Newsletter Justification:

The purpose of the the newsletter was to give something to the members of the Student Mountain Club that they could read to catch up on news of previous meetings, exciting announcements and members who were being recognized, as well as have a document which showed the upcoming events that the club needed volunteers for or just to come and have fun.

The audience for this newsletter would be returning or new members of the Student Mountain Club. While designing it I had a certain “persona” in my head, a student at UW-Madison, who wore Chacos, ate granola, could often be found with his hammock hung between some trees on campus, and who enjoyed French press coffee. With this in mind I made certain design choices to reflect who I thought the “target readers” of this newsletter would be.

I designed this newsletter for ENGL-385, Document Design. I knew that I wanted to capture that outdoors-y, hipster, “is that a vegan energy bar?” vibe. I searched far and wide to figure out the perfect photo of the President. This would set the tone for the rest of the newsletter. I scoured through some photos of my friends who are much more the outdoors-y type than I am and found the photograph of “Chris”. I quickly asked my friend if I could use the image to represent the persona for this newsletter and she agreed. I took time searching Pexels to find the perfect mountain photos to use as the background and eventually came across the ones I used. The font was more difficult. I took about two days typing up different options on Creative Market and finally bit the bullet with the “Northwell” font, which was used as the logo for the club. The font for the overall text was tough, I liked it but I wasn’t a huge fan of the all capitals. Ideally I would have found something similar, a sans serif, with a vibe that fit the current font, but overall I was happy with the finished product.

The outcome for this project was a good one, Professor Watts said she enjoyed the aesthetic of the newsletter and that it fit very well together. I didn’t bother showing this document to anyone else because I don’t actually hang out very often with anyone who is a part of a club like this… I guess I will just have to see if there’s a golden retriever club that needs a newsletter writer in the near future.

The Newsletter artifact demonstrates use of audience-appropriate styles. I knew who my “target readers” were and designed to an aesthetic that fit them. And although it might not show it, I was able to apply some information design strategies as well. I took time to study my friend’s profiles who participate in activities like this, look at the clothing they wear, the lifestyle they live, the image they portray online, and I was able to compile all this into a document that reflected all of this information.