

Step Ten

Develop Materials

1

Clear Communication

- Readability
 - Words
 - Style
 - Organization
 - De-Fog Your Prose
 - Get it Right
 - Visuals
 - Layout and print
 - Illustrations

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Readability

- Readability is the degree to which a piece of written material can be read and understood for people for whom it was written.
 - Factors Related to Material
 - reading level
 - Style
 - layout, organization and accessibility
 - visual impact and appeal
 - overall impression
 - Factors Related to Material
 - background knowledge
 - reading ability
 - motivation, interest and "need to know"

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Style

- Use a personal, conversational style
- Use familiar words
- Define new or technical words
- Use concrete words e.g., "food" not "nutrition"
- Vary sentence lengths
- Don't use abbreviations
- Aim for a reading level of Grade 9 or less.

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Clarity and Passion

- A good mission statement articulates very clearly what the purpose of the organization is.
- "To establish Merck as the preeminent drug-maker worldwide." — Merck (1979)
- "To be number two in the beer industry by the end of the 1990s." — Coors (1990)
- "We're going to democratize the automobile." —Henry Ford (1909)
- "Our whole people and empire have vowed themselves to the single task of cleansing Europe of the Nazi pestilence and saving the world from the new dark ages. We seek to beat the life and soul out of Hitler and Hiterlism. That alone. That all the time. That to the end." — Winston Churchill (1940)

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Organization

- Clear titles and headings
- Use a logical order for the reader
- Make the purpose clear
- Give clear, explicit instructions
- Repeat important facts or ideas
- Keep lists to a minimum
- Break text into manageable units
- Table of Contents help
- State conclusions clearly.

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De-Fog Your Prose

1. Cut padding. The training camp was set up along the lines of a holiday camp.
2. Eliminate jargon fog
3. Write in the active tense
4. Avoid negatives
5. Use strong verbs
6. Eliminate, if possible, "to be"; "to become"; "to seem"; "to appear"
7. Convert excess nouns into verbs
8. Clarification = clarify Observation = observe

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De-Fog Your Prose Positive & Negatives

A linguistics professor was lecturing to his class one day.

"In English," he said, "a double negative forms a positive. In some languages though, such as Russian, a double negative is still a negative.

However," he pointed out, "there is no language wherein a double positive can form a negative."

A voice from the back of the room piped up, "Yeah. Right."

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Making it Easier to Understand

- NEVER USE ALL UPPERCASE
- Headlines and subheads
- Bullets
- White space
- Enough detail
- Symbols, charts, graphs
- Borders

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Get it Right!

- Make sure your facts are correct.
- Pay special attention to headlines.
- Avoid oxymorons (unless it is deliberate for humour)
- Set the right tone: clarity and passion
- Never mix up your messages

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Layout and Print

- Make it visually appealing
- White space, generous margins
- Use boldface for emphasis
- Pay attention to point size
Pay attention to point size
- Use a serif font
- Use capitals and lower case
- ALL UPPER CASE IS HARD TO READ
- Align left and use ragged right.

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Pay Attention to Cultural Norms and Meanings

- Acceptability
- gender sensitivity
- Style
- Symbolism

Field Test

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Resources and Services: Clear Language



1. Canadian Public Health Association

1565 Carling Avenue, Suite 400

Ottawa, ON K1Z 8R1

(613) 725-3769; Fax: (613) 725-9862

E-mail: nlhp@cpha.ca Website : www.nald.ca/nlhp.html

- fee for service basis
- health communication training package, video, Plain.word game, working with low-literacy seniors package

2. Clear Language and Design (CLAD)

Toronto East End Literacy Project

www.EastEndLiteracy.on.ca/clearlanguageanddesign

Sally McBeth clad@direct.ca

- fee for service basis

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Creative execution will dictate whether your message even reaches the audience and causes some reaction or engagement.

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Illustrations



- Use clear, accurate illustrations
- Make sure visuals are culturally appropriate
- Make sure graphs and tables are clear
- Use cartoons carefully.

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Do



- know your audience
- pre-test
- keep it simple
- ensure easy identification of the visual
- ensure text and visual work together
- check colour
- check for cultural/gender appropriateness
- hire a professional
- bring your supplier in early
- give the project enough time

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The Golden Rule of Production



You can only pick two of these:

- Speed
- Quality
- Low Cost

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Materials Production Worksheet (p. 94)



Organization/Group
Issue/Goal Statement
Product Name
Product Description
Audience
Communication Objective

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Production Worksheet (con't)

Key Messages

<i>Content (What)</i>	<i>Benefits (So What)</i>	<i>Action Step (Now What)</i>
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Desired Identity of Your Issue, Organization and Services

<i>Audience Should Think</i>	<i>Audience Should Feel</i>
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Timeline

<i>Start Date</i>	<i>Finish Date</i>	<i>Distribution Timeline</i>
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Budget Range

<i>Minimum</i>	<i>Maximum</i>
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Step 10: Production Action Summary

A. Nature of the task

- Develop specs for each desired product (vehicle), select and contract with suppliers, and manage production process.

B. Complete worksheet.

- Generic information p. 55 wkbk
- Blank worksheets p. 94 wkbk (adapt freely!)

C. Tips

- ✓ Try to produce the best materials, within budget, on time!
- ✓ Be sure to manage reviews and sign-off's very carefully.