There are several points that the author makes in Chapter 5 that make for compelling changes to the existing document on Ransomware. One initial issue that is apparent throughout the document is the usage of very short and very long lines, both of which the author argues is bad practice for presentation document design. The “What is Ransomware” block reads as one blurb of information, alongside the “How do I respond to Ransomware” block. On the other hand, the “How do I protect my networks” block has several subpoints with only a few words of text per point, making them short enough to justify a complaint. Another of the author’s points is to provide distinctive, unique headings each sized to justify the importance of content that succeeds it. In this poster, all three headings are the same size, giving the reader no understanding of which pieces of information need to be drawing the most attention. In the textbook, pages 86 and 87 put a great deal of emphasis on the importance of spacing in a document to enable ease of reading for the viewer. All of the sentences in this poster are compressed close to one another. If this document was posted on a wall or in an email, I know that I would have to lean in quite close to read the text presented to me. As a final critique of this document, I believe it would benefit from some small diagrams or pictures to break up the text flow. For a document with dense text-driven information, I think it only makes sense to break up the drone of consciousness with something less intense to take in while reading.

The author of the textbook makes a point on page 90, which emphasizes the use of questions, verb phrases, and sentences instead of just nouns to stimulate the reader’s thoughts with questions or curiosity on the topic that they might have already possessed. The author also notes to avoid nouns or strings of nouns in general for headings, for the exact reason I just described. I think with that being said, swapping the three headers out for noun phrases does not do anything to stimulate the reader and encourages even more passive skimming. Questions act as a more engaging construct. They are especially more effective for individuals who might already have the question that is printed as the header on the poster. For a document whose purpose is to warrant and encourage strict protocol in handling ransomware attacks, the reader must pay careful attention to the details at hand.

In terms of additional fixes to the document, the text would benefit from having a more distributed set of headers and content. There is a lot of information crammed into only three headers for a full-page document. Different pieces of content could be grouped into new headers, or even just the utilization of additional subheaders like the poster designer used under the “How do I respond to ransomware” section of the document. It was not explicitly mentioned in this section of the text, but I would argue that the poster designer should provide infographics detailing the dangers of ransomware attacks such as to encourage the severity and importance of the text the reader is engaging with.