

COM310-902

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Chapter 7



Designing Print and Online Documents



Overview

Goals of document design

Planning the design of print and online documents

Understanding design principles

Designing print documents

Analyzing several print-document designs

Designing online documents

Analyzing several online-document designs

You have **five goals** when designing documents and websites:

1. to make a good impression on readers
2. to help readers understand the structure and hierarchy of the information
3. to help readers find the information they need
4. to help readers understand the information
5. to help readers remember the information

To **plan** a design, follow these four steps:

01

Analyze your audience and purpose.

02

Consider multicultural readers.

03

Consider your purpose.

04

Determine your resources.

Four principles of design help you make choices for your documents and websites:

proximity

alignment

repetition

contrast

Four principles of design help you make choices for your documents and websites:

Effective Use of **Proximity:**

FUN ACTIVITIES



Are you in grades K-6? If so, this area is for you! Join, "Pat, your Passport Pal" and play some fun activities.

GO ▶

PARENTS AND EDUCATORS



Parents and Educators are the most important influencing factors on youth. Here are some resources to help you share the exciting world of foreign affairs with your children and students.

GO ▶

MY FUTURE WITH THE STATE DEPARTMENT



Learn how you can join the U.S. Department of State. Help develop a free, secure, and peaceful world. Create, represent, and implement U.S. foreign policy. Experience the world of a Foreign Service Officer. Explore opportunities for students at the Department of State.

GO ▶

Four principles of design help you make choices for your documents and websites:

Alignment helps organizing the information

Three levels of importance, each signaled by a different alignment.

V. Completing the SF424 (R&R) Application

A. About the SF424 (R&R) Application Form

1. **Which form should be used to submit electronic applications to NIH via Grants.gov?**

Applicants should use the Standard Form (SF) 424 Research & Related (R&R) family of forms. SF424 consolidates grant applications, related data and forms currently used by Federal grant-making agencies to enable applicants to use familiar forms regardless of the program or agency to which they are applying. The SF424 Research & Related (R&R) will become the government-wide data set for research grant applications. The SF424 (R&R) will replace the Public Health Service (PHS) 398 form at NIH.

2. **Are SF424 components portable? Can components be reused for other applications?**

Currently there is no way to reuse the forms from one opportunity to another. Grants.gov hopes to have the functionality next year to import and export data for reuse with other applications.

3. **Where is the budget justification located?**

In the SF424 (R&R) detailed budget component, the budget justification is item K--a PDF upload. In the PHS398 Modular budget component, budget justifications for Personnel, Consortium and Additional Narrative are requested as separate PDF uploads as part of the Cumulative Budget Information.

B. Application Instructions

1. **Where will an applicant need to look to find application instructions?**

Application instructions are available in two places: the SF424 (R&R) Application Guide and within each Funding Opportunity Announcement (FOA). The Application Guide includes all general instructions and a

Text size and color also indicate levels of importance.

Four principles of design help you make choices for your documents and websites:

Effective **Repetition**:
same kind of information
in the same way

Identify Key Terms

Identify and explain the significance of each item below.

open-field system (p. 289)	Scholastics (p. 311)
merchant guild (p. 299)	vernacular literature (p. 314)
craft guild (p. 300)	troubadours (p. 315)
Hanseatic League (p. 303)	cathedral (p. 317)
commercial revolution (p. 304)	Romanesque (p. 317)
sumptuary laws (p. 307)	Gothic (p. 317)

Review the Main Ideas

Answer the focus questions from each section of the chapter.

- ♦ What was village life like in medieval Europe? (p. 288)
- ♦ How did religion shape everyday life in the High Middle Ages? (p. 293)
- ♦ What led to Europe's economic growth and reurbanization? (p. 298)
- ♦ What was life like in medieval cities? (p. 305)
- ♦ How did universities serve the needs of medieval society? (p. 309)
- ♦ How did literature and architecture express medieval values? (p. 313)

Make Connections

Think about the larger developments and continuities within and across chapters.

1. How was life in a medieval city different from life in a Hellenistic city (Chapter 4), or life in Rome during the time of Augustus (Chapter 6)? In what ways was it similar? What problems did these cities confront that are still issues for cities today?
2. Historians have begun to turn their attention to the history of children and childhood. How were children's lives in the societies you have examined shaped by larger social structures and cultural forces? What commonalities do you see in children's lives across time?
3. Chapter 4 and this chapter both examine ways in which religion and philosophy shaped life for ordinary people and for the educated elite. How would you compare Hellenistic religious practices with those of medieval Europe? How would you compare the ideas of Hellenistic philosophers such as Epicurus or Zeno with those of Scholastic philosophers such as Thomas Aquinas?

Four principles of design help you make choices for your documents and websites:



Contrast clarifies differences in appearance between items.

When **designing print documents**, consider using six typical accessing aids:

Creating Navigation Aids

icons

color

dividers
and tabs

cross-
reference
tables

headers
and footers

page
numbering



Understand how learning theory relates to page design:

01

Chunking:

delivering
information in small
units

02

Queuing:

making information
visually distinct for
emphasis

03

Filtering:

distinguishing
information with
visual patterns



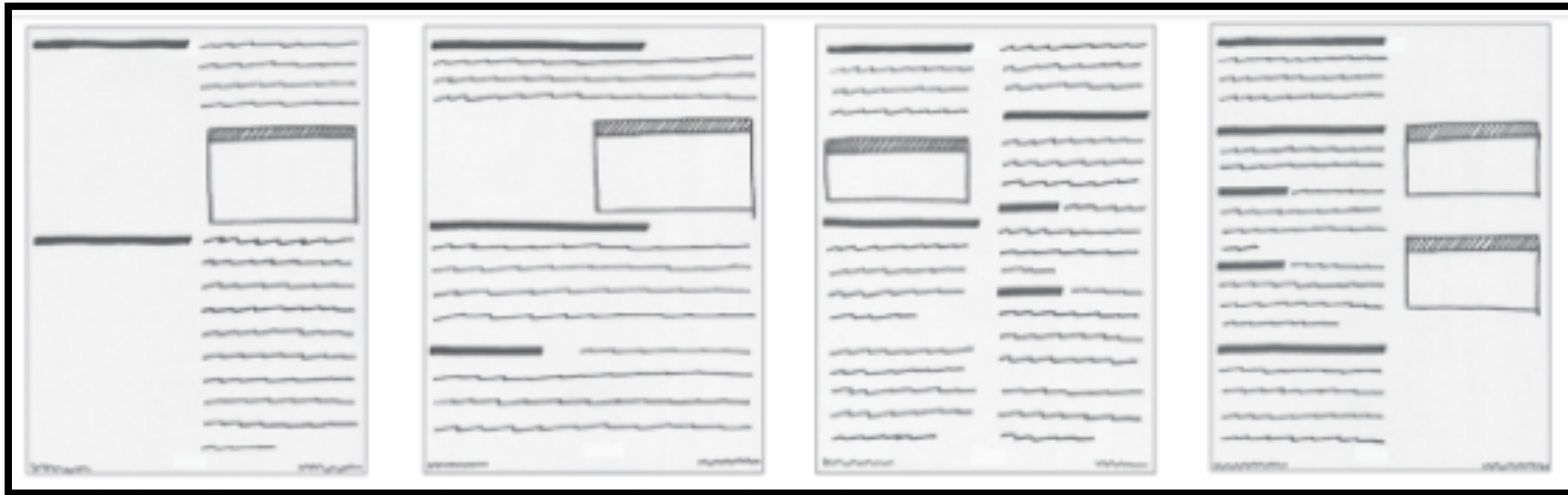
Use two elements to create your page layout:



Page grids

White space

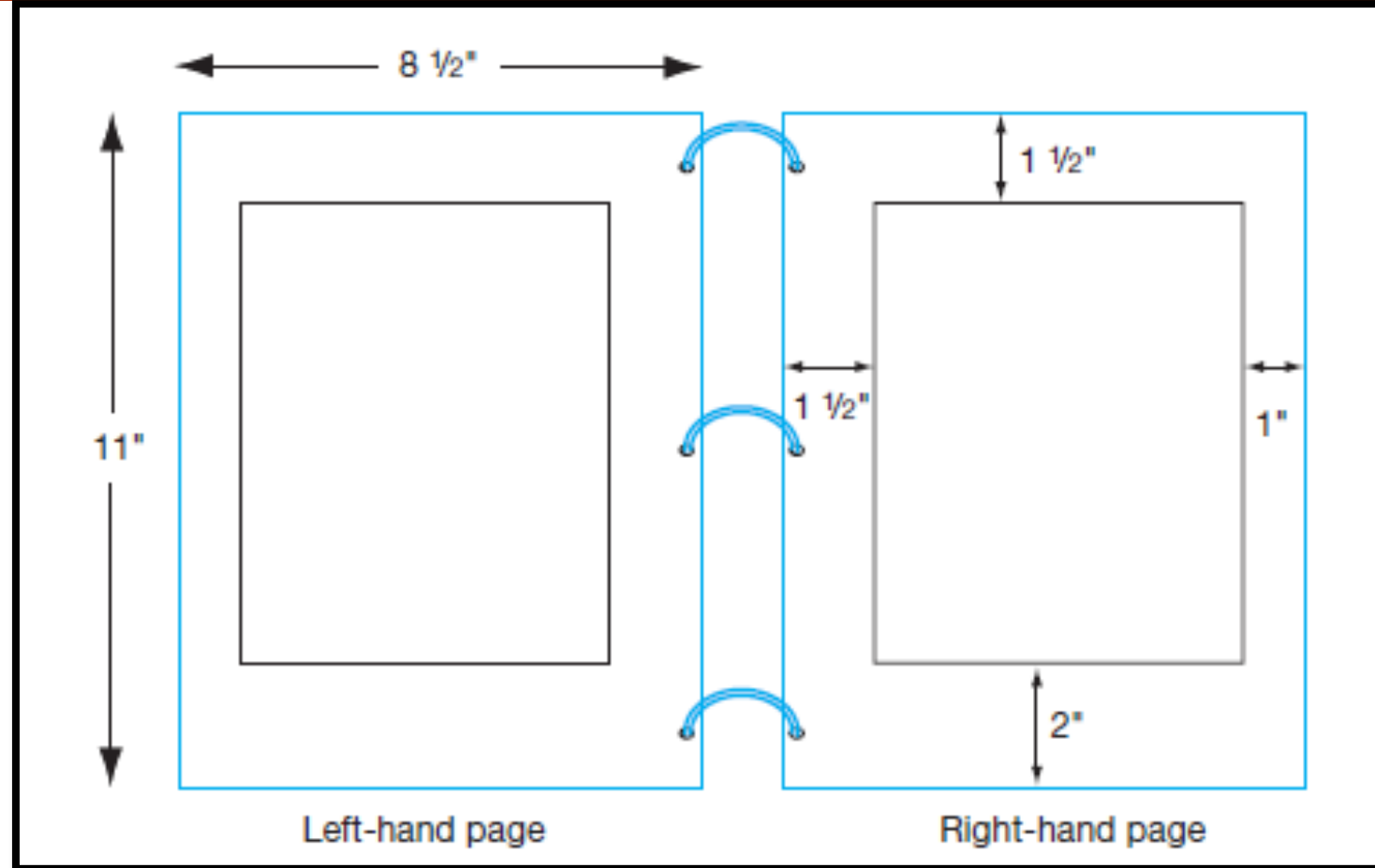
Page grids - *thumbnail sketch* - to start to organize your page before inserting the content



Margins (White Space) have four purposes:

- to reduce the amount of information on the page, making the document easier to read and use
- to provide space for binding and allow readers to hold the page without covering up the text
- to provide a neat frame around the type
- to provide space for marginal glosses

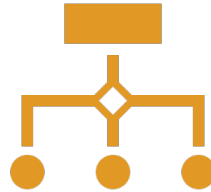
A document bound like a book typically has these margins:



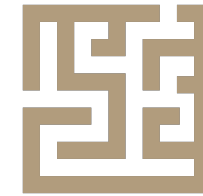
A multicolumn design offers three advantages:



Text is easier to read because the lines are shorter.



Columns enable you to fit more information on the page.



Columns enable you to use the principle of repetition to create a visual pattern.

Typography encompasses seven things:

typefaces

type
families

case

type size

line length

line
spacing

justification

Different typefaces make different impressions:

This paragraph is typed in French Script typeface. You are unlikely to see this style of font in a technical document because it is too ornate and too hard to read. It is better suited to wedding invitations and other formal announcements.

This paragraph is Times Roman. It looks like the kind of type used by the *New York Times* and other newspapers in the nineteenth century. It is an effective typeface for text in the body of technical documents.

This paragraph is Univers, which has a modern, high-tech look. It is best suited for headings and titles in technical documents.

A type family includes many variations:

Helvetica Light

Helvetica Light Italic

Helvetica Regular

Helvetica Regular Italic

Helvetica Bold

Helvetica Bold Italic

Helvetica Heavy

Helvetica Heavy Italic

Helvetica Regular Condensed

Helvetica Regular Condensed Italic

Case affects readability:

Individual variations are greater in lowercase words
THAN THEY ARE IN UPPERCASE WORDS.

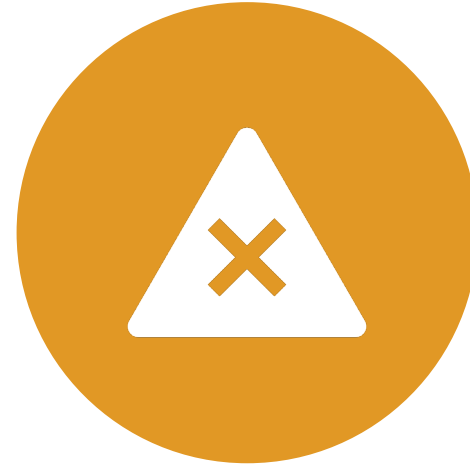
Different functions call for different type sizes:

- footnotes 8- or 9-point type
- body text 10-, 11-, or 12-point type
- headings 14-point type
- indexes 2 points smaller than body text
- titles 18 or 24 points
- slides 24- to 36-point type

Use type sizes responsibly



Use large type to
emphasize
headings/important info



It is unethical (sometimes
illegal) to use excessively
small type (6-point or
less)

Consider line length:

Most common line length on 8.5 x 11-inch page (80 characters) can be difficult to read.

A shorter line (50-60 characters) is easier to read.

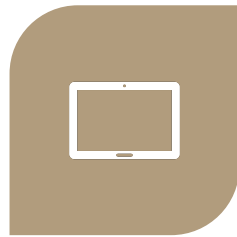
Use other design features for clarity and emphasis:



RULES



BOXES



SCREENS



MARGINAL
GLOSSSES



PULL QUOTES

These eight principles will help you design effective online documents:



Use design to emphasize important information.



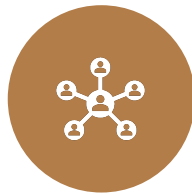
Create informative headers and footers.



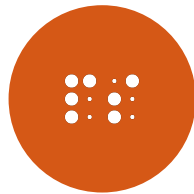
Help readers navigate the document.



Include extra features readers might need.



Help readers connect with others.



Design for readers with disabilities.



Design for multicultural readers.



Aim for simplicity.



Designing online documents:



Use design to emphasize important information.



Create informative headers and footers.



Help readers navigate the document.



Include extra features readers might need.



Follow these five guidelines for making your document easy to navigate:

01

Include a site map or index.

02

Use a table of contents at the top of long pages.

03

Help readers get back to the top of long pages.

04

Include a link to the home page on every page.

05

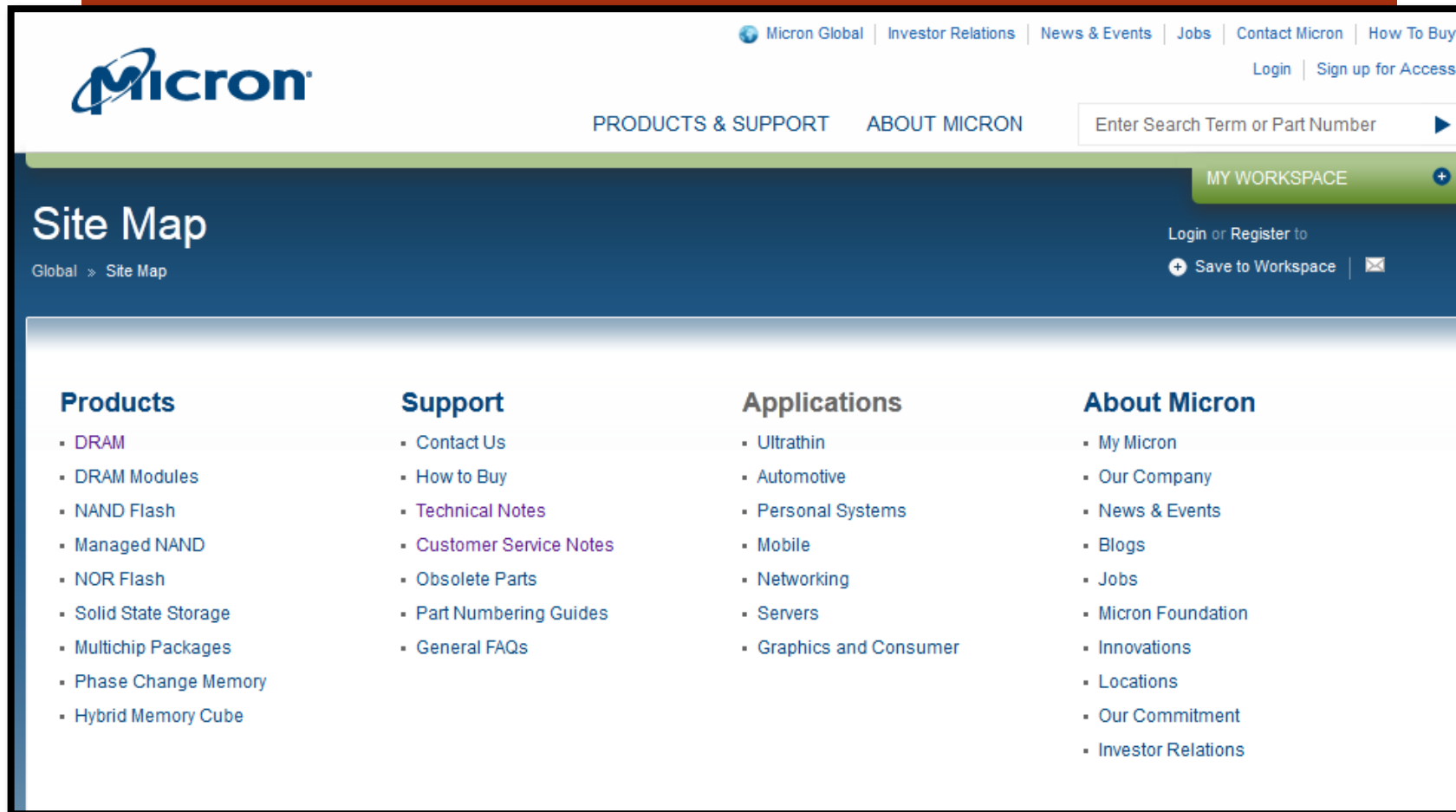
Include textual navigational links at the bottom of the page.



Examples of extra features:

- an FAQ page
- a search page or engine
- resource links
- a printable version of your site
- a text-only version of your document

An example of a typical site map:



Source: Micron Technology, Inc.

An example of a typical table of contents:



Source: U.S. Department of Commerce, 2013: www.stopfakes.gov/faqs.



Help your readers connect with others:

- Encourage readers to connect with your organization through discussion boards and blogs.
- Direct readers to your organization's pages on social-media sites, such as Facebook and Twitter.
- Direct readers to interactive features of your organization's website.

Consider these four types of disabilities when designing online documents :



vision
impairment



hearing
impairment



mobility
impairment



cognitive
impairment

The “POUR” principles:

Documents should be:

- perceivable
- operable
- understandable
- robust

Designing Accessible Websites:

- Provide appropriate alternative text.
- Provide appropriate document structure.
- Provide headers for data tables.
- Ensure that users can complete and submit all forms.
- Ensure that links make sense out of context.
- Caption and provide transcripts for media.

Designing Accessible Websites:



Ensure
accessibility of
non-HTML
content.



Allow users to
skip repetitive
elements on
the page.



Do not rely on
color alone to
convey
meaning.



Make sure
content is
clearly written
and easy to
read.



Design to
standards.

Follow these three suggestions when designing for multicultural audiences:

- Use common words and short sentences and paragraphs.
- Avoid idioms, both verbal and visual, that might be confusing.
- If a large percentage of your readers speak a language other than English, consider creating a version of your site in that language.



Follow these eight guidelines for designing simple, clear web pages:

1. Use conservative color combinations to increase text **legibility**.
2. Avoid **decorative graphics**.
3. Use thumbnail graphics.
4. Keep **the text short**.
5. Chunk information.
6. Make the text as simple as possible.
7. Structure your sentences as if there were no links in your text.
8. Indicated what information a **linked page** contains.

An example of an “About Us” page:



Source: National Institutes of Health, 2014:
<http://www.nih.gov/about/>.

An example of an app designed for a small screen:



Source: National Gallery of Art, 2013: <http://apps.usa.gov/yourart.shtml>.