

Dear Mrs. Tammy,

I appreciate what you do and the positive impact you make on children. Music therapy takes both talent and patience, and I am very honored to help you in your efforts to empower and heal children by redesigning your flyer and getting the message of your work out to parents, teachers, healthcare professionals, and children. Let me tell you about some edits that will draw in more people to your program.

For the first document, I used bright blues and pinks to draw attention. I understand that music therapy is more than just playing instruments which is why I included children enjoying music through headphones for my main picture. The other two smaller pictures are aimed to clearly show what your group sessions look like, so parents looking at the document have an idea of what their child will experience.

For the second document, I chose the main picture to be of a girl laying in grass, hoping the grass will accurately show how music therapy is natural and fun. The signal about when your sessions are being held and who they are for was hard to pinpoint in your original document. I tried to highlight these by giving them their own little bubble on the left and right sides.

Because these documents are meant to attract children, who may not be able to read, I made them visually appealing. By including simple percussion instruments in both documents, I refute the notion that interested attendees need any knowledge of music to participate in your programs.

I hope my revisions fit what your programs represent: inspiration, inclusivity and music fun. I am free any weekday from 9-5 to discuss any changes I have made. Thank you for doing what you do and for choosing me to be the one to redesign your flyers.

Talk soon!

Umber Batool



Perfect Note Piano Studio

GROUP LESSON



5th graders 3:00
6th graders 4:00
7th graders 5:00

IMPORTANT!!!

Preschool children will
come August 8.

Prizes



July 27
3:00



Games!!!



REFRESHMENTS

COME SHOW WHAT YOU KNOW!!

BE SURE AND
BRING
YOUR MUSIC!!



PARENTS: PLEASE PICK
UP CHILDREN
PROMPTLY!!!

Comprehensive Analysis

C.R.A.P. Analysis

Contrast

- There is so much contrast, elements disrupt from, instead of enhance, the signal
- Inconsistencies are seen among:
 - Typefaces
 - Usage of bold, italics and underlining, capital letters
 - High and low quality images
- Black typeface on a dark gray background reduces readability of the therapy schedule

Possible Solutions:

- Only use 2-3 typefaces, maximum
- Do not use any exclamation points
- Only use high quality images, or no images at all
- Do not use all capital writing to make words pop-out, unless they are already part of the typeface
- Use light colors behind dark type

Repetition

- The lack of repetition makes understanding and viewing the document difficult
- Every element seems like its own things, separate from everything else
- There are too many graphics; a graphic is not needed for every little bit of information

Possible Solutions:

- Use the same typeface for all header text and the same typeface for all normal text
- Get rid of unnecessary clipart images; this repetition is distracting
- Use no more than three colors, those used should be analogous colors

Alignment

- Lack of alignment causes too much eye movement and the potential to miss important information
- Elements are placed in their own floating bubble, without any relation to each other

Possible Solutions:

- Make a grid and have text and images aligned with it
- Have images be aligned directly under type to show they clearly relate

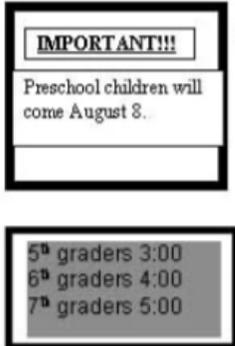
Proximity

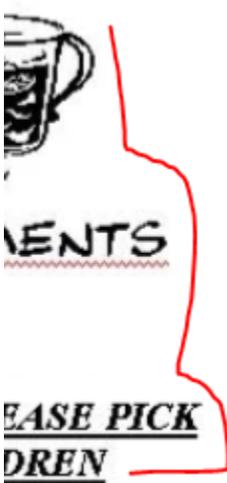
- The things offered (games, refreshments, prizes) are not located near each other; the eyes have to jump around to understand the entire thing

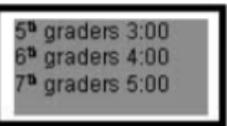
Possible Solutions:

- Have time, address, date information be placed together, maybe at the bottom
- Place important reminders "Bring music" and "Pick up children" together

13 Design Sins Analysis

Design Sin	Problem	Possible Solutions
1. Centering Everything		
2. Naked or Warped Photos	 <p>This low quality image bleeds into the background</p>	Image that does not have same background color as the document should be chosen instead
3. Too Many Fonts	<p><u>REFRESH!</u></p> <p><i>Therempy</i></p> <p><u>PARENTS:</u></p> <p>Prizes</p> <p>Games!!!</p> <p><u>BE SURE A</u></p> <p>Too many decorative fonts distract from signal</p>	Only use 2-3 typefaces, maximum. Use the same typeface for all header text and the same typeface for all normal text. Use san serifs for easier readability
4. Bulky Borders and Boxes	 <p>Boxes within boxes</p>	Take away borders, as it distracts from the signal of the type

<p>5. Cheated or Missing Margins</p>	 <p>Inconsistent distance of elements from edge of page</p>	<p>Use guidelines for margins when placing elements near the edge</p>
<p>6. Stairstepping</p>	 <p>Stairstepping is seen in the bottom right corner</p>	<p>Use a grid when placing elements to be aligned with each other</p>
<p>7. 4 Corners and Clutter</p>	 <p>There is a very boxy feel to the document</p>	<p>Align elements within a grid to prevent cluttering and cornering</p>
<p>8. Trapped Negative Space</p>	<p>There is trapped negative space everywhere</p>	<p>Proper alignment will help organize elements neatly and maximize usage of trapped</p>

		space
9. Busy Backgrounds		
10. Tacky Type Emphasis	 <p>Unnecessary use of underlining, bold, and exclamation points</p>	Remove exclamation points to prevent the viewer from feeling as though they are being shouted at
11. Bad Bullets	 <ul style="list-style-type: none"> • Schedule lacks bullets • It is unknown what this list is for, as it does not have a header 	Add a "Session Times" header and bullets to make it known this is a list
12. Widows and Orphans	<p><u>PARENTS: PLEASE PICK UP CHILDREN PROMPTLY!!!</u></p> <p>Promptly is orphaned</p>	Widen text box to keep everything within two lines
13. Justified Rivers		

And more things...

Typography

- Title of page is not readable script, especially from far away
- All capital letters seems like the viewer is being rudely yelled at from the bottom two corners
- Many exclamation points take away from the signal of the messages
- Spell check would've done well for this document. Therapy is misspelled.
- "Group Lesson" contrasts with all other type and is bigger than main title

Color

- Inconsistent use of color throughout the page; Green, purple, green, gray, yellow, orange are too many colors
- White space is not wisely used; there is too much of it

Coherence with Images and Words

- The title of "Group Lesson" does not match with the single, individual emoji picture that is directly below it