Design Memo for E6203 *FitnessGram Administration Manual*

by The Cooper Institute
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Background

This book will serve as Applied Professional Reference with some higher education supplemental course adoption potential for Physical Education Teachers, Physical Education Directors/Administrators, used for some higher education courses in PE Methods or PE Tests and Measurements or Teaching Fitness. Some non-school use (boys' and girls' clubs, YMCAs, hospitals, etc.)

Design Envisioned

Please make sure to see the list of typemarks for notes and ideas for individual typemarks.

Design objectives from ETM:

1. **Design Style**: Want this edition to be friendly, open, and vibrant [NOTE: THERE IS NO LONGER ANY COLOR IN THE BOOK] but in the end, it is a test manual so the top priority is that the reader will be able to read the protocols, look at the photos, view the video clips, and feel comfortable administrating the tests.

2. **Similar previous book design**: Similar to Brockport and SHAPE America Standards and Outcomes

3. **Specific design/visual objectives:**
   a. Practical, user friendly
   b. Clear tie to video clips in the web resource. [NOTE: Have icons planned.]

Page Count

Desired page range: 168-208
Current castoff: 162 NOTE: As you can see, we have a little bit of space for you. One way to add some pages might be to have the 13 tests typemarked at the top with <drill1t> each start at the top of their own page.

Art

14 piece(s) of art, which are not yet available from the art office yet. Many of the pieces will be pulled from the last edition and can be found here: K:\Production - Print\E5000\E5200\E5256_Cooper Institute\Project Elements\Art

Photos

41 photos. 4 are photos meant to be in a chapter opening collage that will repeat from chapter to chapter. 37 are technique photos. We don't have the selections from the authors yet, but the photos are available in Cumulus in photo shoots→categories→projects→Cooper E6203. NOTE: None of those photos shot in the filed were meant to be in the book. So, unless the authors select one of those for a chapter opener, skip right on past them and go to the photos shot indoors.

Tables

10 tables. All are used within the text to show information. There are some fairly large and complicated tables. I put them in sample chapter 12 for you to see.

Icons

- One icon for web resource materials—repros, videos, cadence tracks (music with a voiceover counting the number of repetitions or laps students will perform)—all under one WR icon. However, I think we need to have something to differentiate what is being pointed out by the icon. Could we add text to the symbol? So, there's one symbol, but the word "Video" or "Reproducible" or "Cadence" needs to appear over, under, or somehow with the icon. To me, it is too confusing to just use one general icon without this designation. For example, there should be an icon with drill titles when the test that drill covers has a video. But without it saying "Video" it just looks like the entire thing is on the WR instead of being a note that there is video for that test. What do you think?

- Spotlight icon—sb3 FitnessGram/ActivityGram Spotlight. This is a sidebar with an icon. With a name like "Spotlight" it seems pretty obvious what the icon might look like . . .

- "How to apply" icon in the margin next to regular text. This is not a sidebar. Just an icon next to regular text. It might be helpful to have the word "Application" be a part of the icon.

- Key Concepts. These are chend-lists that appear at the end of the chapter and take the place of where the summary would be. They at least want these to have an icon.

Thumbnails

There will be reproducible forms in the accompanying Web Resource. There need to be thumbnails of those forms in the book. I have them sized at 1/6: 1 col. Some will be portrait and some landscape. Most are placed one at a time, but you will see that there are notes to you to fan them if there is more than one in a specific location, like in chapter 12. I have placed the rough-draft files for those reproducible forms in the book's design folder here so that you can use them in the design for the book: WR reproducible forms FPO thumbnails.

Major Book Elements

Element	Details
Front Matter	Title page, copyright page, contents, Manual Quick Guide, Introduction, acknowledgments <bl>, <cona>, <cona2>, <conct>, <conpt>, <contx>, <fmbmct>, <lh>, <List>, <recto-runhead>, <tx>, <txni>, <verso-runhead>
Back Matter	Bibliography, About the The Cooper Institute, Back page ad <fmbmct>, <recto-runhead>, <ref>, <tx>, <txni>, <verso-runhead>
Part Openers	Each part opener has [a photo, a quote with a quotesource, text, no text and needs graphic treatment]. <pbl>, <pfc>, <pn>, <pt>, <ptx>, <ptxni>, <recto-runhead>, <sb4list>, <sb4t>, <sb4txni>, <verso-runhead>
Chapter Openers	Scott would like this book to have a repeating chapter opening photo collage, rather than different photos for each chapter. I will soon have four photos that have been approved by the author for use in the collage. I will share those photos with you as soon as they are confirmed. Whatever photos are used for the collage in the print book will need to have the proper printer curves applied, so you should consult with Jason before creating the collage. <cn>, <ct>, <recto-runhead>, <txnidrop>, <verso-runhead>
Main text in chapters	All chapters start with text before the first a-head. Some text will have Applications icon. <a>, <b>, <bl>, <blbl>, <blnp>, <bp>, <cl>, <ext>, <fc>, <nl>, <nlbl>, <np>, <nptx>, <recto-runhead>, <tb>, <tbl>, <tblbl>, <tch>, <tfn>, <tsp>, <tt>, <tx>, <txni>, <txnidrop>, <verso-runhead>
Drills—only in chapters 6, 7, and 8	There is always text and an a-head with text before the first drill. In chapter 8, there are sometimes regular a-heads with a short paragraph of regular-text between the drills. If you are starting drills at the tops of their own pages, I think that, in this case, the

	a-head should start at the top of the page and then the next drill can start on the same page below that a-head section, as there is not much text under any of the a-heads that interrupt the drills. Most drills have one or two photos and maybe a TN or two. Please keep a running head or dropped heading going on all pages with drill typemarks (don't use just the page number on pages with only drills on them). <drill1a>, <drill1bl>, <drill1blnl>, <drill1fc>, <drill1id>, <drill1nl>, <drill1t>, <drill1tx>, <drill1txni>
chend1—Key Concepts	All chapters use a list of Key Concepts that take the place of the Summary. The authors want them to have an icon and at least a special heading. They originally wanted it to *also* have a box. I told them I would put it to you . . . do we have too many boxes? I think so, especially since sometimes there is also a spotlight right at the end of a chapter, which would mean we'd have two boxes stacked if the Key Concepts were in a box as well. But that might look clean, too. So . . . designer's choice! <chend1bl>, <chend1blbl>, <chend1a>
Special Element 3—FitnessGram Spotlights HAS ICON AND SIDEBAR DESIGN	This is a sidebar with an icon. With a name like "Spotlight" it seems pretty obvious what the icon might look like . . . <sb3aa>, <sb3an>, <sb3subt>, <sb3t>, <sb3tx>, <sb3txni>
Special Element 4—Text sidebar (no icons, just text in a sidebar)	<sb4a>, <sb4bl>, <sb4t>, <sb4tx>, <sb4txni>, <sb4list>
Special element 5— Additional Resources HAS SIDEBAR DESIGN BUT NO ICON	<sb5t>, <sb5txni>

Sample Files Provided

I am providing:

- All front/back matter
- Chapter 2—This is a normal text chapter. Includes How to Apply, WR repro, Spotlight, and Key Concepts icons.
- Chapter 8—This is a test protocol chapter with drill typemarks. It is the one chapter that has a-heads between some of the drills. If you are starting drills at the tops of their own pages as I suggested, I think that, in this case, the a-head should start at the top of the

page and then the next drill can start below that a-head section, as there is not much text under any of the a-heads that interrupt the drills. Most drills have one or two photos and maybe a TN or two. The Skinfold test, however, has 7 photos *and* two TNs. I included the skinfold test in chapter 8. The PACER test also has the highest number of TNs, so that has been included in chapter 8 as well. Includes WR repro, WR cadence, WR video, and Key Concepts icons.

- Chapter 12—I added this chapter because chapter 2 was getting rather stuffed full of lists and I needed to be able to have a place for a couple of the large tables. Chapter 12 is also one of those places that ends with a sidebar right before the Key Concepts at the end of the chapter, and I thought it would be helpful for you to see that. Includes WR repro, Spotlight, and Key Concepts icons.

Typemark	Description	Occurrences	Longest
<a>	a-head	All chapters	Effective and Appropriate Use of FitnessGram and ActivityGram Assessments in Physical Education
<b>	b-head	1, 2, 3,	Interpersonal and Institutional Promotion of Physical Activity
<bl>	Bulleted list	Introduction, Quick Guide, 2, 3, 4, 6	
<blbl>	Bulleted list in a bulleted list	3	
<blnp>	Bulleted list in a numbered paragraph	Chapter 2	
<bp>	bulleted paragraph	3, 4	
<chend1bl>	Chapter ending element bulleted list	All chapters	
<chend1blbl>	Chapter ending bulleted list in a bulleted list	10, 11, 12	
<chend1a>	Chapter ending element title	All chapters	
<cl>	Credit line	2	
<cn>	Chapter number	All chapters	
<cona>	Contents a-head	Contents	
<cona2>	Contents drill title	Contents	
<conct>	Contents chapter title	Contents	
<conpt>	Contents part title	Contents	
<contx>	Contents text	Contents	
<ct>	Chapter title	All chapters	
<drill1a>	drill a-head	6, 7, 8	
<drill1bl>	drill bulleted list	6, 7, 8	
<drill1blnl>	Drill bulleted list in a numbered list	8	
<drill1fc>	Drill figure caption	6, 7, 8	

<drill1id>	drill identifier	6, 7, 8	
<drill1nl>	Drill numbered list	6, 7, 8	
<drill1t>	drill title	6, 7, 8	
<drill1tx>	drill text with indent	6, 7, 8	
<drill1txni>	drill text with no indent	6, 7, 8	
<ext>	Extract	12	
<fc>	Figure caption	1, 2, 3, 5, 6, 7, 9, 10, 11, 12, 13	
<fmbmct>	Front matter/back matter chapter title	Acknowledgments, About Cooper Institute, Bibliography, Introduction, Manual Quick Guide, TOC	
<lh>	List heading	acknowledgments	
<List>	List	acknowledgments	
<nl>	Numbered list	5	
<nlbl>	Numbered list in a bulleted list	4	
<np>	numbered paragraph	2, 6	
<nptx>	Numbered paragraph text	2, 6	
<pbl>	Part bulleted list	POI	
<pfc>	Part figure caption	POII	
<pn>	Part number	POI	
<pt>	Part title	POI	
<ptx>	Part text, no indent	POI	
<ptxni>	Part text indented	POI	
<recto-runhead>	Recto running head text	All files	
<ref>	References	references	
<sb3aa>	spotlight author affiliation	2, 3, 4, 5, 11	
<sb3an>	spotlight author name	2, 3, 4, 5, 11	
<sb3subt>	spotlight subtitle—the specific title for the spotlight	2, 3, 4, 5, 11	
<sb3t>	spotlight title—the repeating title for all spotlights	2, 3, 4, 5, 11	
<sb3tx>	spotlight text	2, 3, 5	
<sb3txni>	spotlight text no indent	2, 3, 4, 5, 11	

<sb4a>	text box A-head	12	
<sb4bl>	text box bulleted list	3, 12	
<sb4list>	Text box list	Quick Guide	
<sb4t>	text box title	Quick Guide, POI, 3, 11, 12	
<sb4tx>	text box text, indented	12	
<sb4txni>	text box text, no indent	POI, 11, 12	
<sb5t>	Additional resources, title	2, 8, 10, 13	
<sb5txni>	Additional resources, text no indent	2, 8, 10, 13	
<tb>	Table body	4, 5	
<tbl>	Table bulleted list	4, 5	
<tblbl>	Table bulleted list in a bulleted list	4	
<tch>	Table column heading	4, 5, 10	
<tfn>	Table footnote	10	
<tsp>	Table spanner	10	
<tt>	Table title	4, 5, 10	
<tx>	Text with indent	All chapters	
<txni>	Text with no indent	All chapters	
<txnidrop>	Text with no indent, drop cap	All chapters	
<verso-runhead>	Verso runhead text	All files	