

# Writing an Effective Fact Sheet

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 [tracigardner.github.io/TechComm/assignments/fact-sheet/fact-sheet-elements-infographic.html](https://tracigardner.github.io/TechComm/assignments/fact-sheet/fact-sheet-elements-infographic.html)

## What Is a Fact Sheet?

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A one-page (front and back) document that presents essential information clearly and visually.  
Use fact sheets to:

- Summarize complex topics.
- Share data quickly.
- Inform non-expert audiences.

## Essential Details

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Design for clarity. Write for people who are busy, curious, and not experts. Your fact sheet should answer these questions:

- What is this about?
- Why does it matter?
- What should I know or do next?

## What to Include

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Title: Clear and specific.

Byline: Your name.

Introduction: Overview, significance, and outline of document.

Body: 3–5 sections with specific headings (“Body” is NOT a heading). Explain in bullets, stats, or short paragraphs.

Conclusion: Summary, quick facts, takeaways, and/or action steps.

Visuals:

- At least 3 visuals, meeting these criteria
  - 1 data visualization required.
  - Photo allowed (1 maximum).
  - Placed near text reference.
- Labels & references:
  - 2-part caption.
  - Explanation of visual.
  - Reference in the text.

Sources & Documentation:

- 6–10 credible sources.
- Footnotes, endnotes, or in-text references.
- Full citations at the end, taking up less than an entire column or half of the second page.

Date: Creation or update date.

## Quick Design Tips

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- Stick to one page (front and back).
- Use white/blank space to separate sections.
- Choose high-contrast colors (but avoid anything that clashes).
- Use sans-serif fonts for readability.
- Balance text and visuals.
- Use a logical reading flow (Z-pattern or F-pattern).

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