

The background of the image is a dark blue field filled with numerous out-of-focus, circular light spots in various colors including yellow, orange, red, pink, blue, and green. These spots are of varying sizes and brightness, creating a bokeh effect. Centered over this background is the text "All Blur Together" in a white, serif font.

All Blur Together

# THE PROBLEM:

*Content specialists aren't the literacy content developers*

- Assessment literacy materials are often an afterthought.
- When they are produced, they often resemble textbook material: long and tedious.
- Assessment content specialists are not web-developers (often word documents)