

Document Design Principles

To write effective documents one must consider the way in which the document is constructed. Consider for a moment, that as a nurse, you are an architect of health information and a designer of health messages to a variety of audiences and to meet a variety of needs and demands.

Purpose: The purpose of this assignment is to practice/develop good document design principles. Effective document design can greatly increase speed of access to healthcare for patients and may even ensure efficiency and accuracy in treatment and compliance with medical directives. Effective documents help patients more accurately communicate with healthcare professionals.

Audience: This assignment should be directed at the patients you are likely to encounter in your role day-to-day

Content/Subject:

As a health communicator, you need to develop a brochure, a 6 panel (8.5 by 11) brochure (one of the panels will be for the addressee) related to a topic of your choice. I recommend that you create a brochure that you think could actually be used by others in your department. Be sure to take into account the layout (including placement of graphics and text), headers, spacing and typography for the brochure. Be as specific as possible in your instructions. Keep in mind the information uploaded in blackboard regarding the literacy levels of most of the patients you encounter; those who might truly need the educational material your create. You may use a template ONLY in so far as the template has a layout - but you should modify the template to reflect the organization that might actually use the material. For instance if I were doing it, I'd make sure information about Vidant Medical Center in Greenville, NC were included (like their logo at some point). With your brochure you should attach a memo addressed to your supervisor explaining why this material is needed as a brochure. Explain your choices for the text / graphics you included/excluded. Explain your spacing choices, the typography used. The memo can be no more than one page this time. Also explain why you put certain information on the outside of the brochure verses the inside.

Don't forget you need to make sure you establish your and your organization's credibility. I have included a link to "how to make a brochure in Word" because it's pretty straight forward with diagrams too.

Also, I know in the chapter reading by Barbara Heifferon's text "Writing in the Health Professions" that it appears the pages are cut off. Actually the only thing missing is the white space under the bottom of the page.- the text itself is complete.