

Memorandum

To: Ariadne Rooney
From: Amaninder Singh
Subject: Project #2: Writing to Design & Instruct
Date: 1/21/2015

In this memo I tried to achieve the requirements for Project #2: Write to Design & Instruct for English 335. It includes a *design analysis* for a poorly designed document, an *instruction analysis* for grilled cheese sandwich and a complete *instructions* page for creating a Gmail account.

Design Analysis

Getting your message across demands how you present. That is what I demonstrated on a document found on the Internet. The document has *inconsistencies in the design and has ineffective headings*. Which leads to ineffective design and fails to engage the reader.

After the analysis I learned that often people forget that texts are also pictures. One must learn to harness the power of word processing with an effective document design.

Instructions Analysis

For instructions analysis I found an article on how to make grilled cheese sandwich. The instructions have very nice pictures but it was *lacking the use of bullets points* and has *poor use of white space*.

I have learned instructions should correctly label with headings and bullet points and the structure should be easy to follow by using the white space effectively. It should be easy to follow which can be well done by using headings.

Instructions

The instruction page to create a Gmail account is written for any kind of audience. It was designed using effective style of document design, which are discussed earlier.

Achievements

In each step of this class, I am able to identify problems with day-to-day writing. Since this class has started my writing and reading has affected.

Complications

I am still making mistakes of wordiness. The major difficulty was in picking the topics to discuss as the document and instruction were missing more topics.

Document Design Analysis

Presenting information can have as much an effect on a reader as the information itself. If your document is crowded or difficult to understand, readers will not take the time to read it. If your document is easy to understand due to effective headings and other design elements, readers will respond positively. Document design is very important to draw reader's attention and to clearly convey the message.

The purpose of my analysis is to find out the flaws that are making this document unreadable or less readable. The flaws in the design that I am going to analyze are *ineffective use of headings* and *consistency*.

Ineffective use of Headings

Document should be able to present itself in a way that some one can skim it. If they like it, they will read. That is possible with the use of heading. This document failed to do so as it has no headings.

- The heading is a concise summary of the argument in that section. Good headings are often the cornerstone to a good paper. For that reason, good headings are necessary to pull the reader in to read the complete paper. It is the only chance to inform a busy audience.
- Headings and subheadings visually represent how information is organized in a paper as well as briefly tell the reader what is in each section. They give an idea of what the section of the paper is about, but not an in-depth analysis. One thing to specify is not to overdo. Only use heading if you have more than one heading per level. Other wise it might confuse the reader.

Consistency

Second most important element in writing effectively is to have a document consistent. This can show the audience that you can present your idea in a professional manner and you know what you are doing.

Consistency can mean many things when writing a document. One thing as mentioned and can't stress enough is using the white space efficiently. Second, for example, if you spell out the month when writing a date, do not abbreviate a month later. Third, use of heading in a manner to convey the message clearly and throughout the document. Not just when you feel like using heading.

Instruction Analysis

The sole purpose for instructions is to be coherent and detailed directions. I have given instructions and have realized that I haven't done a good job. I have realized that many times writer wrote the instruction being thinking of one type of audience, which is generally not the case.

The instructions I am going to analyze will identify two major design failures and recommended changes. The document has a problem of having *ineffective use of white space* and *no use of headings or bullet points*. One good thing about the instructions was they included pictures, which make sense for any instructions but it wasn't satisfying.

Ineffective use of white space

The first element to analyze is the use of white space. When I look at the document, all I see is too much text in big blocks coming at me. It's too much to process. All I am learning is to how to make grilled sandwich. The instructions should be clear and easy to follow. The writer chose not to use any white space effectively, which leads to following issues:

- White space helps users to find navigate easily. Generally when some one is reading instructions they will come back and read it again and again. White space can help them locate that easily. With big paragraphs it is not feasible for anyone without going through entire document.
- Easy to follow, as it looks clean: With the effective white space use, a page can look classic, elegant or rich in appearance, which is also part of any effective document design.

No use of headings or bullet points

Second element to analyze is the use of headers and bullets. Heading can be single words or short phrases that cover all of the material under it until the next heading. It tells the reader what to expect in each section. The writers choose not use any heading or bullets point. .

- One can navigate through the text very easily. Particularly, in writing instructions, it can be very beneficial for the reader if header or with bullet points are used. While reading the instructions, reader can stop and come back easily where they stopped while following the steps.
- Reader can glance the gist of the document. Integrating heading into your writing can be effective. It can break up information into manageable chunk of text, which is easier to read. Skimming through the document is easy and looking at the header.

Gmail Login Instructions

Purpose

The purpose of this instruction is to provide how to create a Gmail account for any audience.

What is Gmail?

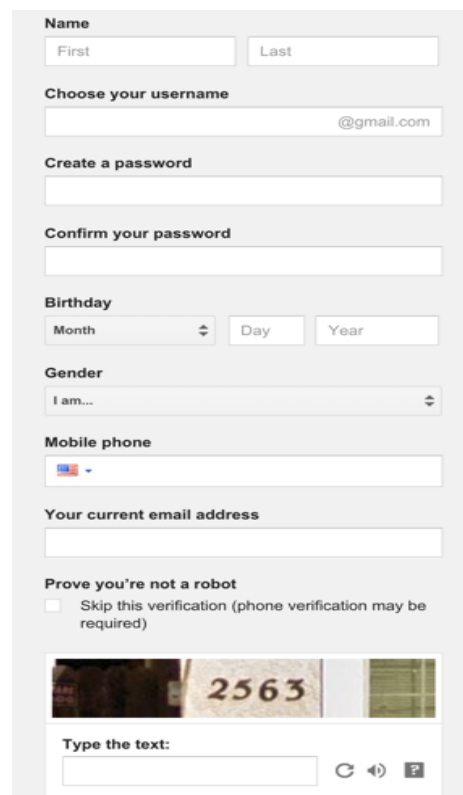
Gmail is free email service provided by Google. One can use Gmail for personal or business use. You have 15GB free storage for personal use and 30gb for business to share across Google Drive, Google Docs, Gmail and Google+ Photos, which are also a part of service you get when you sign up for Gmail.

Prerequisites

- Computer with Internet access
- Supported web browser
 - Google Chrome (Preferred)
 - Safari
 - Internet Explorer
 - Mozilla Firefox

Step-by-Step Instructions

1. **Navigate to <https://mail.google.com>** in any browser. The sign-up form for creating an account looks like figure 1.
2. Follow the directions and **enter the required information**, such as your name, birthday and gender. Phone number and current email address is optional but you have to enter the text in the picture to prove that you are not a robot.
3. You can either **choose a username** or the form will give you one according to your first and last name and/or date of birth (if the user name you choose is not available). You have to **type password twice** to confirm that you are typing the right password.
4. **Finally**, review Google's **Terms of Service** and **Privacy Policy** at the end of the form, click the check box and then click **Next Step**.
5. **Voila! Your account will be created**, and the Google **welcome** page will appear. You can both create your profile and add a photo now or you can click on **Get Started** to proceed to the Gmail.

A screenshot of the Gmail sign-up form. The form is titled "Name" and has two input fields for "First" and "Last". Below this is a section "Choose your username" with a text input field and a "@gmail.com" suffix. The next section is "Create a password" with a text input field, followed by "Confirm your password" with another text input field. The "Birthday" section has dropdowns for "Month", "Day", and "Year". The "Gender" section has a dropdown menu with "I am..." and a small arrow. The "Mobile phone" section has a dropdown for a country code and a text input field. The "Your current email address" section has a text input field. The "Prove you're not a robot" section has a checkbox for "Skip this verification (phone verification may be required)" and a CAPTCHA image showing the number "2563". Below the CAPTCHA is a text input field labeled "Type the text:" and a small "C" icon.