

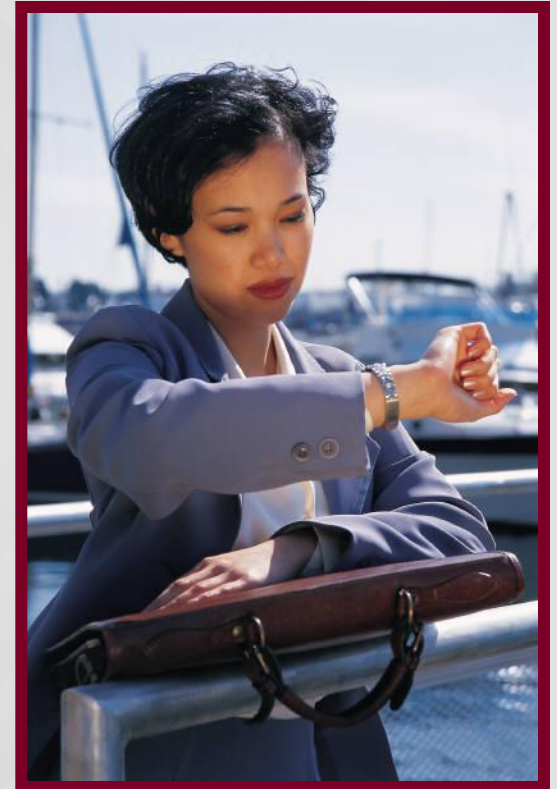
A Winning Report

Designing Documents

- **Design Importance**
- **Designs and Conventions**
- **Levels of Design**
- **Page Design Guidelines**

Why Design Matters

- Saves time and money
- Builds goodwill
- Looks inviting, friendly, easy to read
- Grouping ideas shows structure



Page Design Guidelines

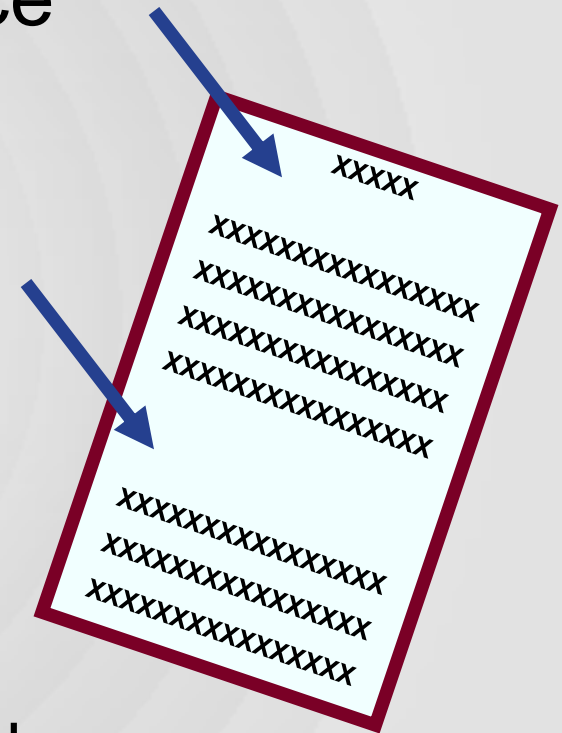
1. Use white space
2. Use headings
3. Limit words in all capital letters
4. Use no more than two fonts per document

Page Design Guidelines, *continued...*

5. Justify margins selectively
6. Put key items at top left or bottom right
7. Use a grid for graphic unity
8. Use highlighting, decorative devices, and color in moderation

Use White Space

- **White Space**—empty space on the page
- Makes message easier to read
- To create white space, use
 - Headings
 - Mix of paragraph lengths
 - Lists of parallel items (same form)
 - Bullets *or* numbers when order is exact



Use Headings

- **Headings**—words, phrases, or short sentences
- Group points; divide document
- Show organization
- Help audience; save audience's time
- Make page look interesting

Justify Margins Selectively

- **Full justification**—text even at left and right margin
 - Want formal look
 - Want to use fewest pages
- **Ragged right margin**—text even on left, uneven on right
 - Want informal look
 - Use very short lines
 - Want to revise selected pages

