Assignment 3: Airline Boarding Pass Redesign
Student: John Perl

DGM 2250 Principles of Digital Design

Project Overview

Creative Brief:

Airline tickets have never been designed, they've been thrown at us like a computer spits out information.

First, it's hard to find particular information on the ticket with just a quick glance. Second, you go to a new airport with the same airline, and the ticket info is arranged different. Third, the ticket makes you feel like part of the process, not a guest on the airline.

The ticket needs to invoke a welcome feeling the the passanger and probide the information in a consistant and logical manner.

Through my redesign I will attempt to provide a warm, inviting and easy to read airline ticket.

Objectives:

1. To layout the information in a way that its easy to find the information that is pertinant to the moment at hand (finding flight number, gate, and seat)

2. Produce a logical layout of the ticket that will lead the reader from one important piece of information to the next in order of need.

3. Make the important information legibale and large enough that everyone can read it without having to find their reading glasses.

4. Provide a warm inviting and well designed ticket that will give the passanger a sense of being importance to the airline.

5. Provide additional information pertinant to the airports you will be in.

Company Profile:

Safety, security and consistent delivery of the basics are the foundation of everything we do.

The success of our three year strategy requires us to build on these foundations by focusing on the business and leisure markets and driving efficiency and effectiveness.
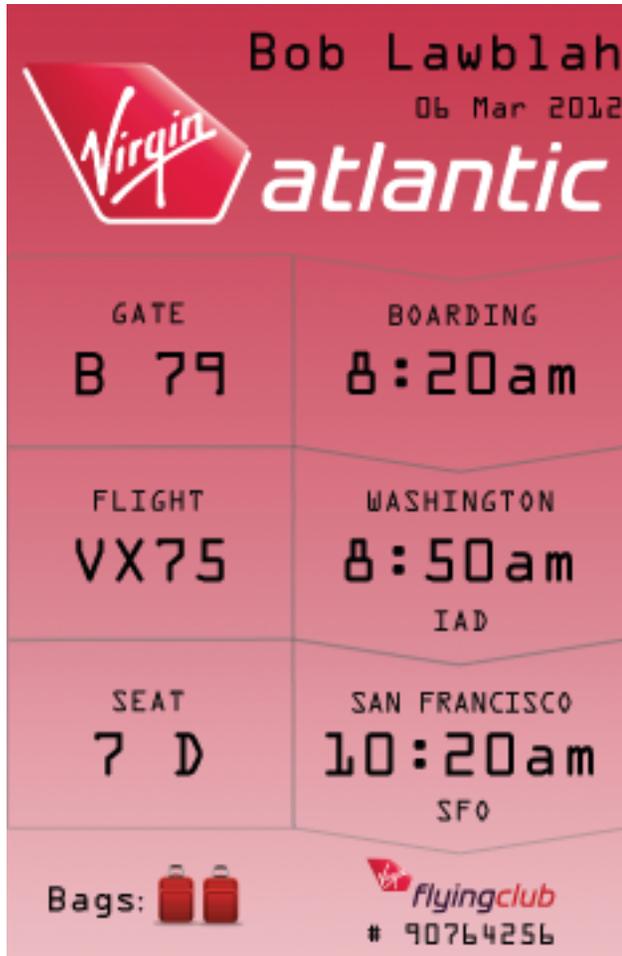
Mission Statement:
At Virgin Atlantic, our mission statement is simple...
To grow a profitable airline...
Where people love to fly...
And where people love to work.

Design Color Swatch and Font Types

Bob Lawblah
06 Mar 2012

GATE
B 79

BOARDING
8:20am

FLIGHT
VX75

WASHINGTON
8:50am
IAD

SEAT
7 D

SAN FRANCISCO
10:20am
SFO

Bags:
flyingclub
90764256

Virgin Atlantic has colors for seating class I have used them in each ticket to help designate classes for the crew, as well as the passanger.

SCAN THE QR CODE TO DOWNLOAD
A MAP OF THE AIRPORT

WASHINGTON   SAN FRANCISCO

Color Swatches

R = 195 G = 53 B = 74   C = 69% M = 100% Y = 29% K = 21%

R = 165 G = 166 B = 168   C = 37% M = 30% Y = 29% K = 0%

R = 195 G = 53 B = 74   C = 17% M = 93% Y = 68% K = 5%

Font Types

OCR A Std   21 pt
OCR A Std   18 pt
OCR A Std   10 pt

The use of a single font, other than the brand logo, is used so it doesn't take away from the branding. The font used is easily read in print and has an eye grabbing qaulity that makes it easy to find the information most needed.

Logotype

Custom Logotype
(brandsoftheworld.com

Colors have been coordinated with the logo and branding colors used for different flight classes. Colors have a transition of opacity down the ticket to give a calm feeling.
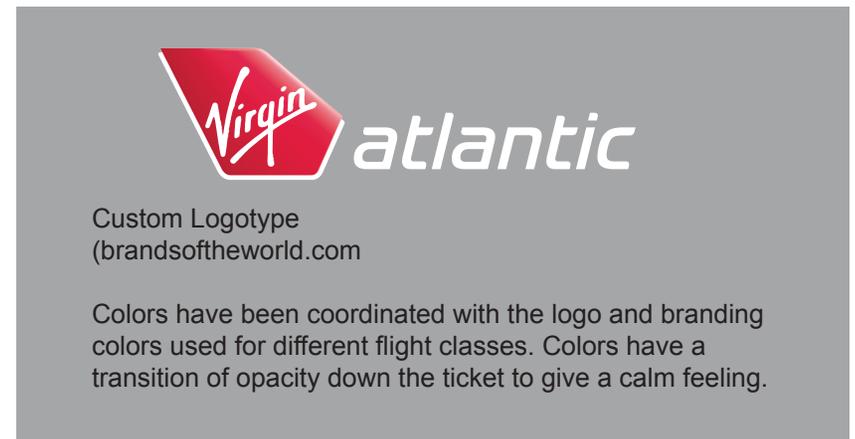
Grouping and Information Design

1

Name and date are placed at the to to make verification of the tickets owner easy

2

All flight information is places in the center of the ticket, with large easy to read text. All time sensitive information is placed together, as is the information not time sensitive

3

Information pertaining to where you need to be has been placed together in decending order (top to bottom) of needed infomation

8

The barcode is placed on the back of the ticket for easy access and to keep the front of the ticket free of information not important to the passenger

7

QR codes are placed on the back of the ticket to add additional information for those using smart phones or tablets. The codes provide a digital map of the airports they will be in before and after their flight to help better familiarize themselves with the airport s

4

The number of Bags you are carrying along with your flying club number are listed at the bottom where they are easy to find but also to ensure you and the airline are on the same page when it comes to your checked baggage and your flying club points.
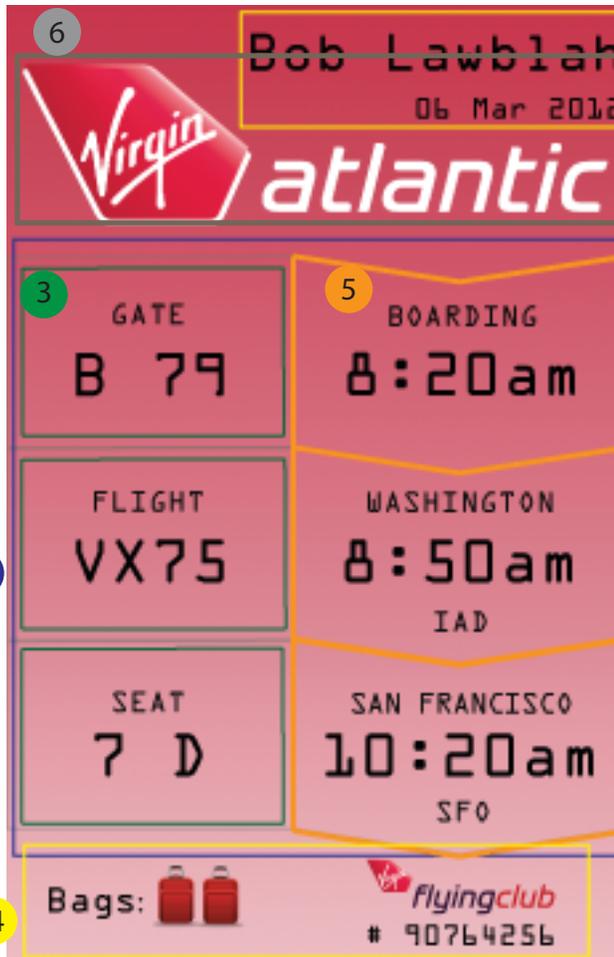
5

The time sensitive information has been placed in descending order (from top to bottom) showing the earlist important time on top, as well as your departure and destination locations

6

The Virgin Logo is placed on both the front and back of the ticket for brand identifacation for Virgin employees, also for the passangers information

Boarding Pass Redesign: Personal Critique

1st page of Initail Drawings

2nd page of Initail Drawings

Initial drawn wireframe of front and back
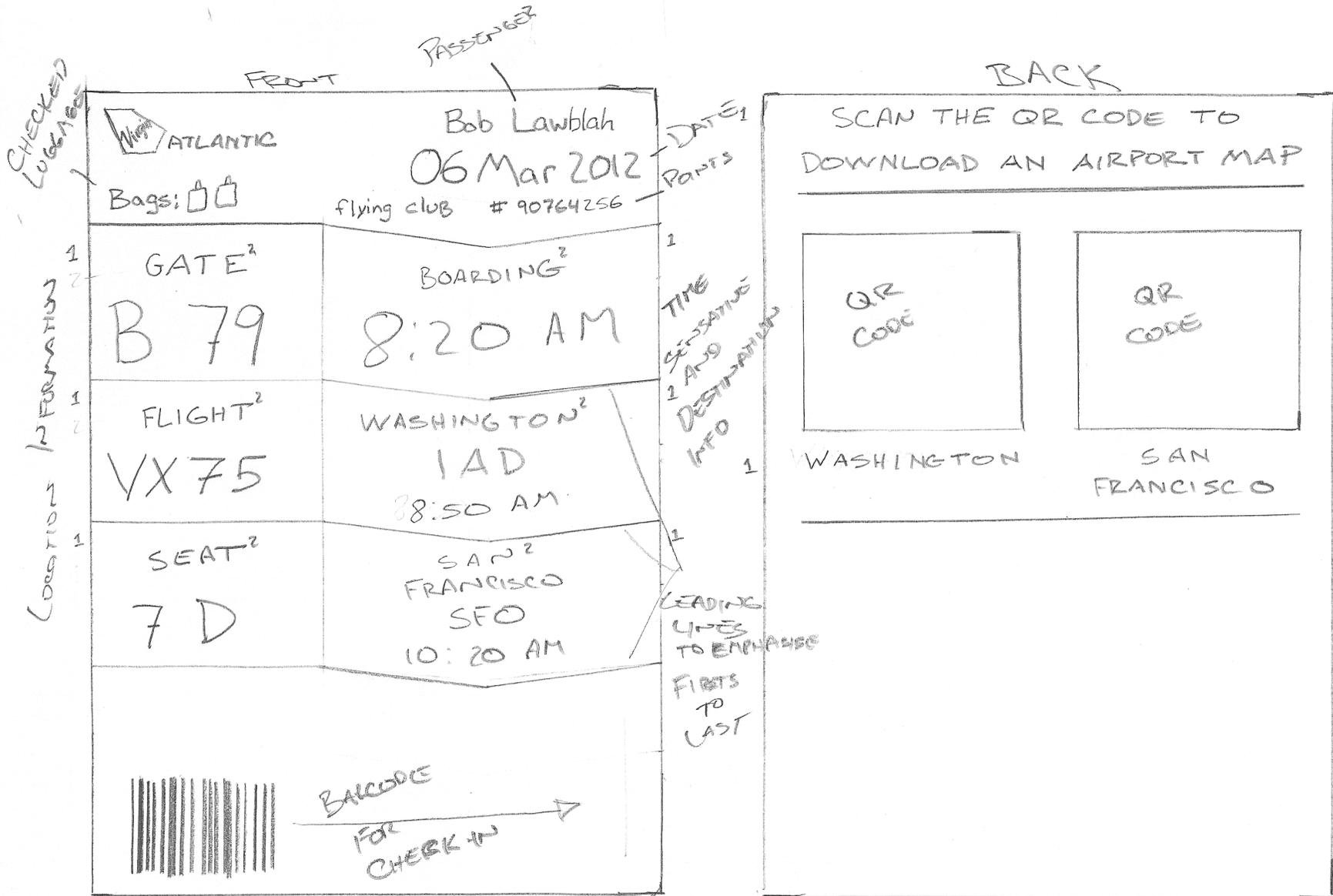
Took design elements that I felt best met passenger
needs and incorporated them into this wireframe

First Digital Copy with minor changes

Bags:

Bob Lawblah

06 Mar. 2012

flying club # 90764256

GATE
B 79

BOARDING
8:20AM

FLIGHT
VX75

WASHINGTON
IAD
8:50AM

SEAT
7 D

SAN FRANCISCO
SFO
10:20AM

SCAN THE QR CODES TO DOWNLOAD AN AIRPORT MAP

WASHINGTON

SAN FRANCISCO

Created the handrawn wireframe digitally and incorporated
the chosen text into the ticket to aquire the look and feel

Boarding Pass Redesign: Personal Critique - Continued
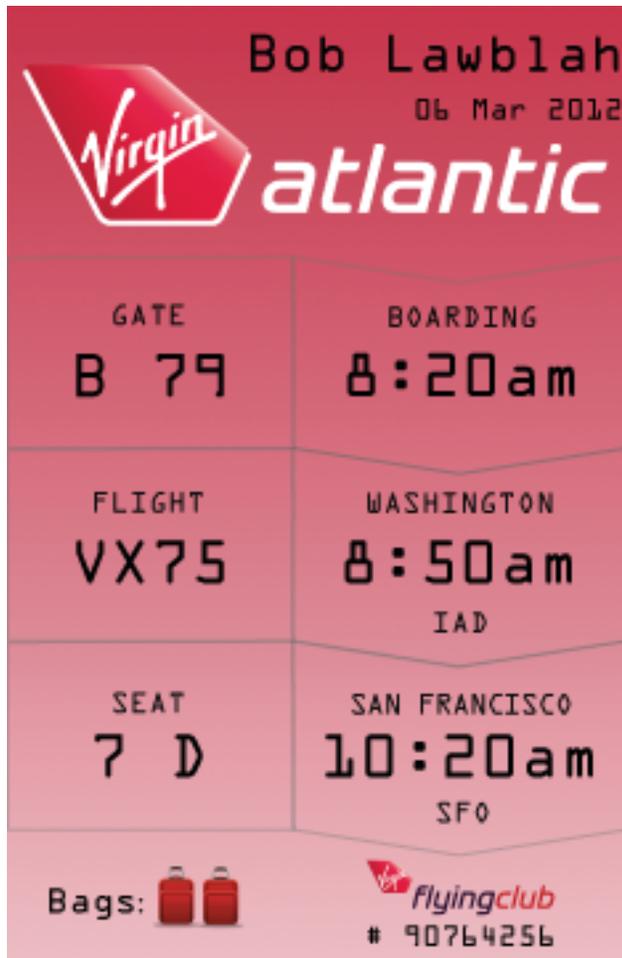
Moved luggage and flying club info to the bottom of ticket in single grouped together as secondary information, by doing so I could also increase the branding logo as well as the passengers name. Also chandge the font to one more legable.
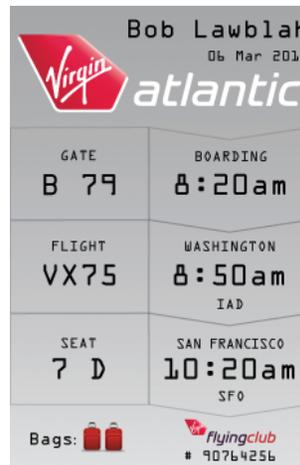
Added different colors to the tickets with respect to the class of ticket purchased. I gradated the color as you move down the page for both comfort and another way to draw the eye down the page.

Relocated Barcode to the back of the ticket to keep only passenger information on the front of the ticket