Design Readability Scorecard

1. Font

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)

Font Total = (subtract negative point total from positive point total)

2. Paragraphs

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)

Paragraphs Total = (subtract negative point total from positive point total)

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### 3. Line Length

<table>
<thead>
<tr>
<th>Positive Points</th>
<th>Negative Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Document uses appropriate line length (i.e. column layout) [+5]</td>
<td>- Document contains lines of text that are too long [-1]</td>
</tr>
<tr>
<td>- + Total (out of 5)</td>
<td>- Document contains lines of text that are too short [-1]</td>
</tr>
<tr>
<td></td>
<td>- – Total (out of 2)</td>
</tr>
</tbody>
</table>

\[
\text{Line Length Total} = 
\]

\[
\text{(subtract negative point total from positive point total)}
\]

### 4. Grouping

<table>
<thead>
<tr>
<th>Positive Points</th>
<th>Negative Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Information is “chunked” or grouped into manageable sections [+5]</td>
<td>- Sections are not clearly defined or blocked [-1]</td>
</tr>
<tr>
<td>- Tables are used for comparative information [+5]</td>
<td>- Navigation markers (i.e. headings) are lacking or inconsistent [-1]</td>
</tr>
<tr>
<td>- + Total (out of 15)</td>
<td>- Bulleted lists contain more than 5 items [-1]</td>
</tr>
<tr>
<td></td>
<td>- Information presented as “steps” is not a numbered list [-1]</td>
</tr>
<tr>
<td></td>
<td>- Tables do not have clear headings [-1]</td>
</tr>
<tr>
<td></td>
<td>- – Total (out of 6)</td>
</tr>
</tbody>
</table>

\[
\text{Grouping Total} = 
\]

\[
\text{(subtract negative point total from positive point total)}
\]
## 5. Graphics

**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]

**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 10)**

\[ \text{Graphics Total} = \] (subtract negative point total from positive point total)

## 6. Color

**Positive Points**

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

**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)**

\[ \text{Color Total} = \] (subtract negative point total from positive point total)

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

Positive Points

☐ The document has adequate white space [+5]

+ Total (out of 5)

Negative Points

☐ The document does not have adequate margins or space between columns [-1]

☐ There is not enough white space around graphics (photos, logos, tables, etc.) [-1]

☐ Document is “text heavy” and crowded [-1]

– Total (out of 3)

White Space Total =

Total Score =

Easier to read

Total possible “positive points” = 65

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