

Checklist: Usability of Page Design

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

Shape of the Page

- Is the paper of the right quality? (303)
- Are page numbers, headers, and footers used consistently? (303)
- Does the grid structure provide a consistent visual theme? (303)
- Does the white space create areas of emphasis? (303)
- Are the margins ample? (305)
- Is line length reasonable? (306)
- Is the right margin unjustified? (305)
- Is line spacing appropriate and consistent? (306)
- Is each paragraph tailored to suit its purpose? (307)
- Are paragraphs free of "orphan" lines or "widows"? (307)
- Is a series of parallel items within a paragraph formatted as a list (numbered or bulleted, as appropriate)? (307)

Style of Words and Letters

- In general, are versions of a single typeface used throughout the document? (309)
- If different typefaces *are* used, are they used consistently? (309)
- Are typefaces and type sizes chosen for readability? (310)
- Do full caps highlight only single words or short phrases? (311)

Emphasis and Orientation

- Is the highlighting consistent and tasteful? (311)
- Do headings clearly announce the large and small segments in the document? (312)
- Are headings formatted to reflect their specific level in the document? (312)
- Is the phrasing of headings consistent with the document's purpose? (315)
- Are headings visually consistent and grammatically parallel? (316)

Audience Considerations

- Does this design meet the audience's needs and expectations? (317)
- Does this design respect the cultural conventions of the audience? (317)