

Assignment #4

Service design

Think of a service that you would like to use as a student at HSRW. Make a clear concept of this service. Consider things like *who* it might be *useful* for, *what* it might be *useful* for, *who offers* it, *who pays* it and so forth. Write it down on an A 5 paper, in english. You may choose a realistic or a non-realistic approach.

Make a small sketch of how your service would work and how it would be communicated to your fellow students. Design an exemplary medium of your choice (website, flyer, poster...). You may use typography, pictograms and illustrations in black and white.

If you use a Logo, design it as you like, for the rest of the text use the typefaces Helvetica or Courier only.

Apply your description and your exemplary medium (scaled, if necessary) on a A 3 paper, portrait.