



## 11.1 | Understand: Checklist for Message Design

This is a copy of the Table 11.8 Checklist for Message Design from *Streamlined ID* (2027).

### A STREAMLINED CHECKLIST FOR MESSAGE DESIGN

As you plan the message design, ask these questions to help ensure that the “look and feel” of the final product supports learning instead of obscuring the instructional message:

#### GENERAL QUESTIONS TO ASK

- ☐ Have you considered context specific options?
- ☐ Have you used good information design principles?
- ☐ Have you designed a simple and consistent navigation scheme?
- ☐ Have you considered cross-cultural issues?
- ☐ If translation and/or localization will be required, have you allowed room in your design for expansion due to languages that require more space to communicate the content?

#### QUESTIONS TO ASK ABOUT THE DESIGN

- ☐ Effectiveness: Is the content accurate?
- ☐ Effectiveness: Does each unit (slide, page, screen display, etc.) have an appropriate amount of information?
- ☐ Effectiveness: Does the design support the intended learning outcome?
- ☐ Efficiency: Is key information highlighted for the learner and accessible?
- ☐ Efficiency: Does the design reflect key elements of the future performance context?
- ☐ Efficiency: Is the organization logical and does it communicate the content sequence or hierarchies identified during content analysis?
- ☐ Appeal: Is the content provided essential in nature and is it relevant to the learner?
- ☐ Appeal: Is the content communicated aesthetically appealing? If not, what should be modified, added, or eliminated?
- ☐ Appeal: Does the design attract and maintain the learner’s attention?
- ☐ Appeal: Does the design make effective use of white space and grouping to clarify and emphasize the instructional message?