

BEFORE: Identifying Audience (Readers/Users)

Who needs to access the information and why? (Primary, secondary, tertiary audiences?) (Who will not or should not have access to this information?)

What questions do they have? What are their concerns? In what environment will users be when they access the information? In what format will they need to access the information?

Journey maps (and field research)? Personas (and demographic data)?



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BEFORE: Gathering Information

What information do their readers need? What sources will readers find trustworthy? How current should the information be? Does the information need to meet or follow any industry or safety standards? Can it be verified?



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BEFORE: Determining Purpose

What is the exact purpose of the writing? What should the document enable users to do? What will it NOT enable them to do?

(Do not write so that others understand; write so they will not misunderstand.)

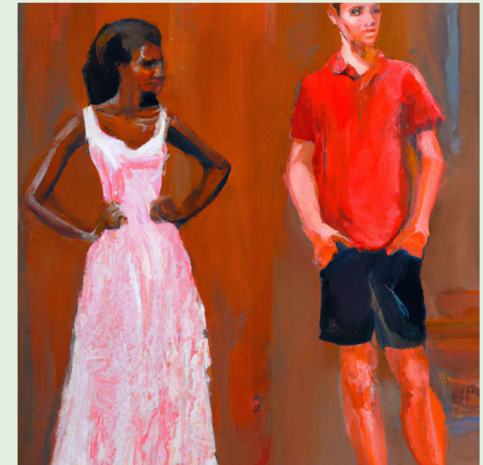


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DURING: Style Choices

Sentence structure, word choice, and visual language contribute to the style and tone of a document.

What effect does passive voice have on the reader? What about tone? Register (formality) or industry jargon?



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>> Quick Deep Dive: Language & Ethics

Organized to cover a variety of topics, this site offers guides and articles on language use. Responsible writers should be aware of the variety of perspectives on language choices, as language and meaning are ever-changing.

<https://padlet.com/cherald4/conscious-style-guide-lca02f9zm7ici4t3>



Conscious Language + Design - Conscious Style Guide

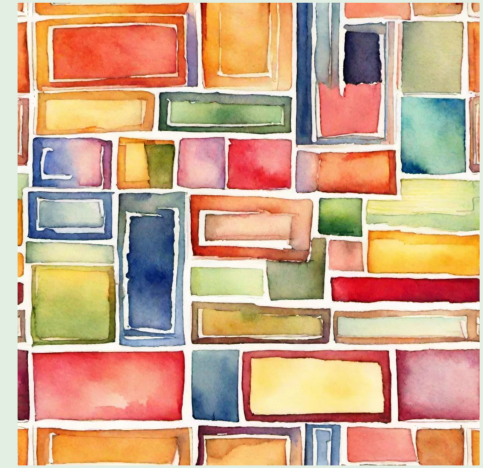
For anyone curious or serious about conscious language. The latest observations, ...
consciousstyleguide.com

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DURING: Visual Rhetoric

What's the best way to organize content for the intended audience so that the purpose is clear (and not **misunderstood**)? What visuals may help readers understand complex information?

What information should be emphasized or de-emphasized? Will the end result meet accessibility requirements?



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Editing

Will the text undergo an editing review? What level of editing will be performed? Fact-checking? Source review? Is the review in-house or by external reviewers?



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Usability Testing

Who, and how many, will test the accuracy of content and effectiveness of navigation and design? Under what conditions?



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