# Try-It #17: Group Proposal Document Design Review

## Instructions

Divide this activity up among your group members. There are five sections. Each group member should take the lead for at least one section. You can work together if you’d like (in pairs, threes, etc.). List others who contribute to a section as Helpers.

## Proposal’s Headings

*For help with this section, use these resources:* [*Heading Styles*](https://canvas.vt.edu/courses/177045/pages/document-design-crap-principles#heading-styles)*.* [*Use Strong Phrasing in Your Headings*](https://canvas.vt.edu/courses/177045/pages/use-strong-phrasing-in-your-headings)*, and* [*Information Rich Signposts Help Readers*](https://canvas.vt.edu/courses/177045/pages/information-rich-signposts-help-readers)*.*

Which group member(s) worked on this section?

Leader:

Helpers:

Do the headings avoid **long noun strings**?

Are the headings **informative**? Do the headings tell the reader what the section is about?

Do the headings use the design principle of **Contrast to stand out** from the body paragraphs?

Do the headings use Contrast to show a **hierarchy** from most to least important?

Considering what you found, how does your group need to revise to improve headings (if anything)?

## Proposal’s Use of White Space

*The terms* white space, empty space, *and* negative space *all refer to the same text feature. For help with this section, use these resources:* [*White Space*](https://canvas.vt.edu/courses/177045/pages/document-design-more-design-principles#whitespace)*,* [*Proximity and White Space*](https://ua.pressbooks.pub/bournetechnicalwriting/chapter/x-4-concept-3-make-your-publication-more-inviting-using-basic-principles-of-readability-crap-continued-3/#:~:text=The%20principle%20of%20proximity%20even%20affects%20white%20space)*, and* [*Contrast VII: Use Of Negative or “White” Space*](https://boisestate.pressbooks.pub/anintroductiontotechnicalcommunication/chapter/chapter-4-basic-design/#:~:text=CONTRAST%20VII%3A%20USE%20OF%20NEGATIVE%20OR%20%E2%80%9CWHITE%E2%80%9D%20SPACE)*.*

Which group member(s) worked on this section?

Leader:

Helpers:

Does the document have 1" **margins** (approximately)? Has the group avoided pages that appear crammed full of text?

Is white space used to **separate headings** and their related sections from other portions of the text?

Are paragraphs **single-spaced** (using proximity to show they are related)? Is there a **blank (or skipped) line** between every paragraph?

Is there white space **around the images** in the proposal? Does the text wrap around the images?

Are **lists set off** from the surrounding text with white space?

Considering what you found, how does your group need to revise to improve the white space?

## Proposal’s Use of Color

*For help with this section, use these resources:* [*Color*](https://canvas.vt.edu/courses/177045/pages/document-design-more-design-principles#color)*,* [*Color: The Newest Tool for Technical Communicators*](https://canvas.vt.edu/courses/177045/files/folder/Doc%20Design%20Module?preview=30500340)*, and* [*Contrast VI: Color (of background, text, graphic elements, etc.)*](https://ua.pressbooks.pub/bournetechnicalwriting/chapter/x-4-concept-3-make-your-publication-more-inviting-using-basic-principles-of-readability-crap/#:~:text=Contrast%20VI%3A%20Color%20(of%20background%2C%20text%2C%20graphic%20elements%2C%20etc.))*.*

Which group member(s) worked on this section?

Leader:

Helpers:

What **colors** are used in the proposal? Remember that black, white, and gray are colors!

How is color used to make text **stand out** (or Contrast) from the rest of the document?

How is color used to **catch the readers’ attention**?

Is color **used consistently** in the proposal? (Consider the design principle of Repetition.)

Considering what you found, how does your group need to revise to improve the use of color?

## Proposal’s Paragraph Chunking

*For help with this section, use these resources:* [*Chunking*](https://canvas.vt.edu/courses/177045/pages/document-design-more-design-principles#chunking)*,* [*Chunking Your Paragraphs into Readable Bites*](https://canvas.vt.edu/courses/177045/pages/chunking-your-paragraphs-into-readable-bites)*, and* [*Paragraph Length*](https://pressbooks.library.tamu.edu/howdyorhello/chapter/revision-techniques/#:~:text=level%20or%20another.-,Paragraph%20Length,-While%20there%20is)*.*

Which group member(s) worked on this section?

Leader:

Helpers:

What is the **average number of words per paragraph**? Use the readability checker ([Instructions](https://canvas.vt.edu/courses/177045/pages/calculating-readability-statistics)) in your word processor to find the number.

Are the paragraphs each one block, or are they **chunked** into readable sections?

Are the paragraphs **broken at logical places focusing** on one idea each?

Does each paragraph usually include “a specific and clear **topic sentence, followed by 2–3 sentences** that elaborate on that topic with more details and specificity”? Consider the numbers as a guideline. No need to panic if some paragraphs are longer.

Considering what you found, how does your group need to revise to improve paragraph length and chunking (if anything)?

## Proposal’s Use of Lists

*For help with this section, use these resources:* [*Lists*](https://canvas.vt.edu/courses/177045/pages/document-design-more-design-principles#lists)*,* [*Using Lists to Organize*](https://canvas.vt.edu/courses/177045/pages/organization-using-lists-to-organize)*, and* [*3.3 Lists*](https://pressbooks.bccampus.ca/technicalwriting/chapter/lists/)*.*

Which group member(s) worked on this section?

Leader:

Helpers:

How many **lists** are used in the proposal?

Are the lists **set off** by bullets, numbers, or letters? Are they **indented** from the margin?

Do the lists **flow in an obvious sequence**?

Do the lists include a **lead-in** (introductory text before the list begins)?

Do the lists use **tight, clear language**?

Are the lists usually **9 items long or less**?

Considering what you found, indicate what your group needs to revise to improve paragraph chunking (if anything).