CREATING ONE-PAGE REPORTS

1. Identify the audience

Be specific about who you are talking to and their information priorities. The content and layout of the document should be tailored to meet the needs of this audience.

_____

_____

2. Identify the purpose

Write a purpose statement that identifies why you are creating the one pager. This will help you decide what information to include or to exclude.

_____

_____

3. Prioritize the information

Categorize the information most relevant to your audience. Then rank each category from highest to lowest priority to help inform layout of the document.
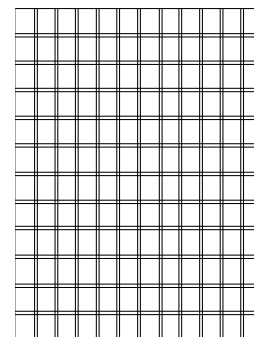
_____

_____

_____

4. Choose a grid

Use a grid to intentionally organize elements visually for readers. Select a grid template from below or see access more pre-made grids on our website along with instructions on how to use them in PowerPoint (video).
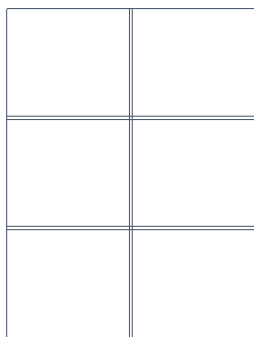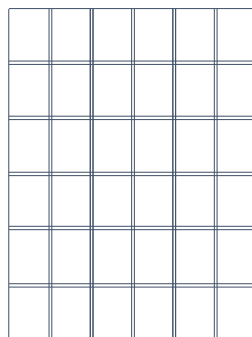
2x3 Grid　　　*6x6 Grid*　　　*12x12 Grid*

5. Draft the layout

Print out your grid layout and sketch your design by hand. This will allow you to think creatively without technological barriers and will save you time.

EvaluATE

6. Create an intentional visual path

Pay attention to how the reader's eye moves around the page. Use elements like large numbers, ink density, and icons to guide the reader's visual path. Identify your visual path below:

1. _____
2. _____
3. _____
4. _____
5. _____

Is this the visual path you want? If no, then re-order.

7. Create an purposeful hierarchy

Use headings intentionally to help your readers navigate and identify the content.

	Size	Font	Color
Heading 1	_____	_____	_____
Heading 2	_____	_____	_____
Body Text	_____	_____	_____

8. Use white space

The brain subconsciously views content grouped together as a cohesive unit. Add white space to indicate that a new section is starting. Indicate below the amount of white space your document has, is it the correct amount?

⟵————————————————————————————————⟶

Not Enough   Just Right   Too Much

9. Get feedback

Run your designs by a colleague or client to help catch errors, note areas needing clarification, and ensure the document makes sense to others.

Round 1 Reviewer _____ *Date of Review* _____

Round 2 Reviewer _____ *Date of Review* _____

10. Triple check consistency

Triple-check, and possibly quadruple-check, for consistency of fonts, alignment, size, and colors. Style guides can be a useful way to keep track of consistency in and across documents. Check consistency with fonts identified in hierarchy section above.

☐ *Font*
☐ *Alignment*
☐ *Size*
☐ *Color*

EvaluATE