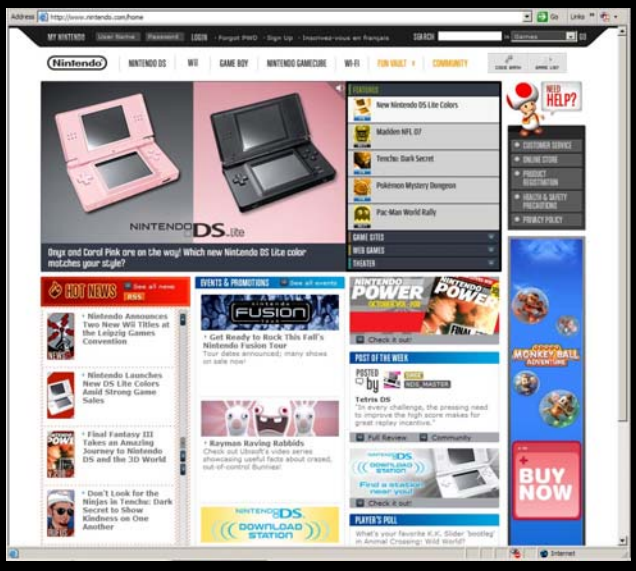
4 The Nintendo website is well designed. The top section is similar to many automakers' websites but the bottom contains more information. This extra information perhaps reflects the younger target audience and a wider variety of products. The page is nicely centered in the web browser and has a consistent width. The top of the page has a simple navigation bar which includes a search field. The overall page has asymmetrical balance and a grid layout. The large Nintendo DS Lite image draws the viewer's eye before anything else. Though there is a lot of content on the page, it is well organized and doesn't seem like too much.

## Pros

- Attractive, well organized layout
- Nice use of color
- DS Lire image does a good job drawing the viewer's attention
- Looks good in most resolutions

## Cons

- So much content might be overwhelming to some



# 5

## Business Card Critique

Max Vilimpoc

5 Max Vilimpoc's business card is not very impressive. The company name seems too small in comparison to his name. The text justification is inconsistent. A phone number would be a good thing to add to the contact information. The notepad style text seems a bit out of place with the other text. The background image makes some of the small text hard to read. The image does balance the symmetry of the card. After looking at his website, it's hard to understand why he doesn't have a well designed business card.

## Pros

- Fairly balanced layout

## Cons

- Background image makes small text hard to read
- Inconsistent text justification
- Notepad text style doesn't go well with other text
- Bad scale between name and company name
- Phone number?