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: