CREATING ONE-PAGE REPORTS

WORKSHEET

Project Title: ____________________________________________

Client: __________________________________________________

1. Identify the audience

   Be specific about who you are talking to and their information priorities. The content and layout of the document should be tailored to meet the needs of this audience.

2. Identify the purpose

   Write a purpose statement that identifies why you are creating the one pager. This will help you decide what information to include or to exclude.

3. Prioritize the information

   Categorize the information most relevant to your audience. Then rank each category from highest to lowest priority to help inform layout of the document. Header should include logo, title and date; the footer should include author credit, data source, and funder information.

   1. ____________________________  4. ____________________________
   2. ____________________________  5. ____________________________
   3. ____________________________  6. ____________________________

   Header (logo, title, date)

   Footer (author credit, data source, funder information)

4. Choose a grid

   Use a grid to intentionally organize elements visually for readers. Select a grid template from the pre-made grids on our website along with instructions on how to use them in PowerPoint (video).

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5. Draft the layout

Print out your grid layout and sketch your design by hand. This will allow you to think creatively without technological barriers and will save you time.

6. Create an intentional visual path

Pay attention to how the reader’s eye moves around the page. Use elements like large numbers, ink density, and icons to guide the reader’s visual path. Identify your visual path below:

1.
2.
3.
4.
5.

Is this the visual path you want? If no, then re-order.

7. Create an purposeful hierarchy

Use headings intentionally to help your readers navigate and identify the content.

<table>
<thead>
<tr>
<th>Size</th>
<th>Font</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heading 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Heading 2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Body Text</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

8. Use white space

The brain subconsciously views content grouped together as a cohesive unit. Add white space to indicate that a new section is starting. Indicate below the amount of white space your document has, is it the correct amount?

Not Enough | Just Right | Too Much

9. Get feedback

Run your designs by a colleague or client to help catch errors, note areas needing clarification, and ensure the document makes sense to others.

Round 1 Reviewer ________________ Date of Review ________________
Round 2 Reviewer ________________ Date of Review ________________

10. Triple check consistency

Triple-check, and possibly quadruple-check, for consistency of fonts, alignment, size, and colors. Style guides can be a useful way to keep track of consistency in and across documents. Check consistency with fonts identified in hierarchy section above.

☐ Font ☐ Alignment ☐ Size ☐ Color

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