

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 bold , color , 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 bold 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"/> | E <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"/> | E <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
Download this document from Transcend's library at www.transcend.net/library/tools.html