

10 STEPS TO CREATING ONE-PAGE REPORTS

1. Identify the audience
2. Identify the purpose
3. Prioritize the information
4. Choose a grid
5. Draft the layout
6. Create an intentional visual path
7. Create a purposeful hierarchy
8. Use white space
9. Get feedback
10. Triple check consistency

RESOURCES

Helpful links to additional tips, guides, and free resources for creating one-page reports and other information design needs.

Use Pinterest as a sources of inspiration

Drawing from existing work can help spark your creativity. We have curated a board of one-page report examples for you on Pinterest at bit.ly/onepagepinterest. We also have additional examples from our own work and other evaluators at bit.ly/onepageexamples.

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. Find some grids you can use to organize your one-page reports at bit.ly/gridtemplates. Find a short video on how to size your PowerPoint and insert the grid template here bit.ly/onepagevideo.

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 at 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 or a paid subscription at thenounproject.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.

Ensure you're presenting accurate data

The best foundation for a good one-page report is high quality, reliable and valid data. For a quick run down on common data mistakes and a guide to data analysis, check out geckoboard.com/learn/data-literacy.



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