

GEB 3213

Lecture 6: Document Design and Graphics in Business Writing

Document Design

- **Why should we care about document design?**

Document Design for Quick Skimming

- **List the four main methods for creating good document design.**

Effective Format

- **Give two typographical elements you can use for emphasis.**
- **What type and size fonts are optimal in written documents?**

Clear Headings

- **When should you insert subheadings for clear organization?**
- **Describe three aspects of effective headings.**

Useful Lists

- **Why are lists effective?**

Formatting Lists

- **Explain when to use numbered lists, rather than bullets.**
- **How should you use bullets correctly and effectively?**

Importance and Use of Graphics

- **Give three reasons why graphics are useful in documents.**

Value of Visuals

- **When would a table, rather than a graph/chart, be most appropriate?**

Graphs or Charts

- **When would you use**
 - A pie chart
 - A Gantt chart
 - A flow chart

How to Present Graphics Effectively

- **Give the seven elements for correct presentation of graphics:**