

## M2.2 Exercise: Using Visuals in Document Design

**Instructor Note:** This exercise asks students to look at professional reports that use visuals and identify how the design of the report and the use of the visuals work to make the document effective for the purpose and target audience.

### Exercise

This activity asks you to analyze a sample document that uses visuals, focusing on document and visual design elements and the way the visuals are integrated into text to make an argument/point for the specific purpose and target audience. Your work will help you design effective documents that integrate visuals.

### Instructions

Select one of the following sample visual reports to analyze:

- Sample\_ReportwViz\_Dept of Ed2 (See file M2.2\_Sample\_ReportwViz\_Dept of Ed2)
- Sample\_ReportwViz\_EPA (See file M2.2\_Sample\_ReportwViz\_EPA)

For the report you have chosen, first identify the following:

- Purpose
- Target audience

Then analyze the document for use of the following design elements:

- Headers, footers, titles
- Headings and bulleted lists
- Labeling of visuals
- Placement and size of visuals
- Use of color
- References to visuals in the text—including descriptions of visuals and connections made that tie the visual to the main point or argument

For each of the above elements, answer the following questions:

### Questions

- Is the element used in the report?
- How is the element used? What's the element's purpose?
- Is the element used effectively?

Your analysis will help you design your document and effectively integrate visuals. Upload and Submit your completed work here.