Newsletter Assignment

The Tourism Office of Budapest, Hungary publishes the newsletter I chose. While the intention may have originally been to make this a printed document, (the formatting suggests this) it fails in almost all design aspects both for the printed media and as a Web page. This newsletter has no balance nor does it have any elements that stand out to draw attention. The style and formatting are a mishmash, giving the whole newsletter a thrown together look. There are no graphics, white space, nor structure. All media can benefit from a break up of all that text. One advantage of a Web page should be the addition of links to help break up the text into pages. A Web page design element faux pas is to make the reader do and excessive amount of scrolling.

The original Web site is:
 http://www.franceline-tours.com/_TravelForum/00000008.htm (This page has since moved)

Flag .gif retrieved from:
http://www.geographic.org/flags/new1/hungary_flags.html
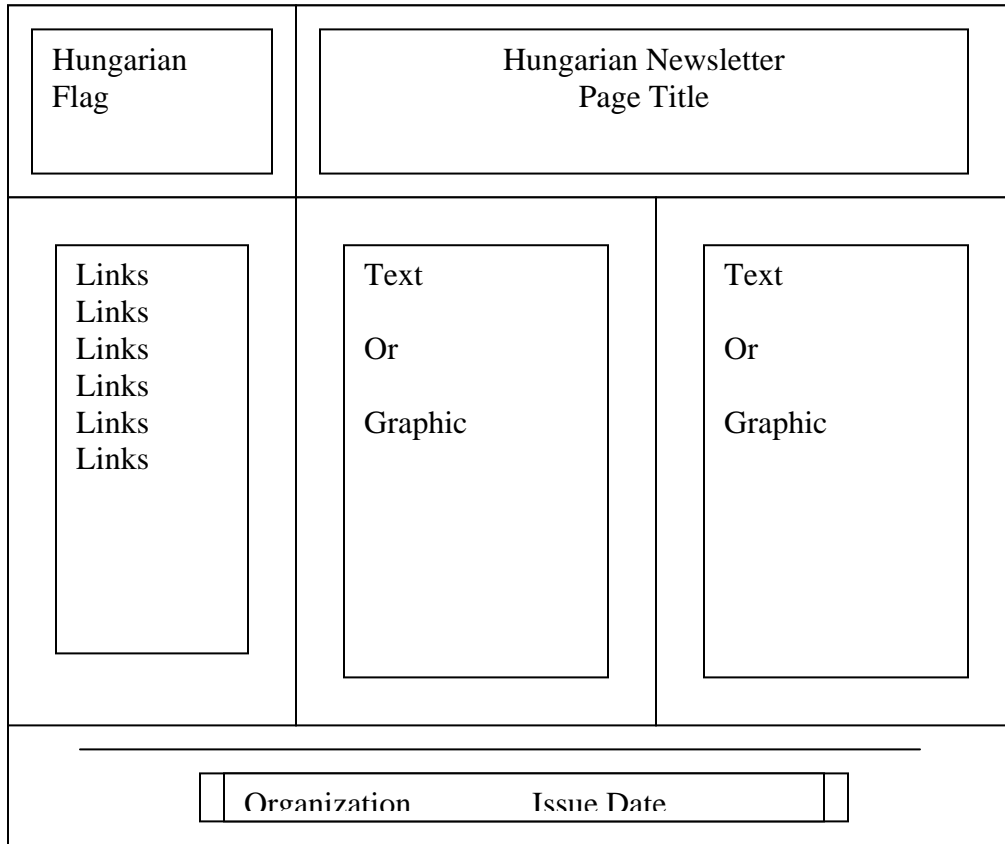
Design Model

The purpose of this Web page newsletter is to inform tourists of the amenities and activities offered in Budapest, Hungary. Since this is being delivered in Web format, the pages should be short, with links to other topics easily seen. Images need to unify the pages, as should the text style and formatting. Images also need to help identify the subject matter of each section.

Storyboard

1   Intro
   a) News
   b) Hotels
   c) Events
      i)   General
      ii) Sports
      iii) Music
   d) Attractions
   e) History

Hungarian Flag	Hungarian Newsletter Page Title

Links Links Links Links Links Links	Text Or Graphic	Text Or Graphic

Organization   Issue Date

Design Specs

Font

Title	Verdana 26 and 16
Caption	Verdana 6.9
Links	Georgia 16 Bold
Article Titles	Georgia 12 Bold
Body Text	Georgia 10
Special Formatting	Georgia 10 Italics
Organization/Issue	Georgia 9.2

Images

Hungarian Flag	Top left of all pages
Castle by river	Right column page 1
Water polo	Right column, top, page 6
Runner	Left column, bottom, page 6
Saxophone	Right, bottom, page 7
Conductor	Bottom, center, page 9

Final Design

My goal was to make it more appealing, easier to read and allow for selective reading. I think I met most of my goals; however, I would have used more graphics and less text if I had been the writer and not the editor. Also due to either the page size or the printing margin I have white edges at the top and bottom of the pdf page. For a print format this could be trimmed off, and for a web page this could be resized.