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LIS 753 - Fall 2021

Midterm

**10 Key Best Practices**

1. I chose a light grey background with darker text colors to make the text accessible and easier to read (higher contrast).
2. To allow for intuitive page navigation, I made use of multiple bulleted lists to provide pertinent information.
3. For accessibility, I relied mainly on text, which can be read out loud by screen readers for people who cannot see.
4. Reliance mainly on text also allows for flexibility to easily view the page on a mobile device or tablet.
5. For better design, I organized the wordy paragraphs from the original PDF into a more cohesive page, which involved using bulleted lists, shorter sentences, and less subjective and descriptive language (e.g. “wonderful used books”).
6. Also for better design, I eliminated much of the unnecessary text from the original PDF for a page that communicates information with more clarity.
7. I chose varying text sizes, repeated throughout the page in an organized matter, as another method of using contrast.
8. I aimed for good alignment of the text to make it more visually pleasing and easy to read.
9. I also tried to make sure related information was located within close proximity on the page.
10. I allowed for enough white space on the page to provide visual relief.