**MEMORANDUM**

TO: Minnesota State University, Mankato, English 271W class

FROM: Salem Wafi, Electrical Engineering student salem.wafi@mnsu.edu

DATE: March 2, 2017

SUBJECT: W

This document has a lot of designing issues that panic the reader, and reflected a negative impression which is there is massive amount of information that takes a lot of time to be read and understand. I analyzed the document and remarked these issues under five categories.

**The Balance of the Document Content:**  
The first three paragraphs in the beginning of the article denser compared with the rest of the paragraphs the article has. That has a bad effect regarding the balance of the document content and comfortable of the reader eye.

**The Alignment of the Document Content:**

In technical documents, items are usually aligned on the left side. And only the titles should be centered. The issue in this document is the title of the article and the author information are aligned to the right. The title should be centered and the author information should be aligned to the left along with the rest of the document content.

**The Grouping of the Document Content:**

The grouping issue this document has is about the white spaces. For example, the space on the top and the bottom of the second figure is not identical and the spaces between the paragraphs are too small, which made the content looks crowded. Besides, another significant issue I noticed that the reader did not use any headings in his article to guide the reader through his article.

**The Consistency of the Document Content:**

In terms of consistency, I did not notice any issue regarding the pages grid, listing information, or graphics labels. **The Contrast of the Document Content:**

I did not notice any designing features that the page designer used that made the article attractive and easy to read, such as using shading, background color, bold, or italics words.

Except, two times when he wrote the websites name of *Google* and *ResearchIndex*; but, he did it by a wrong method by changing the color to red and underlining it at the same time, and it was not the URL of these websites. Hence, I see it over use of highlighting features.

COPIES: Sarah FitzSimmons, Adjunct Professor