## Writing A Report Checklist

- ☐ Title reflects the contents of the report
- ☐ Month and year of publication included on title or front matter
- ☐ Only include tables, information, and resources that are mentioned or link to information presented
- ☐ Follow APA style references but use numeric citations instead of parenthetical
- ☐ Most reports include a beginning, middle, and an end
- ☐ Include contact information for the client, social media handles, funding information

## Review Checklist

- ☐ Use active voice when possible and appropriate tenses
- ☐ Use consistent punctuation (tribe vs. Tribe) throughout
- ☐ Write as if you are talking with someone
- ☐ After a term has been defined alternative pain management (APM) use it, APM
- ☐ Upload document into Grammarly- note that not all Grammarly corrections are helpful
- ☐ Make changes, send documents to client for review, and edits
- ☐ Finalize and send files with client checklist, photos, imagery, and other information to the designer
- ☐ Send final report to director/team lead for a quick review before sending the final product to the client

## AKA Design Standards and Guidelines

**1. Communication is key**
Design should communicate as clearly as possible to represent the information that meets the client's needs. Engaging with the content and its importance and relevance to the client will help develop and inform how to communicate and represent the information accurately and effectively.

**2. Know client brand/voice and audience**
Use feedback from the client checklist and questionnaire to help inform the visual story that will best engage the reader.

**3. Keep the color palette simple**
Repetition of just a couple of colors (3 to 5 at most) can create a more unified look. If possible, work within the color palette provided by the client. If no palette is provided, choose accessible and complimentary colors. Avoid colors that are difficult to read or may have negative cultural representation.

**4. Create a visual hierarchy**
- Balance with contrasting sizes, giving importance to information that needs to be called out or leads the eye first.
- Hierarchy is also important when it comes to section headers, subheads, and so on. Be consistent with these styles as they give a framework to the report.

**5. Simple readable fonts**
Simple clean fonts with a large "font family". A font family allows for dynamic visual changes but keeps the look consistent and balanced.

**6. Consistency**
Use a consistent visual story (colors, fonts, styles, imagery) throughout the work to keep a rhythm and flow to the piece. Be consistent in the details including when and where periods are used in bullet points and so on.

**7. ADA Compliance**
AKA believes in creating accessible products. We do our best to remain educated on ADA compliance and ensure the products we create adhere to these guidelines.