

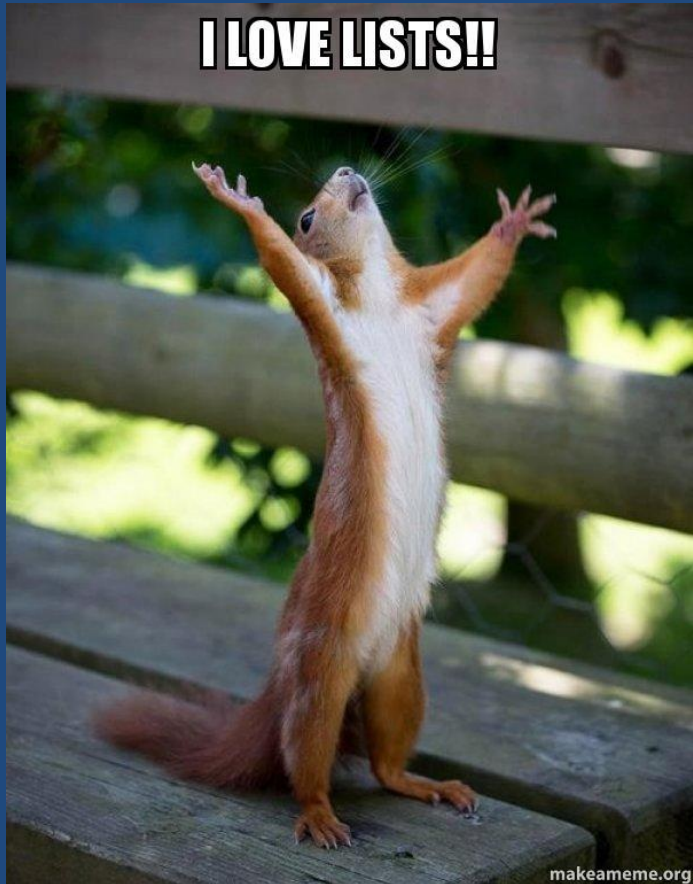
Basic Document Design 1

Making Documents Look Good is Part of
courteous and **coherent**

Chapter 5 Prof. Wheeler



Lists



The “Gray Areas” in Lists

- In most cases, you need to use an introductory sentence
- Use colons and other punctuation before lists (if the introductory sentence is a full sentence, an independent clause, the answer is “Yes”)
- Whether to use sans serif font (like this one) for headings. Yes, in most cases, but you have options
- For our class, we will not use punctuation in a list unless the items in the list are complete sentences

A “gray area” is one in which there are not accepted conventions

Why Use Lists? Because They...

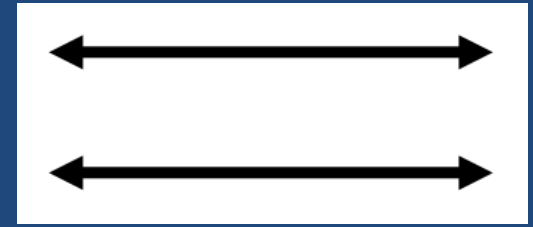
- Present information clearly and concisely
- Emphasize important material
- Enhance readability with white space
- Are concise
- Leave a space between the sentence introducing the list and the list, and after a list (creates white space)

Lists

- Lists should use a parallel structure, i.e., each item in a list must be of the same grammatical type (e.g., noun, adjective, verb)
- This is part of **coherent**



Is This List Parallel?



1. Your ideas and paragraphs have transitions to link them
2. Sentences start with meaningful words
3. Introduce lists with at least a partial sentence
4. Make sure all list items are parallel

Think about your response before advancing

Is This List Parallel? NO

- The first item in the list uses “your” when the others do not
 - Numbers 1 and 2 start with nouns
 - Numbers 3 and 4 start with verbs
1. Your [either all items have “your” or none] ideas and paragraphs [**nouns**] have transitions to link them
 2. Sentences [**noun**] start with meaningful words
 3. Introduce [**verb**] lists with at least a partial sentence
 4. Make sure [**verb**] all list items are parallel

The Fix: Start with Nouns or Verbs

Nouns

1. Ideas and paragraphs have transitions to link them
2. Sentences start with meaningful words
3. Lists are introduced with at least a partial sentence
4. List items are parallel

Verbs

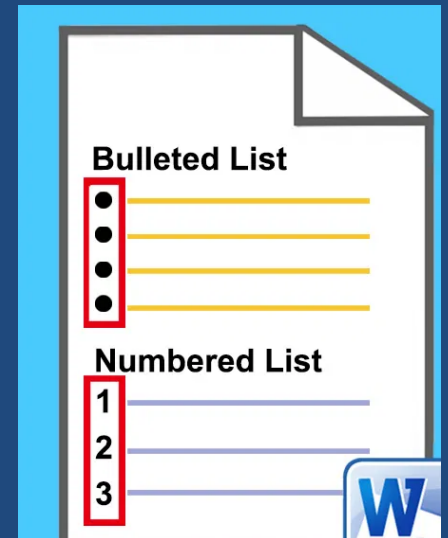
1. Link ideas and paragraphs with transitions
2. Start sentences with meaningful words
3. Introduce lists with at least a partial sentence
4. Make list items parallel

You can start lists with other parts of speech than nouns and verbs; they are the 2 choices here because of the content of the list

Numbers or Bullets?

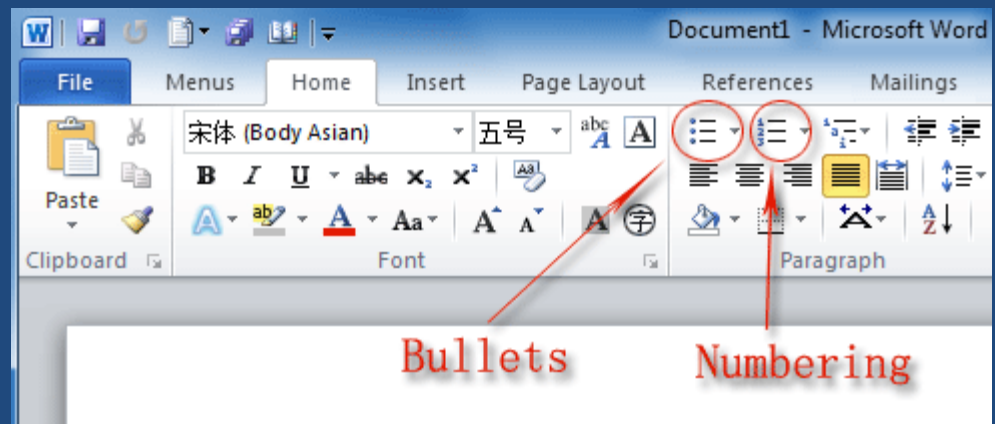
- When do you use numbers in lists?
- When do you use bullets in lists?

Think about your answer before you advance



Numbers or Bullets?

- Use **numbers** if there is an obvious sequence (e.g., the steps of an operation, like putting together an Ikea desk) or if the number is important (e.g., top ten hits)
- Use **bullets** if priority is not an issue, e.g., a list of materials to build a desk



Formatting Lists

- Align text under the bullets or numbers flush with the top line of text (as you see on this slide)
- Use one kind of bullet style (square or round bullets) or numbering system
 - If you have lists within lists, use a different style of bullet for the secondary list (Word and PowerPoint do this for you)

Introducing your List

Lists (and graphs, charts, tables, and other elements) must have an introductory sentence, but these don't have to be full sentences

When you paint you should

1. clean
2. prime
3. paint

There is no colon, because the introduction is not an independent clause (full sentence).

Introducing your List

But

These are the steps to follow in painting:

1. clean
2. prime
3. paint

There is a colon, because the introduction is a full sentence (independent clause)

Punctuating a List

- Normally, each item of a list begins with a capital letter if the bulleted items are independent clauses/full sentences in themselves, rather than sentence fragments
- Full sentence list items end with appropriate punctuation

List Examples

A Capitalized List

When you do research on the Web, consider the following:

- Is the author reputable?
- Is the information comprehensive?
- Is the site regularly updated?

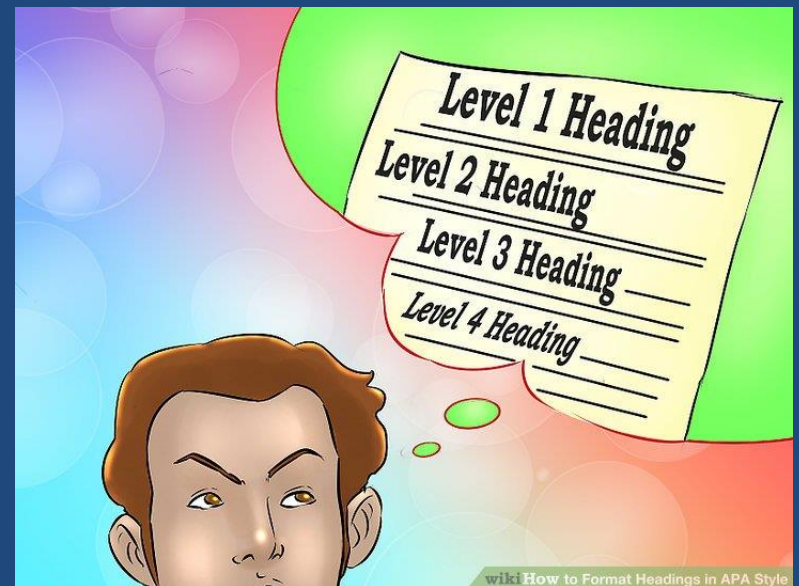
These list items are full sentences and take appropriate punctuation

A Lower Case List

You must evaluate the sites by asking if the information is

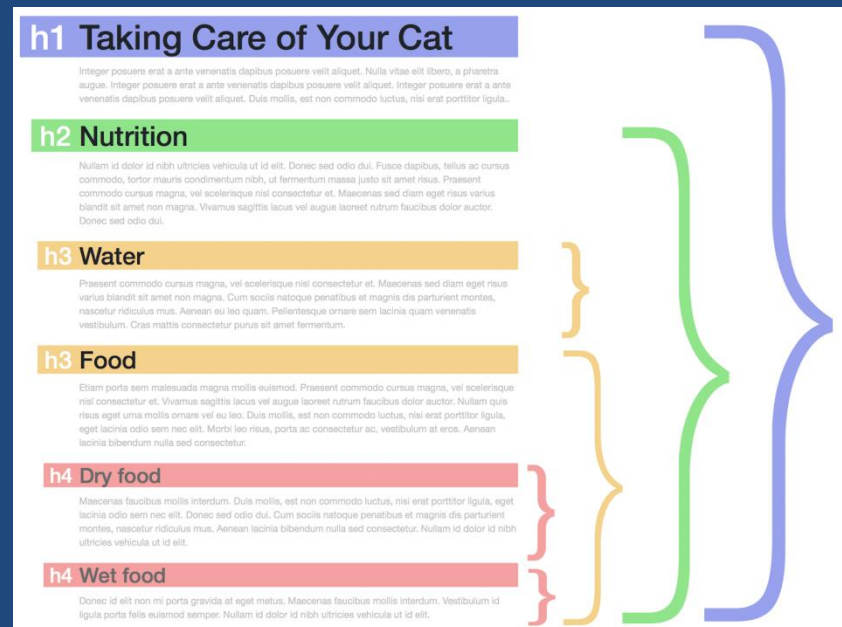
- reliable,
- comprehensive,
- well laid out.
- These list items, on their own, are sentence fragments (adjectives). They may or may not have punctuation at the end (the last item needs closing punctuation). Either way is fine

Headings



Headings

- Headings help readers find the material they are looking for
- They provide an overview of the topics



Heading Styles

- **This is serif (Times), for text**
- **This is sans-serif (Arial), for headings**

Which heading has a larger point size?

Headings

- They are the same size (33 pt)
- Sans serif fonts (e.g., Arial) make the headings stand out/seem larger, in part because they are mono-spaced

– **This is serif type (Times)**

– **This is sans-serif (Arial)**

- Headings get smaller as you go into the subtopics

I. INTRODUCTION (Heading 1:18 pt)

A. Evaluating objectives (Heading 2:16 pt)

1. Application of methodology (Heading 3:14 pt)

a) Practical problems (Heading 4:12 pt)

Headings

- Headings should follow parallel phrasing, as with lists
 - That is, all headings at the same level begin with nouns, or verbs, or whatever
 - See section on lists
- Headings should never be at the bottom of a page without at least two lines of text after them
- Here's an example of what not to do

Always have at least two lines of text under headings at the bottom of a page

- 1 package active dry yeast
[2¼ teaspoons (11 ml)]
- ¼ cup (50 ml) warm water [105°F-110°F
(40°C-43°C)]
- ¾ cup (175 ml) unsalted butter
- 2¼ cups (675 ml) warm lowfat milk
- 3 cups (750 ml) unbleached, all-purpose
flour
- 1 cup (250 ml) cornstarch
- 3 eggs, separated
- ¾ cup (125 ml) granulated sugar, divided
- 1 teaspoon (5 ml) salt
- 2 teaspoons (10 ml) pure vanilla extract

Stir yeast and sugar into warm water in a small bowl; let stand until foamy, about 3 to 5 minutes. Warm butter and milk together in a small saucepan over low heat so that the butter melts but the milk does not exceed 110°F (43°C) [if mixture is hotter than 110°F (43°C), allow to cool to 105-110°F (40°C-43°C) before continuing]. Reserve. Combine the flour and cornstarch in a separate bowl; reserve.

In a large bowl, whisk together the egg yolks, milk and butter mixture, yeast mixture, ¼ cup (50 ml) of the sugar, salt, and vanilla. Stir in the milk and flour/cornstarch mixture alternately, ending with the flour. Wrap in plastic and let stand until mixture is doubled in volume, about an hour. Preheat your Cuisinart® Waffle Iron.

Whip egg whites until frothy, and then add remaining ¾ cup (50 ml) sugar. Continue to whip until firm peaks form. Carefully fold whites into waffle batter using a large rubber spatula.

When iron is ready, the audible signal will sound and green indicator light will illuminate. Pour 1½ cups (375 ml) batter onto the centre of the lower grid; spread batter using a heatproof spatula to within ½ inch (1.25 cm) of the edge of the grid. Close lid of waffle iron – green indicator light will turn off. When audible signal sounds and green indicator light turns on again, waffle is ready. Open lid and carefully remove baked waffle. Repeat with remaining batter.

Nutritional information per waffle:
Calories 203 (38% from fat) • carb. 27g • pro. 4g
• fat 9g • sat. fat 5g • chol. 53mg • sod. 149mg
• calc. 57mg • fiber 1g

Chocolate Brownie

Waffles

A great brunch or dessert waffle.

Makes 16 waffles

- 2 cups (500 ml) all-purpose flour
- ¾ cup (175 ml) granulated sugar
- ¾ cup (150 ml) unsweetened cocoa
powder
- 3 teaspoons (45 ml) baking powder
- ¾ teaspoon (2 ml) baking soda
- ¾ teaspoon (2 ml) salt
- ¾ teaspoon (2 ml) cinnamon
- 2 cups (500 ml) lowfat milk
- 2 large eggs, lightly beaten
- 2 teaspoons (10 ml) pure vanilla extract
- ¾ cup (125 ml) unsalted butter, melted,
cooled slightly
- 1 cup (250 ml) semi-sweet mini chocolate
morsels
- ¾ cup (125 ml) finely chopped walnuts
or pecans

Place the flour, sugar, cocoa powder, baking powder, baking soda, salt, and cinnamon in a medium bowl; stir with a whisk to blend. Add the milk, egg and vanilla. Stir with a whisk until well blended and smooth. Stir in melted butter. Let batter stand 5 minutes. Preheat your Cuisinart® Waffle Iron.

When iron is ready, the audible signal will sound and green indicator light will illuminate. Stir chocolate morsels and chopped walnuts/pecans into batter. Pour 1½ cups (375 ml) batter onto centre of the lower grid; spread the batter using a heatproof spatula to within ½ inch (1.25 cm) of the edge of the grid. Close lid of waffle iron – green indicator light will turn off. When audible signal sounds and green indicator light turns on again, waffle is ready. Remove waffle using a heatproof plastic spatula. Repeat with remaining batter.

Nutritional analysis per waffle:
Calories 237 (45% from fat) • carb. 30g • pro. 5g

• fat 12g • sat. fat 6g • chol. 44mg • sod. 179mg
• calc. 55mg • fiber 2g

Apple Walnut Waffles

Headings

- Never have two headings without text between them
- That is, subheadings must be introduced by at least a sentence

Headings

Don't “stack” headings

Analysis of
websites [main
heading]

Super 8 Motel website
[subheading]

**Put a sentence or more between
headings**

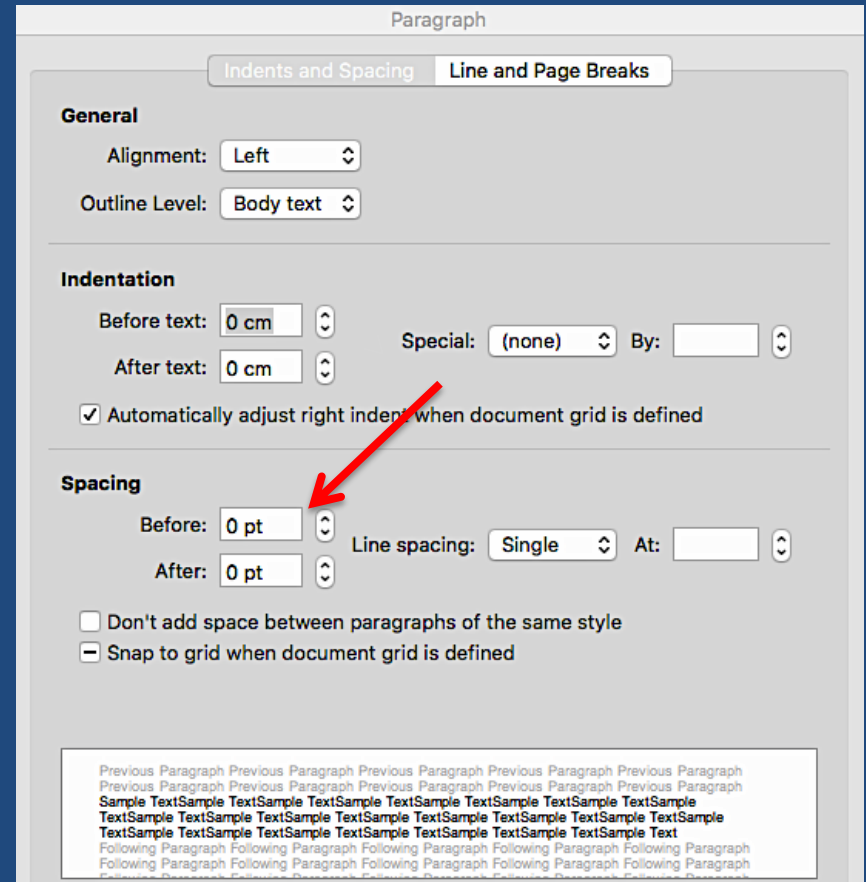
Analysis of
websites [main
heading]

In the next section, we will be
analyzing the websites of two
hotel chains: Super 8 and Best
Western.

Super 8 Motel
website [subheading]

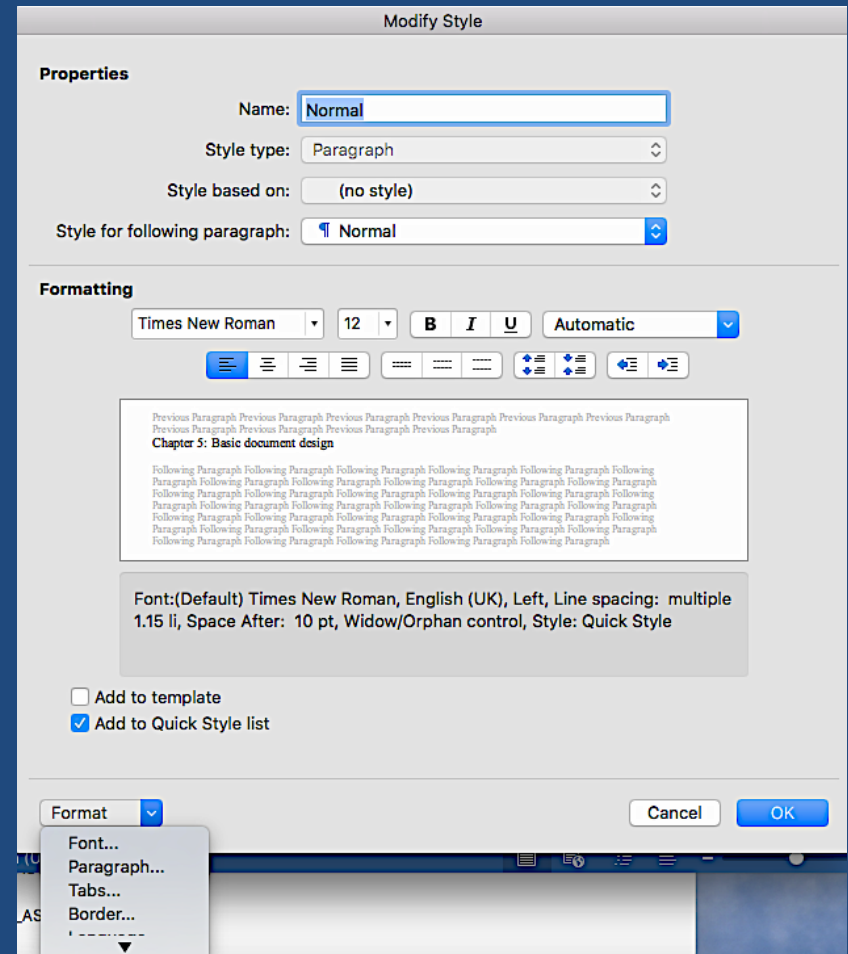
Headings

- Headings should have a bit more space above them than under them
- In Word, you can set this in the Format/Paragraph menu



Headings

- Or you can select “Modify” in the Style section of the Format menu and modify the style for “Heading 1” or the “Paragraph” style upon which this heading is based



Headings

- Headings don't take colons at the end
- BE *restrained* **when** using highlighting or you **end** up *with* a **HODGEPODGE** effect