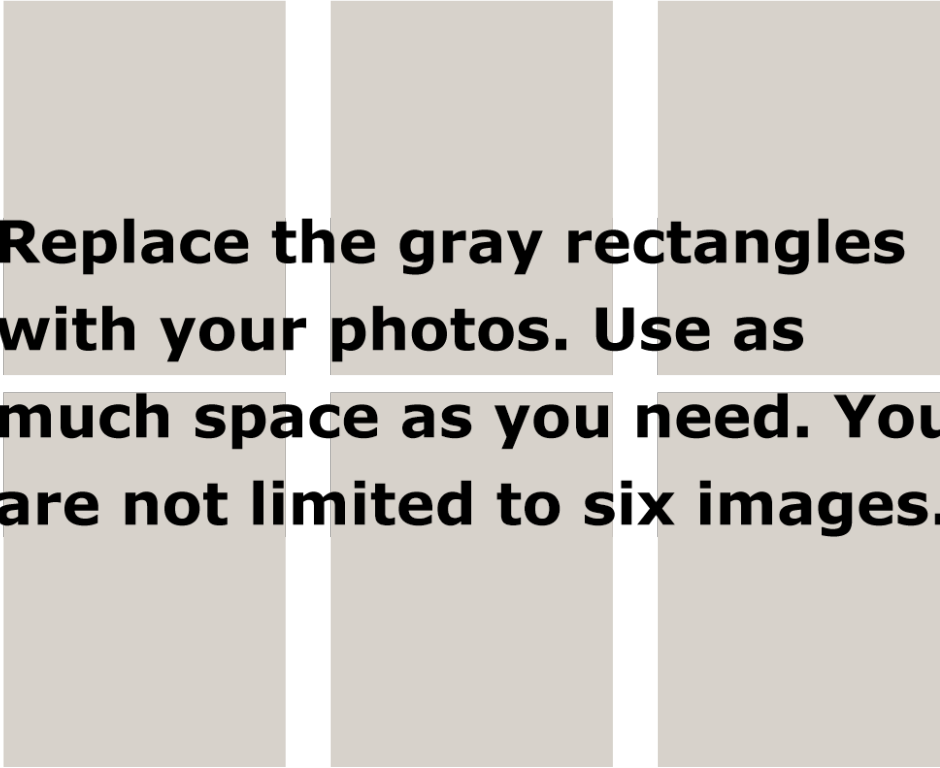# Add a Title Here

By your name here

Add an introductory paragraph that summarizes what you have found as a result of your analysis.

Add a subheading here for the images of the package

Add photos of all sides of your food or beverage package. If text is small on the label, include a close-up of the details. Include numbers and titles for each image (for instance, Image 1: Front of the package). Use as much space as you need.

Replace the gray rectangles with your photos. Use as much space as you need. You are not limited to six images.

Add a subheading here for the analysis table

Remove the questions in the second and third columns for the second through seventh rows. Add your answers to the questions. Refer to the numbered images in the previous section to indicate where the evidence is.

Characteristics of a Technical Document	Does the label meet the characteristic?	Evidence from the Label
It addresses particular readers.	Who are the particular readers of this label?	Describe the specific details on the label that indicate who the readers are.
It helps readers solve problems.	What problems does the label solve (or help to solve)?	Describe the specific details on the label that indicate the problems that are solved.
It is produced collaboratively.	What different groups of people produced the label? You can use job descriptions (for instance, a graphic designer, packaging engineer).	Describe the specific details on the label that indicate the label was produced collaboratively.
It uses design to increase readability.	How readable is the label? Readability has to do with how easy the label is to use and understand.	Describe the specific details on the label that increase readability.
It reflects the organization's goals and culture.	What organizational goals and aspects of the organization's culture are reflected on the label?	Describe the specific details on the label that reflect the organization's goals and culture.
It consists of words or images or both.	What kinds of words and/or images are used on the label? Think about the kind of language (such as formal or informal) and the kinds of images (such as emoji, photos, cartoons, drawings).	Describe how the label uses words and/or images. Describe both if both are used.

Add a subheading here for the excellence analysis table

Remove the questions in the second column for the second through eighth rows. Add your answers to the questions. Refer to the numbered images in the photo section to indicate where the evidence is.

Measures of Excellence	Analysis and Evidence from the Label
Honesty	How honest is the label? What evidence supports your analysis?
Clarity	How clear is the label? What evidence supports your analysis?
Accessibility	How accessible is the label? What evidence supports your analysis?
Comprehensiveness	How comprehensive is the label? What evidence supports your analysis?
Accuracy	How accurate is the label? What evidence supports your analysis?
Conciseness	How concise is the label? What evidence supports your analysis?
Professional Appearance	How professional is the label? What evidence supports your analysis?
Correctness	How correct is the label? What evidence supports your analysis?

Add a subheading here for the concluding section

Summarize your analysis using evidence to explain how the label is (or is not) a technical document and how excellent a document it is.