

Design Readability Scorecard

1. Font

Font
Total =

Positive Points

- Font is appropriate size for intended audience [+5]
- Main body text is a serif font [+5]
- Heading and subheadings use a sans serif font [+5]
- + **Total (out of 15)**

Negative Points

- Document uses more than 3 different fonts [-1]
- Document contains script, novelty, or “fancy” fonts [-1]
- Document contains italicized text [-1]
- Document contains words or sentences in “ALL CAPS” [-1]
- Low contrast between text and background [-1]
- **Total (out of 5)**

(subtract negative point total from positive point total)

2. Paragraphs

Paragraphs
Total =

Positive Points

- Document uses blocked paragraphs: no indenting, left justified text, space between paragraphs [+5]
- Document uses descriptive headings and subheadings [+5]
- + **Total (out of 10)**

Negative Points

- Document uses blocked paragraphs: Paragraphs are indented [-1]
- Document uses short headings and subheadings (i.e. “symptoms” or “what to do”) [-1]
- Document contains text that is center justified [-1]
- Document contains text that is right justified [-1]
- Document has awkward line spacing (too much or too little space between lines of text) [-1]
- **Total (out of 5)**

(subtract negative point total from positive point total)

3. Line Length

Line Length
Total =

Positive Points

Document uses appropriate line length (i.e. column layout) [+5]

+ **Total (out of 5)**

Negative Points

Document contains lines of text that are too long [-1]

Document contains lines of text that are too short [-1]

- **Total (out of 2)**

(subtract negative point total from positive point total)

4. Grouping

Grouping
Total =

Positive Points

Document uses lists (bulleted, numbered) appropriately [+5]

Information is “chunked” or grouped into manageable sections [+5]

Tables are used for comparative information [+5]

+ **Total (out of 15)**

Negative Points

The document lacks a logical flow [-1]

Sections are not clearly defined or blocked [-1]

Navigation markers (i.e. headings) are lacking or inconsistent [-1]

Bulleted lists contain more than 5 items [-1]

Information presented as “steps” is not a numbered list [-1]

Tables do not have clear headings [-1]

- **Total (out of 6)**

(subtract negative point total from positive point total)

5. Graphics

Graphics
Total =

Positive Points

Document has good graphics that add meaning and help explain the text [+5]

Graphics are appropriate for the subject and the audience [+5]

+ **Total (out of 10)**

Negative Points

Graphics disrupt the flow of text [-1]

Graphics are not sized correctly (too small or too big) [-1]

Graphics are decorative and/or distracting [-1]

Photos do not represent a diverse mix of cultures, gender, or ages for the intended audience [-1]

Demonstrative photos/graphics do not have captions [-1]

- **Total (out of 5)**

(subtract negative point total from positive point total)

6. Color

Color
Total =

Positive Points

Color* is used appropriately in the document [+5]

+ **Total (out of 5)**

*If document only uses black in white as "colors" it can be given 5 positive points. Negative points regarding contrast may still apply.

Negative Points

More than 3 colors are used in the document [-1]

There is not enough contrast between the text and the background [-1]

There is not enough contrast between the colors (will not translate to black and white/grayscale) [-1]

- **Total (out of 3)**

(subtract negative point total from positive point total)

