



Formatting



Bowker, COMM 390

The First Three Pages



The First Three Pages

Title Page



E. Bowker
UBC
Sept. 20x4

Table of Contents (if you have one)

- 1.
- 2.
- 3.
- 4.

Title

Exec Sum.

Lorem ipsum dolor
sit amet...

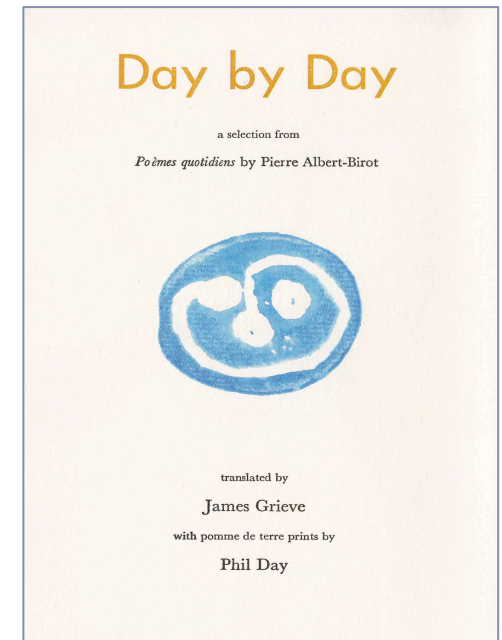
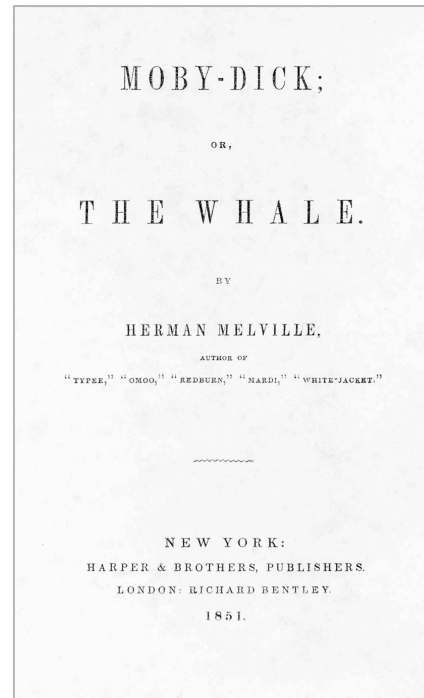
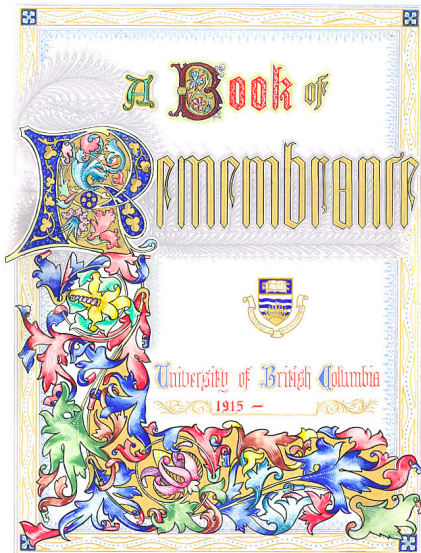
P.I

Note: *A Table of Contents and Executive Summary are not expected for shorter reports.*



Title Page

- ▶ Title and Subtitle
- ▶ Your name
- ▶ Company or school name
- ▶ Date
- ▶ Who it is for?



Titles

- ▶ **Distinguish the document from all others.**
- ▶ Identify the purpose:
 - ▶ Analysis, Study, Evaluation, After Action Report, Proposal...
- ▶ Identify the subject:
 - ▶ Obama Inauguration, May 2013 Sales, Sponsorship Packages
- ▶ Are included on the title page **and** the first page



Subtitles

- ▶ Are optional
- ▶ Provide some context.
- ▶ E.g.:
 - ▶ Comparison of Acme & Pinnacle
 - ▶ For the Department of Transportation



Titles & Subtitles Together

2008 Obama Inauguration After Action Report

Successfully Combining Security and Transportation

2014 Sponsorship Analysis

Pinnacle & Acme Company Comparisons

CRM Software Options Evaluation

To Meet 2014 Expansion Targets

Best Foot Forward Fine Suits

Complex and Expensive Operations Model



Table of Contents


- ▶ After the title page, and **before** page one.
 - ▶ Not necessary for short simple documents. (e.g. 6 pages no appendixes)
 - ▶ Many different ways to format
-
- 

Table of Contents

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Page One

- ▶ Start reports **1/4 - 1/3** of the way down the page
- ▶ INCLUDE THE **TITLE** and subtitle if you have one
- ▶ Usually centre titles, use larger font or otherwise make them stand out
- ▶ Leave at least one space between the title and the body of your report

The screenshot shows a report page with a ruler at the top. The page number '16' is visible in the top right corner of the ruler. The page content includes:

- Page number: 16
- Page header: Bowker (left), Comm 390 (right)
- Title: **REALLY EXCELLENT TITLE** (centered)
- Section: **Introduction**
- Text: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Typi non habent claritatem insitam; est usus legentis in iis qui facit eorum claritatem. Investigationes demonstraverunt lectores legere me lius quod ii legunt saepius. Claritas est etiam processus dynamicus, qui sequitur mutationem consuetudium lectorum. Mirum est notare quam littera gothica, quam nunc putamus parum claram, anteposuerit litterarum formas humanitatis per seacula quarta decima et quinta decima. Eodem modo typi, qui nunc nobis videntur parum clari, fiant sollemnes in futurum.
- Section: **Background**
- Text: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Typi non habent claritatem insitam; est usus legentis in iis qui facit eorum claritatem. Investigationes demonstraverunt lectores legere me lius quod ii legunt saepius. Claritas est etiam processus dynamicus, qui sequitur mutationem consuetudium lectorum. Mirum est notare quam littera gothica, quam nunc putamus parum claram, anteposuerit litterarum formas humanitatis per seacula quarta decima et quinta decima. Eodem modo typi, qui nunc nobis videntur parum clari, fiant sollemnes in futurum.
- Page footer: Page 1 of 6

Annotations:

- A red bracket on the right side of the page indicates that the title and subtitle area (the top 1/4-1/3 of the page) should be used for starting reports.

Headers & Footers

- ▶ Provide key information about the document such as:
 - ▶ Document name
 - ▶ Author's name
 - ▶ Date
 - ▶ Page numbers
 - ▶ Logos
 - ▶ Company or department name
 - ▶ File path/location
- ▶ May use formatting lines or shading to differentiate it from the main text
- ▶ **Footer** begins after the title page
- ▶ **Header** begins after page one

Formatting Details



The Purpose of White Space

- ▶ White space provides visual breathing room for the eye. It breaks up text and graphics.
- ▶ Add white space to make a page less cramped, confusing, or overwhelming.
- ▶ The result should be a document that is easier to read and more accessible.

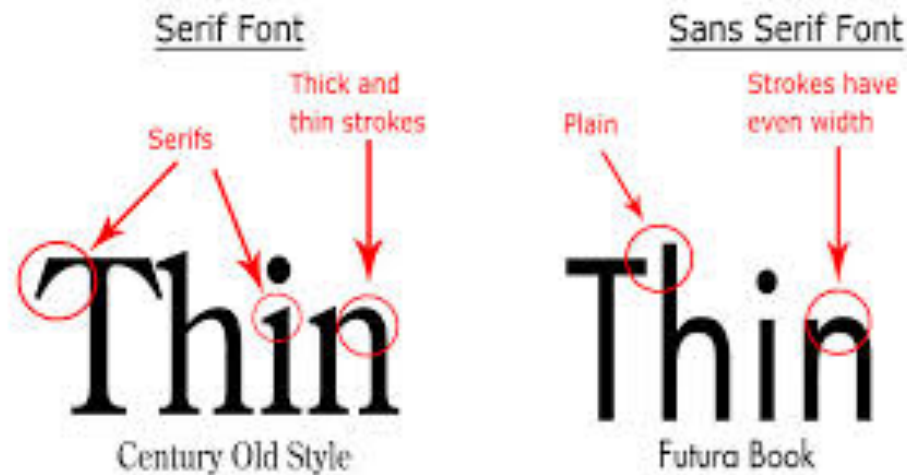


Choose Colours Wisely

- ▶ Choose legible **colours**
- ▶ Use bright **colours** to highlight
- ▶ Sharply contrast backgrounds and texts
- ▶ Avoid red/green combinations
- ▶ Use warm **colours** (oranges/reds) to excite
- ▶ Use cool **colours** (greens/blues) to calm

Fonts

- ▶ Use fonts everyone can read
- ▶ Always use 11 or 12 point for the main content
- ▶ Use serif fonts for headings and sans serif fonts for the body
 - ▶ Or the other way around
 - ▶ They should look different because they function differently



Baskerville	Refined, elegant, beautifully simple
Bodoni	Elegant, subjective, classic yet modern feel
Caslon	Dignified, formal, sturdy yet graceful
Eurostile	Clean, modern, quadratic but with smooth edges
Frutiger	Sturdy, legible, simple, clean
Futura	Elegant sans serif, great personality yet understated
Garamond	Classic elegance, mature without being stuffy
Gill Sans	Sans serif with a distinct, warm, friendly personality
Helvetica	Neutral without being boring, simple, contemporary
Rockwell	Distinct, bold, confident, good display type
Optima	Clean, classy, soothing, smart, beautiful
Franklin Gothic	Classic sans serif font popular for use on billboards, large displays



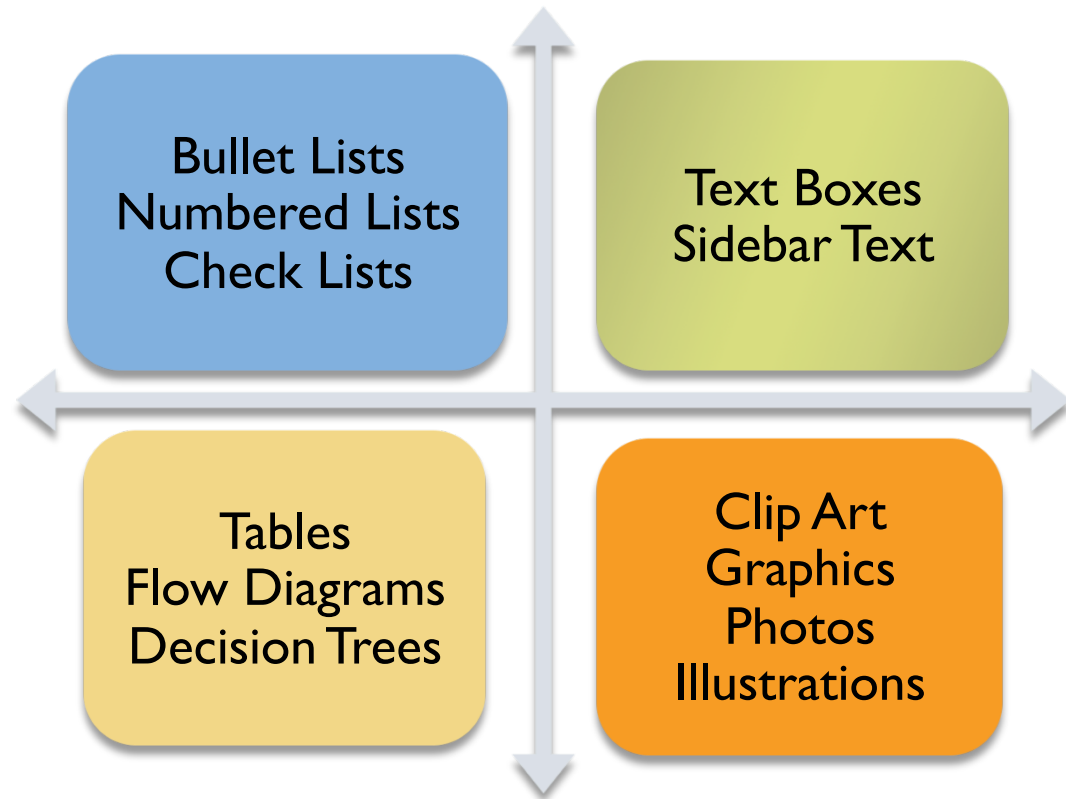
Presenting Information Graphically



Presenting Information Graphically

The benefits:

- ▶ Less intimidating
- ▶ Easier to scan and find information
- ▶ Easier to understand and act on

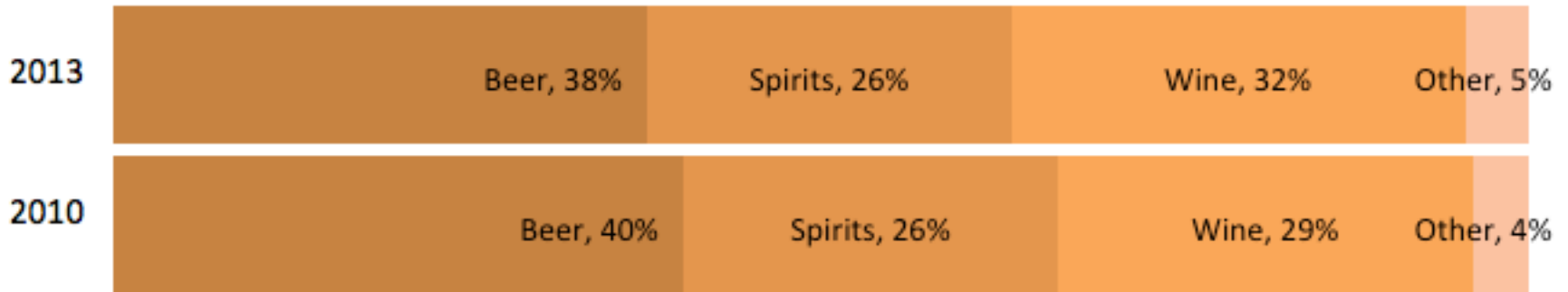


Source: *Duncan Kent & Associates,*
Sharpening Your Writing Skills



Purpose

- ▶ Think about the **purpose** for creating a visual, and then consider how best to highlight the information you want the reader to remember.
- ▶ *For example: the purpose of this graph is to show that the beer market share is shrinking:*



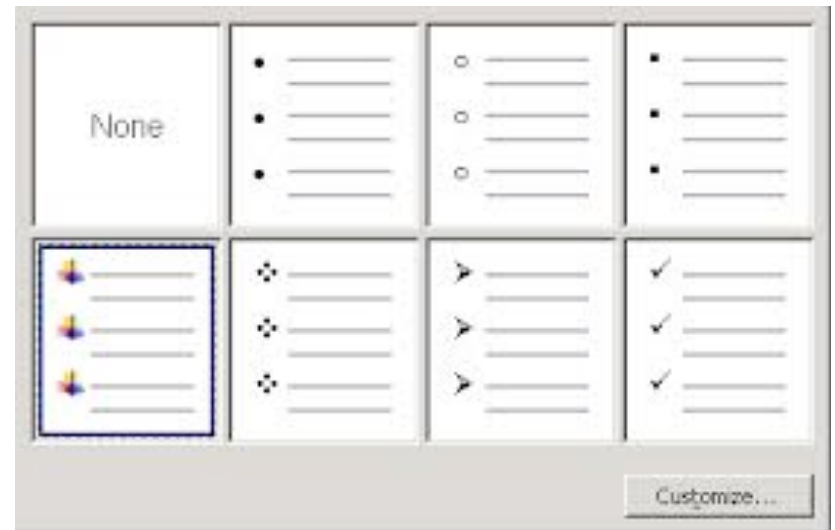
*Figure 2.2 –
Market Share - Alcoholic Beverages Sector*



Bullet Points

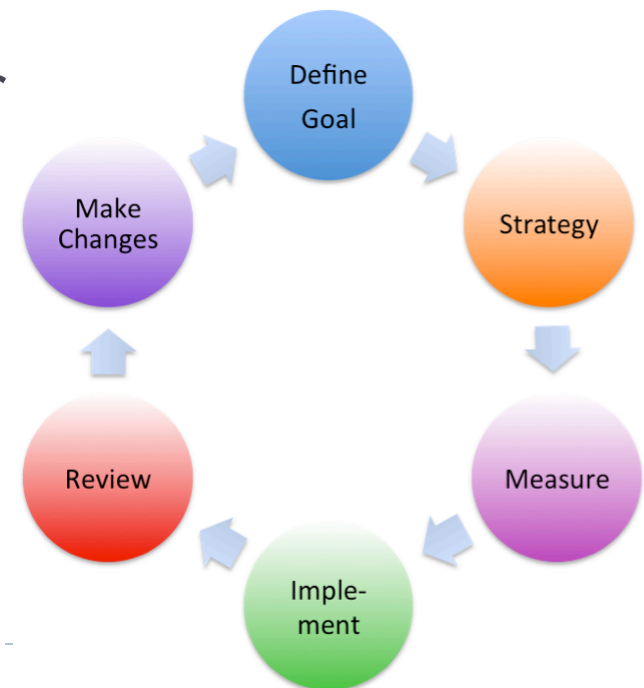
▶ Useful for:

- ▶ Clarifying a series,
- ▶ Presenting a list,
- ▶ Adding emphasis, and
- ▶ Drawing attention to important information.



Graphics

- ▶ Highlight or provide clarity on important information
- ▶ Provide visual organization to your ideas
- ▶ Should be:
 - ▶ Balanced
 - ▶ Appealing or compelling
 - ▶ Clean and free of unnecessary clutter

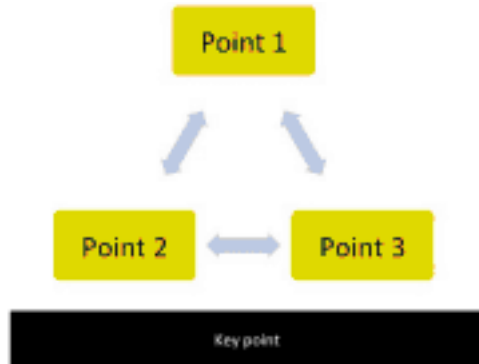


Types of Graphics

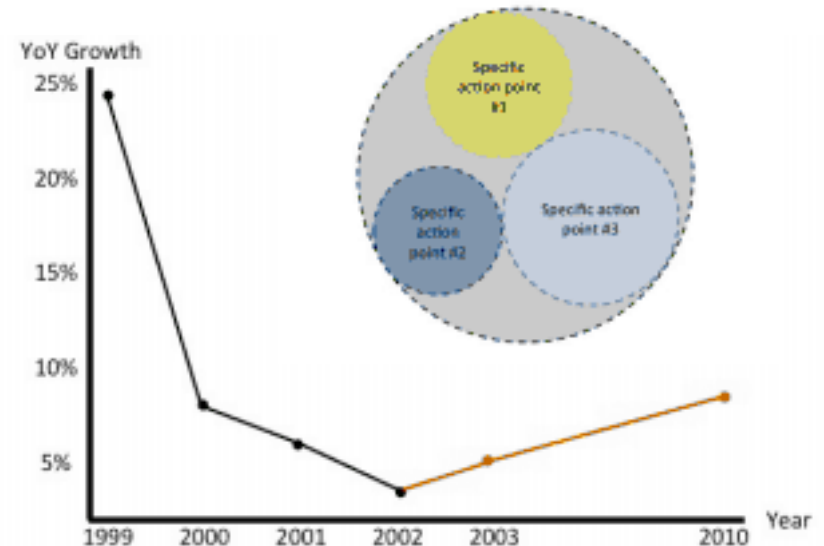
- A **diagram** uses lines, arrows, shapes and so on to explain an idea or show relationships and connections.
- A **chart** can be a map; or it can show statistics - like a bar-chart.
- **Tables** and **graphs** can be used to display both quantitative and qualitative information graphically.
- A **figure** can be any picture that goes with the text of what someone is writing. It might be a diagram or a chart or it might be a photo. The word is sometimes abbreviated to "Fig.": "By 1900, the town extended to the bank of the river. (Fig. 2)"



Examples



	Family Integration	Long-Term Sustainability	Reduction of Systematic Risk
Business Model			
Focus on Flowers Exclusively	✓	X	X
Maintain Flowers & Expand into Vegetables	✓	✓	✓
Vertical Integration with Suppliers	✓	X	X



Identify Graphics

- ▶ Include a label (e.g. “Figure 2”) and a title for the item
- ▶ Include the source unless you have developed it yourself

Fig. 2: Business Model

	Family Integration	Long-Term Sustainability	Reduction of Systematic Risk
Business Model			
Focus on Flowers Exclusively	✓	X	X
Maintain Flowers & Expand into Vegetables	✓	✓	✓
Vertical Integration with Suppliers	✓	X	X

Source: <http://thewebsite.com>



Writing About Numbers

- ▶ Show the numbers in a table or chart
- ▶ Use the text primarily to provide analysis of the numbers
 - ▶ E.g. trends, patterns, anomalies, etc.

	2009	2010	2011	2012	2013	2014 <i>projected</i>
Total Revenue	\$2,289,993	\$2,424,719	\$2,727,396	\$3,514,479	\$4,270,571	\$ TBD
Normalized EBITDA	\$634,481	\$676,774	\$923,879	\$892,524	\$1,085,753	\$ TBD



What follows are sophisticated examples
that are within your reach, but not
necessary for success in this course.



Formatting

- ▶ Vary:
 - ▶ Position (center, left or right justified)
 - ▶ **Bold**, *italics*, underline
 - ▶ Line weights
 - ▶ Shading
 - ▶ Light text on dark background makes the text stand out



<i>Safety Rights:</i>	Low but improving	<i>Economic Need:</i>	Mid-High	<i>Cost Feasibility:</i>	Very feasible
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Highlight Relationships

- ▶ Identify themes of the document
- ▶ Organize information

1	Educate	Education Outreach Aim: to educate students in secondary school about the benefits of cycling, and to generate interest in program
2	Connect	Community Cycling Group Aim: to connect youth committed to Beating Heart's values through bi-weekly cycle tours
3	Engage	Cross-Canada Bike Tour Aim: to build national awareness about Beating Heart values, and to encourage participation in affiliate groups



Comparison

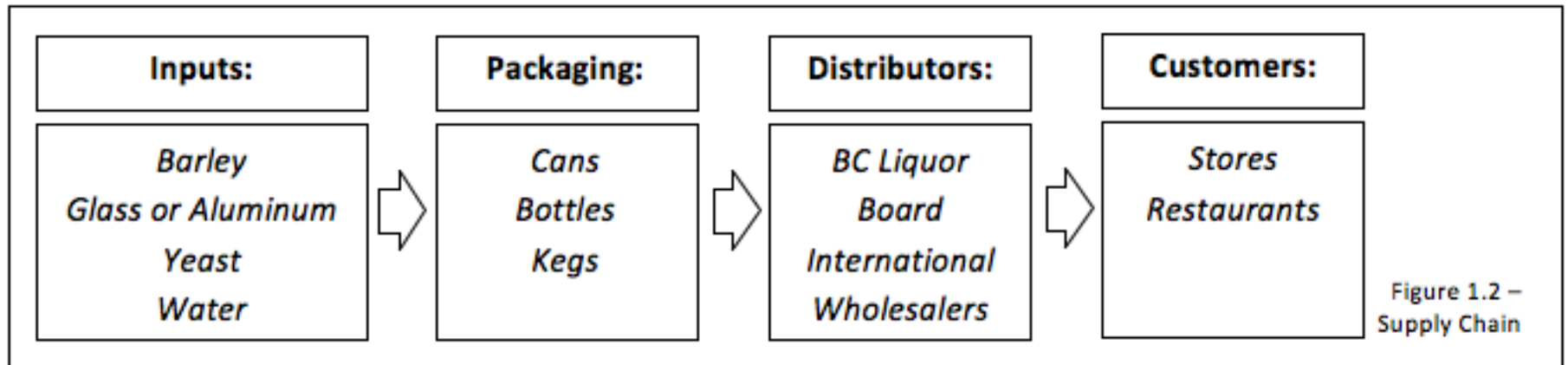
Vocal Range of the World's Greatest Singers



Source: <http://www.spin.com/articles/mike-patton-biggest-vocal-range-octaves-chart-music/>

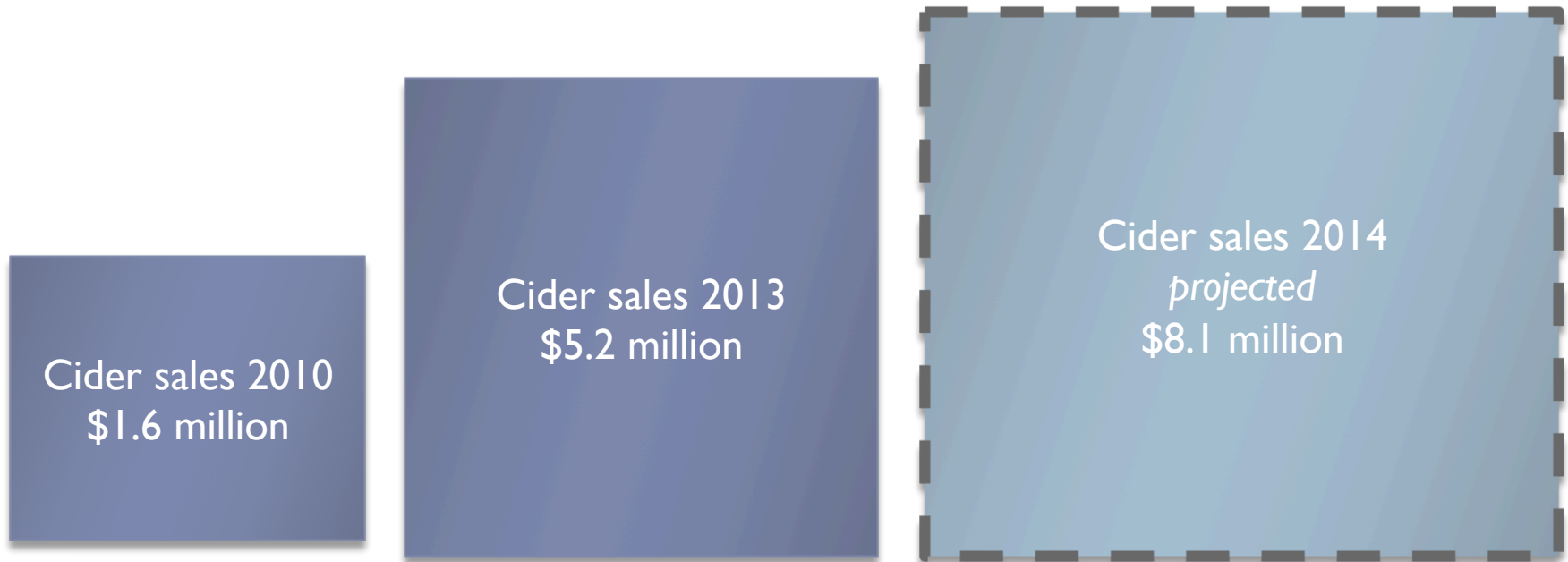
Process Diagrams

- ▶ Visuals are great to show connections/relationships in a process
- ▶ Use text boxes and shapes
- ▶ *For example: The following diagram demonstrates a process where there is a clear start and end point:*



Size Diagrams

- ▶ Can be used to compare the relative size of two or more disparate things
- ▶ Can be used to highlight an interesting or unusual relationship



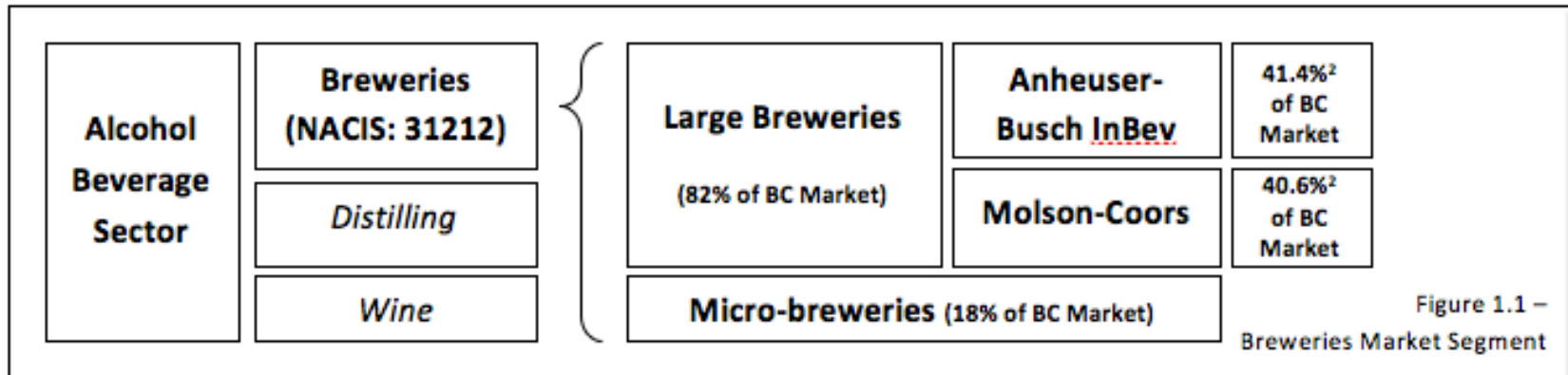
Scale Diagrams

- ▶ Used to prioritize or rank items against a criterion
- ▶ *Note: if you use a vertical scale, the top tends to look better, whereas a horizontal scale does not give one end preference*



Taxonomy Diagrams

- ▶ Used to clarify differences between sub-groups
- ▶ Useful if you have multiple items that vary on different axis



Inserted Text Boxes

- ▶ Are boxes embedded in the body of the text or as a side bar.
- ▶ Are useful for highlighting background or other additional information that you choose not to include in the body of your text
- ▶ Are highlighted using borders and/or shading
- ▶ Often use a different font for further differentiation

FYI

3 out of 4 students underestimate the time it takes to complete online assignments.

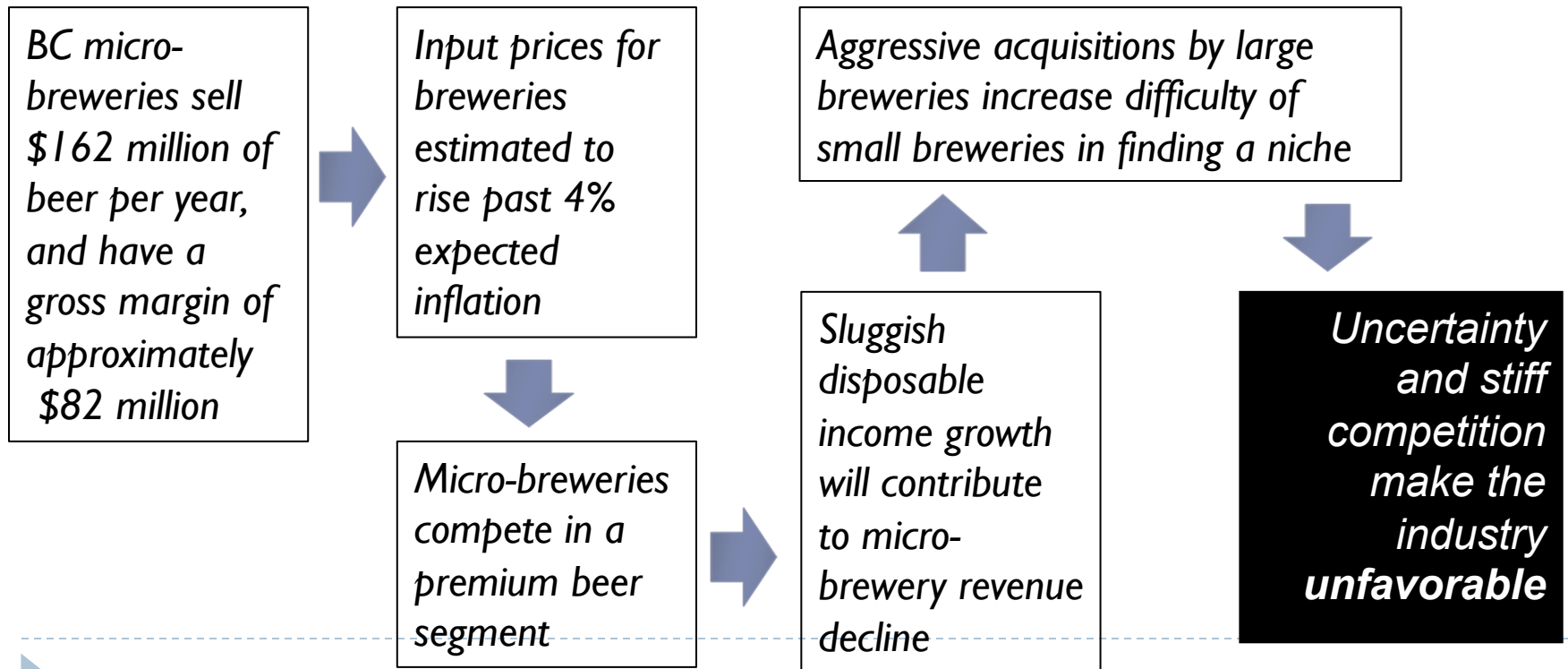
In History

In July 1901 a fire destroyed St. Paul's Church at Metlakatla, demolishing what was said to have been the largest church north of San Francisco and west of Chicago...

-
- ▶ More info at: <http://www.youtube.com/watch?v=0hjsI1idsB8>

Inserted Text Boxes

- ▶ May provide a snap shot of the main idea of each section
- ▶ Goal: textboxes, when read together, should guide the reader through your paper as if telling a story



More Information

- ▶ <http://www.youtube.com/watch?v=AiYPVY55uag>
- ▶ Duncan Kent & Associates, Sharpening Your Writing Skills
(available on Connect in *Additional Student Resources*)



End

