|  |
| --- |
| **Context**The audience we are designing this website for is …The purpose of this website is to…. (attract learners? Recruit volunteers?...) |
| **Plain Language Checklist for Online Platforms** | **Yes** | **No** | **Does not apply** |
| **Language** |  |  |  |
| We have used a friendly, positive, personal tone such as I, you, or we. |  |  |  |
| We have used common vocabulary.  |  |  |  |
| We have spelled out acronyms or abbreviations (and used as few as possible). |  |  |  |
| We have used short sentences (20 words or less) and each sentence has one idea. |  |  |  |
| We have used short paragraphs with one idea per paragraph. |  |  |  |
| The readability level is appropriate for our audience (around a Grade 4-5 level for foundational literacy learners and Grade 6-7 for the general public). |  |  |  |
| **Information Flow** |  |  |  |
| We have divided the information into appropriate sections with headings. |  |  |  |
| The most important information is at the beginning of the page and at the beginning of each section. |  |  |  |
| We include only the essential information and do not clutter with unneeded detail. Generally, shorter is better for audience interaction. |  |  |  |
| Information is organized logically: most important to least important. |  |  |  |
| **Design** |  |  |  |
| We highlight important information on the page by using a coloured font, a box around it, or some other design technique. |  |  |  |
| Headings and subheadings are a different font style and size than the body text. |  |  |  |
| We use bulleted lists where appropriate instead of long sentences or paragraphs. |  |  |  |
| We do not use ALL CAPS or *italicized* print. |  |  |  |
| The font size is responsive to the screen size that displays it (around 16pt or bigger is good). |  |  |  |
| We use only two or three standard font styles (such as Times New Roman, Calibri or Arial). |  |  |  |
| There is white space on the page; at least one-inch margins; and white space between paragraphs and sections. The page is not crowded with text or graphics. |  |  |  |
| The left margin is justified (straight), the right is ragged. |  |  |  |
| Simple, realistic line drawings or photos illustrate key points. Images around 400x209 pixels work best. |  |  |  |
| We put brief plain language captions underneath or beside graphics to reinforce the message. |  |  |  |
| We use images and videos that reflect the audience for the website. |  |  |  |
| The font is in a dark colour on a light background. We use easy to read font colours (e.g. not red). |  |  |  |
| Our CALP’s logo and contact information is clear to find on every page (e.g. footer of every page). |  |  |  |
| Easy navigation (clear tab descriptions, headings, or pictures with links). There are only a few “clicks” to get to most of the information. |  |  |  |
| Government of Alberta’s logo is included to acknowledge their funding. |  |  |  |