

✓ **CHECKLIST for Usability of Page Design**

(Numbers in parentheses refer to the first page of discussion.)

Shape of the Page

- Is the paper white, low-gloss, rag bond, with black ink? (344)
- Is all type or print neat and legible? (346)
- Are pages numbered consistently? (346)
- Is the grid structure effective? (347)
- Does the white space adequately orient the readers? (347)
- Are the margins ample? (349)
- Is line length reasonable? (349)
- Is the right margin unjustified? (349)
- Is line spacing appropriate and consistent? (350)
- Does each paragraph begin with a topic sentence? (350)
- Does the length of each paragraph suit its subject and purpose? (350)
- Are all paragraphs free of "orphan" lines or "widows"? (350)
- Do parallel items in strict sequence appear in a numbered list? (351)
- Do parallel items of any kind appear in a list whenever a list is appropriate? (351)

Style of Words and Letters

- Is the body type size 10 to 12 points? (352)
- Are fonts used effectively and consistently? (353)
- Do full caps highlight only single words or short phrases? (354)

Emphasis and Orientation

- Is the highlighting consistent, tasteful, and subdued? (354)
- Are all patterns distinct enough so that readers will find what they need? (355)
- Are there enough headings for readers to know where they are in the document? (356)
- Are headings informative, comprehensive, specific, parallel, and visually consistent? (357)
- Are headings clearly differentiated according to level? (357)

Audience Considerations

- Does this design meet the audience's needs and expectations? (360)
- Does this design respect the cultural conventions of the audience? (360)