ENG219 Business and Professional Writing

Appendix E: Defending Design Choices

The following lesson can be delivered in either a face-to-face or online, asynchronous modality. Note: Instructor is open to alternative methods of learning, please contact the instructor for more information at [insert contact information].

# Overview and Purpose:

The following assignment can be conducted as an online course discussion or as a reflective writing assignment.

The goal is the increase students’ metacognition and meta-linguistic awareness with regard to document design related decisions.

# Frontloading:

Prior to attempting this assignment, students should be acclimated with an array of document design strategies and heuristics including, but not limited to those presented in their textbook, in the video about C.R.A.P., and the web resource about H.A.T.S.

Students should also have a draft of their fact sheets complete.

# Assignment:

In this assignment, students should respond to the following prompt:

Please identify and explain the various document design decisions you have made in your fact sheet. Pay close attention to how your decisions affect user/reader experience.

Be sure to reflect on your use of any of the following:

* Contrast
* Repetition
* Alignment
* Proximity
* Hierarchy
* Headings and subheadings
* Access
* Typography
* Space
* Margins
* Imagery

# Looking ahead:

This activity should help students identify the document design strengths and weaknesses of their assignment. Additionally, this assignment can be used as the inspiration for a revision plan and subsequent revision. Students should be encouraged to revisit any arbitrary document design decisions (i.e. document design decisions that are not deliberate or intended to enhance reader experience.)

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