
Objectives

To explore the typographic possibilities of design within the extreme limitations posed by the internet and to demonstrate the importance of content design and accessibility on the Web. To allow students to develop a functional ASCII résumé to use for job applications submitted through e-mail.

The Assignment

An incredible array of internet appliances exists today, each with a different level of support for typographic standards. The only way to ensure fully accessible content is to design with plain text. Formatting such as bold, italics, and underlining are unavailable as a text standard. Designing for plain text (ASCII) closely resembles designing with a monospace typewriter.

To work around the limitations of ASCII text, many people include information in Adobe PDF or Microsoft Word format as attachments to e-mail. This approach reduces accessibility by placing a software barrier between the receiver and the information. E-mail attachments greatly reduce the benefits and accessibility of the medium. Besides significantly increasing file size, information sent through attachment can no longer be easily stored, retrieved and searched by computer. Because of the inconvenience to the receiver, graphic design job listings often explicitly require résumés to be sent in ASCII format with no attachments. E-mail editors often refer to this as “plain text.”

Using only the ASCII character set (letters, numbers and punctuation), re-design the information in your existing print résumé so that it can be viewed from any e-mail viewer, web browser, or internet appliance.

Presentation

The format for this presentation is a text file, along with hard copy output from at least three different e-mail viewers. No photos, colors or special formatting may be used for your designs. The typeface cannot be specified. Your designs should be restricted to the following 94 characters plus spaces and line breaks:

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_-=+|\{}[]:;'"?/<>.,`~

References

Jeffrey Veen's *The Art and Science of Web Design*, pages 18–20
Greg Berryman's *Designing Creative Résumés*

<http://www.aiga.org/content.cfm?ContentAlias=JobSearch>
<http://www.howdesign.com/business/job/search.html>
<http://www.creativehotlist.com/>

Schedule

1/13 Assignment sheet distributed. Begin gathering information.
1/15 Workday for résumé design and testing. Individual critiques.
1/20 *Martin Luther King Jr's birthday. No class.*
1/22 Final presentation and class critique.