

Design Readability Scorecard

1. Font

Font
Total =

Positive Points

- ☐ Font is appropriate size for intended audience [+5]
- ☐ Main body text is a serif font [+5]
- ☐ Heading and subheadings use a sans serif font [+5]
- ☐ + **Total (out of 15)**

Negative Points

- ☐ Document uses more than 3 different fonts [-1]
- ☐ Document contains script, novelty, or “fancy” fonts [-1]
- ☐ Document contains italicized text [-1]
- ☐ Document contains words or sentences in “ALL CAPS” [-1]
- ☐ Low contrast between text and background [-1]
- ☐ – **Total (out of 5)**

(subtract negative point total from positive point total)

2. Paragraphs

Paragraphs
Total =

Positive Points

- ☐ Document uses blocked paragraphs: no indenting, left justified text, space between paragraphs [+5]
- ☐ Document uses descriptive headings and subheadings [+5]
- ☐ + **Total (out of 10)**

Negative Points

- ☐ Document uses blocked paragraphs: Paragraphs are indented [-1]
- ☐ Document uses short headings and subheadings (i.e. “symptoms” or “what to do”) [-1]
- ☐ Document contains text that is center justified [-1]
- ☐ Document contains text that is right justified [-1]
- ☐ Document has awkward line spacing (too much or too little space between lines of text) [-1]
- ☐ – **Total (out of 5)**

(subtract negative point total from positive point total)

3. Line Length

Line Length
Total =

Positive Points

☐ Document uses appropriate line length (i.e. column layout) [+5]

☐ + **Total (out of 5)**

Negative Points

☐ Document contains lines of text that are too long [-1]

☐ Document contains lines of text that are too short [-1]

☐ – **Total (out of 2)**

(subtract negative point total
from positive point total)

4. Grouping

Grouping
Total =

Positive Points

☐ Document uses lists (bulleted, numbered) appropriately [+5]

☐ Information is “chunked” or grouped into manageable sections [+5]

☐ Tables are used for comparative information [+5]

☐ + **Total (out of 15)**

Negative Points

☐ The document lacks a logical flow [-1]

☐ Sections are not clearly defined or blocked [-1]

☐ Navigation markers (i.e. headings) are lacking or inconsistent [-1]

☐ Bulleted lists contain more than 5 items [-1]

☐ Information presented as “steps” is not a numbered list [-1]

☐ Tables do not have clear headings [-1]

☐ – **Total (out of 6)**

(subtract negative point total
from positive point total)

5. Graphics

Graphics
Total =

Positive Points

☐ Document has good graphics that add meaning and help explain the text [+5]

☐ Graphics are appropriate for the subject and the audience [+5]

☐ + **Total (out of 10)**

Negative Points

☐ Graphics disrupt the flow of text [-1]

☐ Graphics are not sized correctly (too small or too big) [-1]

☐ Graphics are decorative and/or distracting [-1]

☐ Photos do not represent a diverse mix of cultures, gender, or ages for the intended audience [-1]

☐ Demonstrative photos/graphics do not have captions [-1]

☐ – **Total (out of 5)**

(subtract negative point total from positive point total)

6. Color

Color
Total =

Positive Points

☐ Color* is used appropriately in the document [+5]

☐ + **Total (out of 5)**

*If document only uses black in white as “colors” it can be given 5 positive points. Negative points regarding contrast may still apply.

Negative Points

☐ More than 3 colors are used in the document [-1]

☐ There is not enough contrast between the text and the background [-1]

☐ There is not enough contrast between the colors (will not translate to black and white/grayscale) [-1]

☐ – **Total (out of 3)**

(subtract negative point total from positive point total)

7. White Space

White Space
Total =

Positive Points

☐ The document has adequate white space [+5]

☐ + Total (out of 5)

Negative Points

☐ The document does not have adequate margins or space between columns [-1]

□ There is not enough white space around graphics (photos, logos, tables, etc.) [-1]

☐ Document is “text heavy” and crowded [-1]

☐ – Total (out of 3)

(subtract negative point
total from positive point
total)

Total Score =

(add each box in this column)

Total possible “positive points” = 65

36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65					
															Easier to read																			