**Readability**

BD05969_

##### **Language Hints to Improve Readability**

* Make it **easy to read**
* Write the way you talk; use **active** voice—“If you feel..” not “when feeling …”
* Use **common** words and short sentences
* Give **examples** for new/hard words
* **First** things first
* Include **interaction** when possible
* Apply to things they **already** **know**
* Strive for **6th grade** reading level, but **no more than 8th**

### Font Hints

* At least 12 pt
* No more than 3 font styles, 2 preferred.
* Serf not san serf
* Print not cursive
* Contrast
* No ALL CAPS
* **Bold** > underline
* Avoid *italics*
* Avoid
* Avoid condensed

Avoid stylized

#### Layout Hints

* Make it **look** easy to read
* Leave plenty of “white” space
* Too much print, reader won’t even try
* Use illustrations
* Use eye catchers, graphics
* Use titles, captions & bullets (limit 7)
* Leave at least **1/2 “ margins,** 1” is better

#### Color and Graphics Hints

* Use **graphics** for complex ideas
* **Pictures** for **common** functions
* **Line drawings** for **sensitive** material
* Place **close** to text
* Limited use, not overuse
* Avoid White on Black as overall
* Use plenty of **contrast**
* **Don’t** say Don’t, say **Do**

White on black

# Good Fonts

* Times Roman
* Schoolbook
* Courier
* Century

# Arial

* Verdana

## Poor Fonts

* Tempus
* Bradley
* Brush
* Freestyle script
* Gills Sans condensed
* Mistral