

Checklist for Easy-to-Read Print Materials



Organization and Sequence

- Is the intended audience obvious?
- Is the purpose of the piece clear and stated up front?
- Are the benefits and relevance to readers obvious right away?
- Is the scope limited to 3 to 5 key points average readers *will want to know* at the time they are reading the piece?
- Is the information in the order readers will expect to find it?

Content and Language

- Does it focus on behaviors and “how-to” information?
- Does it use mostly 2 syllable words and sentences of 10-15 words?
- Is the amount of jargon limited?
- Are new concepts explained in common words.
- Are acronyms explained or avoided?
- Are the sentences straightforward, simple, and clear?
- Did the writer use the conversational language of the readers, active voice, and a friendly tone?
- Are key points emphasized and reviewed?
- Does the piece invite interaction, e.g., with checklists or quizzes?

Readability

- Is the text written at a 4th to 5th grade reading level?

Graphic Design and Layout

- Is the amount of text limited to < 50% of the space on each page?
- Does the piece *look* easy-to-read?
- Is the text in upper and lower case letters vs. ALL CAPITALS?
- Are key points emphasized with bolding, different typeface and/or larger type, color, boxes, or rule lines vs. underlining and italics?
- Is the type at least 12 to 14 points in a serif font? Is sans-serif font limited to titles or headers? (This is serif. This is sans serif.)
- Is the text left justified?
- Is line length between 3-5 inches or 30-50 characters (and spaces)?
- Is color used?
- Is there a sharp contrast between ink color and paper?
- Are headings simple, clear, and near the left?

Visuals

- Do visuals help readers understand the topic?
- Do visuals show the action readers should take?
- Are illustrations/photos realistic, uncluttered, and related to the message?