



### About the instructor

Michelle Boulton facilitates clear communication. Using skills she developed working as a writer, editor, and document designer for more than 25 years, she helps people create documents that clearly communicate their intended message.

Michelle was a founding member of the Saskatchewan branch of Editors Canada, is a past president of their national executive council, and co-chaired the task force that redefined their Professional Editorial Standards.

She leads our team of writers, editors, translators, designers, web developers, and project managers. We represent a range of expertise from many backgrounds, but we share a common goal—to help you communicate effectively.

# Clear Design

## A Guide to Creating Effective Documents

### About this workshop

Today's readers are inundated with a non-stop stream of information. To communicate effectively, you need to use every tool in your arsenal to encourage readers to take the time to read what you produce and help them find what they need or want from that material.

Clear communication is about more than just the words — structure and design have a powerful influence on a document's effectiveness. This workshop will show you how to use editing and design to create more powerful documents.

### What you will learn

#### Organize your material

- Keep it short
- Create a predictable structure
- Avoid repetition
- Use clear and descriptive headings

#### Understand basic typography

- Choice of typeface
- Type size
- Letter spacing
- Line length
- Line spacing
- Letter case

#### Use document design principles

- Structure and hierarchy
- Placement and spacing
- Visual cues
- Using a grid

#### Incorporate visuals

- Types of visuals (photographs, diagrams, maps, tables, graphs, charts)
- Where and how to use different types of visuals
- Tips and tricks for creating clear and effective visuals
- Rules of plain figures