



# Initial Design Brief

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Project Study

## 5 Ideas

Revamp the BART schedule/lines

Cell phone company comparisons (price per month, catches, etc.)

Observe genres of music videos

Observe and time my daily/bi-daily when playing videogames

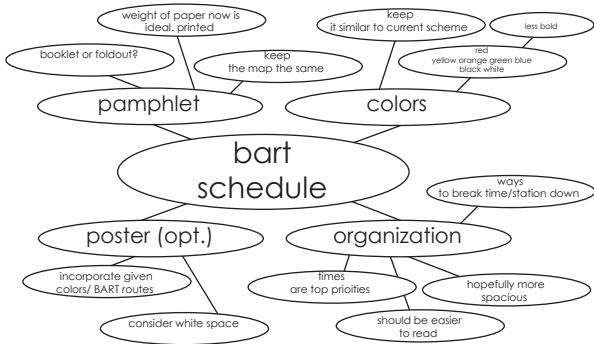
Chart mileage or gas usage on my car daily

blue = selected idea



## Description

The current BART schedules on display and pamphlets are too dull; they lack visual appeal and the ease of reading. Contemporizing it, or somehow making it "easier on the eyes" is the main objective. Mostly all the information is in the BART stations. The revamped BART schedule should appeal to everyone – from students to seniors – so having illustrations or making it too colorful is out of context. Color choices would be similar to what is given currently, give or take a few tone changes. Overall schedule should be easier to read than it is now.



## Possible Outcomes, Potential Difficulties

The outcome of this project could turn out very successful, but the redesign should not just be a simple makeover of the current one. Simply re-charting the times will make it unsuccessful. Having the pamphlet look contemporary and easy to read is the goal. The poster should be even easier to read than the pamphlet. Color-coding, legends, the unity between the guides and maps, and overall presentation is key. One major and possible difficulty could be that my initial ideas and concepts of reformatting the times may not work at all. It is too early to tell as of now, but I hope it will all work out in the end.

## Timeline

### Week 2

in class - do initial design brief/ chose best idea/topic

### Week 3

sketch out possible visual solutions prior to seeing other time schedules/ pamphlets

### Week 4

gather multiple time schedules and info from BART, MUNI, Westcat, etc.  
compare time chart organizations

### Week 5

printed research, bibliography (if applicable), and .pdf for presentation

### Week 6

gather other info of time schedules, research best possible ways to show/organize time/data  
start digitally creating possible time charts

### Week 7

continue working on digital file

### Week 8

continue working on digital file

### Week 9

continue working on digital file  
digital comps due - in process critique

### Week 10

continue working on digital file  
digital comps due - in process critique

BART

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