ONE PAGERS

Simple and Engaging Reporting

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1. Identify the **audience**

2. Identify the **purpose**

3. Prioritize the **information**

4. Choose a **grid**

5. Draft the **layout**

6. Create an intentional **visual path**

7. Create a purposeful **hierarchy**

8. Use **white space**

9. Get **feedback**

10. Triple check **consistency**

slides, handout, grids: **bit.ly/EvaluATE-AEA**

TIPS, TRICKS, & RESOURCES

When designing a document, webpage, or video, make sure to…

Use a grid to organize content

Grids are a great way to organize content. Blocking out sections for content gives a clean sense of logic and order to documents or webpages.

Use white space

White space can help visually break up sections, allowing readers to easily scan documents, or make certain sections more impactful.

Use a visual hierarchy including consistent font sizes

Increasing the size of fonts draws readers attention. Using this in purposeful ways can help organize the content to increase understanding and usability.
Read more here bit.ly/font-hierarchy.

Match colors to branding

Stay away from Microsoft's default colors. Instead, brand documents to the colors of the project.
See bit.ly/emery-color-branding.

Make colors friendly for greyscale, and colorblind

Remember to choose colors that can be differentiated by those who are colorblind, when documents are printed in black and white, and when Xerox copies are made.
Check your colors here colorbrewer2.org.

Use relevant photographs and icons

Free high resolution stock photos can be found at pixabay.com.
Similarly, icons can be a simple way to convey patterns and meaning throughout your document, webpage, or video. Free icons can be found at iconfinder.com.

Choose the right chart for your data

Charts and graphs can be a powerful way to communicate data to your audience. Make sure you are choosing the right chart to display your data. Refer to a chart chooser such as annkemery.com/essentials.

Use unique fonts

Try to stay away from default fonts. Unique fonts can help extend your organization's brand and bring an element of fun. Free fonts can be downloaded at fontsquirrel.com and dafont.com. It's easier than you might think! See directions on downloading fonts here fontspring.com/support/installing.