

# Document Design Project Proposal

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## Memorandum

Date: March 10, 2022

From: Bailey Dustin

To: Shelley Thomas

Subject: Proposal to redesign a document set for NURSING.com

## Purpose

The purpose of this memo is to act as a proposal for my plan to redesign a document set for the company NURSING.com. As my final project in this course, it should act as a culmination of the different skills that I have learned.

The company that I selected for my final project is NURSING.com. This is a company that creates and sells supplemental texts for nurses and nursing students who may not learn best in a lecture-based setting. The mentality at this company is that anyone can be a nurse, even if nursing school feels like it is too difficult at times. The goal is to take a positive tone, while also pointing out flaws seen in nursing classrooms and how this company helps fix those problems for students. In the past, I have done some freelance work for this company and am familiar with their documents and goals, which offers me an advantage when redesigning their products. Beyond my knowledge of the documents the company currently uses, I understand their audience and their intended tone and presentation.

Recently, the company went through a rebrand and shifted from being called NRSNG to being NURSING.com. With this major shift, many of the company's documents need to be updated. At this time, they have resorted to sending newsletters as plain emails due to the lack of updated materials. They are also in the process of redesigning the covers for many of their supplemental texts. This process of rebranding has led the company to a place that looks almost unprofessional on some documents as they come across as too casual.

The overall objective of this project is to correct the errors I previously mentioned and provide the company with documents that can be used as templates in the future. There are issues with content and tone that need to be revised to help the company maintain a professional air while also creating real connections with customers. The specific objectives for this project are to create a template for future newsletters, redesign two book covers to include the company's new branding, and to create two new email templates to be sent out regarding the company's affiliate program.

## Document Set

As previously stated, my document set will include the following:

- A template for future newsletters
- Two new book cover designs
- Two email templates regarding the affiliate program

## Scope of the project

The scope of this project is fairly broad. From employees to customers to passerby, the documents I design for this project will have reach. This is positive because currently the company's documents are lacking the influence needed to draw in large amounts of customers. Employees at the company will see

what I do, and current and potential customers will be able to interact with the designs I am creating for this project.

## Methods and Procedures

In order to complete this project, I have a set list of procedures I would like to follow. First, I will have a meeting with the company's marketing manager. I will present my ideas and ask for current copies of documents being used. Once I have approval and copies of the documents I need, I will make an initial markup. This includes analyzing the documents for elements that work and elements that do not work anymore. After this, I will plan out my new documents that will be designed. After these steps are complete, I will have another meeting with the company's marketing manager to present my ideas and get final approval. If there are any changes that must be made, this is where said changes will be discussed. After all of that, I will begin my final drafts of each of the following documents:

- A template for future newsletters
- Two new book cover designs
- Two email templates regarding the affiliate program

Once the final drafts are completed, I will comb through them again to ensure CRAP principles are being followed, and all of the company's requests have been met. Following this, I will send the final drafts to the company for either acceptance or feedback. Should the documents be accepted, the project is over. If there is feedback to account for, I will take suggestions into account and reevaluate the documents. Then, I will submit them again.

## Resources

For this project, I will use technological resources as well as personnel resources from NURSING.com. For the majority of the project, I will use my own personal laptop to complete my work. On said laptop, I will use the Adobe Creative Suite, the NURSING.com website, and my own NURSING.com email address to communicate with company personnel.

The specific company personnel I will be utilizing are the marketing manager and the CEO of NURSING.com. Both individuals are very hands-on in the design process for company material so communication between the three of us is essential.

Finally, I will be referring to the following textbooks as well:

- Williams, Robin. *The Non-Designers InDesign Book*
- Williams, Robin. *Design Workshop*. 2nd Edition

These are both textbooks that I have looked to regularly during the semester, and the insight provided within them is essential for document design.

## Task Breakdown and Timetables

This task spans approximately 5 weeks. In these weeks, my work will be broken down as follows:

Week 1  (Monday, March 14- Friday, March 18)	I will have an initial meeting with the company and explain the scope and goals of the project. During this meeting, I will be provided copies of the current documents being used by the company. I will then have the CEO and the marketing manager detail what specifically they want changed along with the changes that I find. After the meeting, I will continue to analyze the documents on my own for errors and violations of CRAP principles.
Week 2  (Monday, March 21- Friday, March 25)	I will meet with the marketing manager of NURSING.com to go over my findings from week 1. We will discuss my initial plans for the project and what I plan to change in my rough draft. After this, I will continue working on my rough draft of the new document set.
Week 3  (Monday, March 27- Friday, April 1)	This week, I will continue working on the document set. This is the week where I will really dial in on CRAP principles and the way they each affect my document. I will not meet with the company this week as it should be an intensive work week in order to get my final draft finished. At the end of this week I will send my final draft to the company.
Week 4  (Monday, April 4- Friday, April 8)	This week I will meet with the company about the final drafts I sent over. They will give me their feedback and I will go back and make all of my final edits. After this, I will send the document set back to the company for further analysis.
Week 5	I will meet with the company one final time to discuss the document set. If there are any final changes to be made I will do so at this time. If not, I will go over the documents one more time for any small errors and then I will send final copies to the CEO and the marketing manager of NURSING.com.

## Persuasive Appeals

This project is going to be a lot of work. That being said, it is essential to complete projects like this for my portfolio. I am intentionally signing myself up for a time-intensive project that involves a lot of direct communication because I want to make the most of this experience.

As I mentioned, this will be a lot of work, but I am ready for it. This is a company that I have worked with in the past, so I have a good relationship with them and they trust me to do this type of project for them. This document set is something that the company truly needs at this point. Currently, they are scrambling to find documents that look professional without listing their old name and logo. Without help, the documents they use may lack the professional air that is needed when communicating with customers and affiliates.

## Qualifications and Experience

I am qualified for this project due to my own previous experience with the company and in document design. As this is something that has always been a part of my degree path, I have done many large projects in the Adobe Creative Suite that go along with what I am doing for this document set. Beyond my experience designing documents, I have experience with this company, specifically the marketing department. This is the company that I did my internship with, and it's a company that has hired me to edit documents in the past.

These experiences help me to understand the company vision and how I can help them achieve this vision through document design.

## Conclusion

This project is worthwhile because it provides me with field experience while allowing me to build professional relationships. These things are essential to people who are just entering any field, but especially those entering fields that require work portfolios. Beyond what this project will do for me, it will also do a lot for the company, NURSING.com. This company is still small and new, meaning they do not have someone on call to make document sets whenever they are needed. This negatively impacts customer communication because their book covers look plain and their emails look like spam.

My document set will contain:

- A template for future newsletters
- Two new book cover designs
- Two email templates regarding the affiliate program

The newsletter templates will contain the new company name, logo, and colors. It will also contain pertinent company information that should be included in every letter like the web address, customer service email address, and social media handles. The new book cover designs will contain book titles and information as well as the new company name, logo, and colors. Finally, the email templates for the affiliate program will include specific information about the program and the company, contact information for the marketing manager, a link to set up a Zoom call, and the new company name, logo, and colors.

### Call to Action

Professor Thomas, it is crucial that I am approved to use this company and this document set for my final project. The experience this project will provide me as a professional is crucial. In addition, the service I will be able to provide NURSING.com will help the company whilst cementing a relationship between myself and this company. My request from you is approval to complete this project, and feedback on the pieces I submit throughout the next 5 weeks.

I am very excited to get to work on this assignment, and hope that this proposal offers you enough information to get an understanding about what I plan to do.

Applicant Initials: BD