

Repackaging evaluation reports for maximum impact

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bit.ly/EvaluATE-HITEC

It's not about making
the document **pretty**.

It's about increasing
engagement,
understanding,
and **use**.






Overview & Steps

Repackaging evaluation reports involves breaking up a long form evaluation report into digestible pieces to target different audiences and their specific information needs.

- 1 Identify your **audience**
- 2 Identify your **key data**
- 3 Identify the **best platform**
- 4 **Sketch** out your idea
- 5 Get **feedback** on drafts
- 6 **Share** your results

Software, Guides, & Templates

Good design isn't limited to fancy, expensive software. Try these widely accessible or free platforms.

Software		Best for	Guides & Templates
Microsoft PowerPoint		✓ Slide decks ✓ One-pagers	duarte.com/slidedocs slidescarnival.com
Microsoft Word		✓ Long form reports	bit.ly/Mword-tips
Microsoft Excel		✓ Dashboards ✓ Graphs	annkemery.com/excel
Canva canva.com		✓ Social media ✓ Postcards	bit.ly/perk_nov15
Adobe Spark spark.adobe.com		✓ Videos ✓ Web docs	bit.ly/Perk_DIY-Videos

4 x 4 A Model for Knowledge Content

Different audience members have different information needs. Read more here
bit.ly/4x4-shander.



The Water Cooler

Quick snippets. Succinct.
Direct. Compelling.



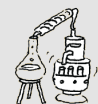
The Café

A longer conversation.



The Research Library

Longer, in-depth
research and data.



The Lab

Interaction with data.

Tips, Tricks, & Resources

When **designing** a document, webpage, or video, make sure to...



Use a **grid** to organize content

Grids are a great way to organize content. Blocking out sections for content gives a clean sense of logic and order to documents or webpages.



Use **white space**

White space can help visually break up sections, allowing readers to easily scan documents, or make certain sections more impactful.



Use a **visual hierarchy** including consistent font sizes

Increasing the size of fonts draws readers attention. Using this in purposeful ways can help organize the content to increase understanding and usability.

Read more here bit.ly/font-hierarchy.



Match colors to **branding**

Stay away from Microsoft's default colors. Instead, brand documents to the colors of the project.

See bit.ly/emery-color-branding.



Make colors friendly for **greyscale**, and **colorblind**

Remember to choose colors that can be differentiated by those who are colorblind, when documents are printed in black and white, and when Xerox copies are made.

Check your colors here colorbrewer2.org.



Use relevant **photographs** and **icons**

Free high resolution stock photos can be found at pixabay.com. Similarly, icons can be a simple way to convey patterns and meaning throughout your document, webpage, or video.

Free icons can be found at iconfinder.com.



Choose the **right chart** for your data

Charts and graphs can be a powerful way to communicate data to your audience. Make sure you are choosing the right chart to display your data. Refer to a chart chooser such as

annkemery.com/essentials.



Use **unique fonts**

Try to stay away from default fonts. Unique fonts can help extend your organization's brand and bring an element of fun. Free fonts can be downloaded at fontquirrel.com and dafont.com. It's easier than you might think! See directions on downloading fonts here fontspring.com/support/installing.