

# Transcend Readability Instrument (TRI)

## For printed materials

- |   | Yes                      | No                       |   | Yes                      | No                       |
|---|--------------------------|--------------------------|---|--------------------------|--------------------------|
| 1. Have you written the text within 1 or 2 grades of your average reader's grade level? .....   | <input type="checkbox"/> | <input type="checkbox"/> | 10. Is your layout simple but appealing, with plenty of white space, and a 11–12 point font size? .....   | <input type="checkbox"/> | <input type="checkbox"/> |
| <i>If your reader is not familiar with the subject matter, the grade level and register will have to be even lower to adjust for the unfamiliar register.</i> |                          |                          | 11. Have you used <b>bold</b> , <b>color</b> , or a larger font to set off the most important information? .....  | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Have you explained or simplified any specialized terms? .....  | <input type="checkbox"/> | <input type="checkbox"/> | 12. Have you avoided ALL CAPS and <u>underlining</u> ? .....  | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Have you used headings, sub-heads and "chunking" to set off blocks of text? .....  | <input type="checkbox"/> | <input type="checkbox"/> | 13. Have you used <b>bold</b> and <i>italics</i> strategically? .....   | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. Are the headings and sub-heads direct and informative? .....   | <input type="checkbox"/> | <input type="checkbox"/> | 14. Have you used fonts that are easy to read? .....  | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. Have you used short words, short sentences, and short paragraphs? .....  | <input type="checkbox"/> | <input type="checkbox"/> | <b>E</b> <i>Serif fonts use fine cross strokes. Use serif for the body text of commercially printed documents.</i>  |                          |                          |
| 6. Have you used active voice and direct address? .....   | <input type="checkbox"/> | <input type="checkbox"/> | <b>E</b> <i>Sans serif letters are plain. Use sans serif for subheads, documents that will be photocopied, viewed on the web, and for all Spanish-language texts.</i>                     |                          |                          |
| 7. Is the most important information in 2 or more highly visible areas of the document? ...   | <input type="checkbox"/> | <input type="checkbox"/> | 15. Do you have at least one graphic to convey the main message? .....  | <input type="checkbox"/> | <input type="checkbox"/> |
| <i>The most-read areas of a document are: the top, the bottom, and the first or last subhead, sentence, or bullet.</i>  |                          |                          | <i>Use graphics that are crisp and simple. One or two graphics per page is usually enough!</i>  |                          |                          |
| 8. Do you have 350 words or less per page? .....  | <input type="checkbox"/> | <input type="checkbox"/> | 16. Do the photos, drawings and colors appeal to your readers? .....  | <input type="checkbox"/> | <input type="checkbox"/> |
| 9. Have you limited the number of pages? .....  | <input type="checkbox"/> | <input type="checkbox"/> | 17. Have you field-tested the document and graphics with typical readers? .....   | <input type="checkbox"/> | <input type="checkbox"/> |
| <i>Less is usually better.</i>  |                          |                          | <i>Field-testing can save time and money. It tells you if your readers really understand your document. It gives you the opportunity to perfect your document before you go to print.</i> |                          |                          |



For more information on Readability and Plain Language call Transcend at: (530) 756-5834  
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