

Appendix 1

Design checklist

Use the checklist on the next page to check the design of your document. If you can, get someone to check your document who has not been involved in designing or producing it, as they will act as a fresh pair of eyes. They might want to try using the document you want them to check before they fill in the checklist.

Design checklist	Yes	No
Is the layout clear and uncluttered?		
Is there a title/header?		
Is the font and font size clear and legible?		
Is the document visually appealing?		
Is space and colour used to distinguish different sections/information?		
Where colour is used, is it clear what the colour-coding is and why it is being used? Is the colour-coding consistent across all materials?		
Is there a good contrast between the text/pictures and the background?		
Does the positioning of information and use of white space make instructions and key information stand out/clear?		
Does the document avoid any significant areas of blank space that could mislead the voter into filling them in?		
Is there logical order with a natural sequence?		
Is the information relevant – describing what the document is for, how to carry out the task?		
Are actions named consistently across the guidance and instructions?		
Is information easy to find?		
Is bold used to highlight key information?		
Is it clear which parts the user has to complete?		
For the parts the voter has to complete, is there information to tell them exactly what they need to put in the sections they are completing, and what the possible answers (or types of answers) are?		
Are spaces for the user to fill in of sufficient size?		
Are there instructions/prompts in the right place for the task?		
Do the words used in the instructions correspond to the required action?		
Are instructions and information written in clear, simple language without jargon?		
Is the terminology familiar to voters?		
Are instructions direct and written in an affirmative voice?		
Does the most important information come at the beginning of the instruction?		
Are information and instructions written in a way that does not rely on previous experience of voting for them to be understood?		