

Comparative Technology Proposal

Project Description:

I will create an interactive “guidebook” of Columbus, Ohio, focusing on fun activities for young adults. The format of the book will be an online interactive PDF that will have pictures, graphics, and information about the greater Columbus area.

Project Goals:

- Become more familiar with the Adobe Creative Suite (especially Photoshop, Illustrator, and InDesign)
- Learn about interactive PDFs
- Create infographics and learn more about information design and presentation

Strategies/Tactics:

- Research information design theory and apply it to my book
- Look at other guidebooks and their layouts
- Watch tutorials on Adobe software and practice my skills
- Find other interactive PDFs and see what works and what doesn't

Evaluative Standards:

- Is it functional?
- Is it understandable?
- Is it pretty?
- (Hopefully these questions will be answered via peer review)

Timeline:

- Week 2: Compile selected information about Columbus, Ohio
- Week 3: Read about interactive PDFs, watch tutorials for Adobe software
- Week 4: Design layout of book – DRAFT & decide what to make interactive
- Week 5: Brainstorm infographics
- Week 6: Work on final layout
- Week 7: Final layout design complete
- Week 8: Complete infographics
- Week 9: Compile the guidebook
- Week 10: Edit and finalize product