Preparing Materials for Design

Follow these tips and guidelines to ensure a smooth and efficient design experience. You can always reach out to the Design Team at cpprdesign@ku.edu with any questions or concerns. **We're here to help!**

General

❏ **PRINT VS. DIGITAL**
Determine whether your project will need to be printed or will appear online only. This will determine how we set up the files and if we need to look into printing costs. If the document is intended to be posted online with the option to download and print, this too should be communicated to DT as we may need to prepare two documents.

❏ **TABLE OF CONTENTS (TOC)**
Your TOC determines how we organize our files and folders as well as how we set up our documents. Please provide us with a TOC that includes each section and subsection. See an example here. Be sure to include:

Cover
Front matter
TOC
Acknowledgments
About us
Funding statement
equity statement
Etc
Narrative sections
Appendices
Backmatter
Endnotes
References
Index
Etc

When possible/relevant, indicate the approximate page count of each section.

Accessibility

We are committed to creating documents that are accessible to audiences of all abilities. We have some tips and tricks to help you with creating files that meet optimum accessibility from the onset so we don't have to spend valuable time remediating issues on the back end of a project.

❏ **RESOURCES**
Check out our accessibility resources here.

kucppr.org/2020/01/22/accessibility/

❏ **STYLES**
Always use Styles when creating Word documents. This gives us a big head start when it comes to creating accessible projects. Download our Quick Tips Document from the accessibility resources page in the Toolbox to help you with creating accessible Word docs. You can also reach out to the DT to set up a one-on-one introduction or refresher accessibility training.

❏ **QUICK TIPS DOCUMENT**
Download our Quick Tips Document from the site listed above to help you with making your Word files accessible.

Have questions or need assistance?
The Design Team is here to help. Email cpprdesign@ku.edu to connect with the team.

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File Naming Conventions

❑ When you share documents with DT, file names should mirror the section names outlined in the TOC.

"Section 1_Identifying Quality and Capacity of Existing Programs"

❑ Tables in the appendix should be titled with the Appendix prefix followed by the table number and then the table title. Number tables consecutively.

"Table A.1_Demographics by Region"

❑ Appendix titles should correspond to their section and title

"AppendixA_Description of Risk Domains"

Graphs/Graphics/Images

❑ **GRAPHS/CHARTS**
For all graphs, provide DT with the data used to create the graph in an Excel file.

❑ **ALT TEXT**
Create and provide alternative text for all images, and graphics (including triads, dyads, etc). For more information on creating alt text, visit the CPPR Toolbox
kucppr.org/2020/01/22/accessibility/

❑ **IMAGES**
All images and graphics must be provided as individual high-resolution image files suitable for printing.

Tables/Graphs: Best Practices

To meet accessibility requirements, please keep the following in mind:

❑ **TABLE/GRAPH NUMBERING**
Tables appearing in the narrative should be numbered consecutively from beginning of the narrative to the end (not by section).

❑ **TITLE YOUR TABLES/GRAPHS**
All tables must have a unique title. When creating titles, consider what you want the reader to take away from the table. What is the bottom line? For Example, compare these two examples:

Standard title approach:
"The Number of Covid-19 Cases Reported in October by County"

More impactful title approach:
"While most counties had an increase in the number of Covid-19 cases in October, only Douglas County showed a significant reduction."

❑ **ALL TABLE CELLS MUST HAVE CONTENT**
We need to fill every cell with content a screen reader can read. We cannot have any empty cells. Please use "n/a" or an alternative rather than leaving a cell empty (a dash is not considered meaningful content).

❑ **NO MERGED CELLS**
We cannot have any merged cells.

❑ **TABLE HEADER ROWS ARE REQUIRED**
Tables must have a header row.

❑ **TABLE PLACEMENT**
Tables that will appear in the narrative should be placed in the appropriate place within the narrative.

❑ **TABLES PROVIDED BY PARTNERS**
It may be worth providing partners with Word table template with which to create their large tables. This can help us avoid accessibility issues and save everyone time.
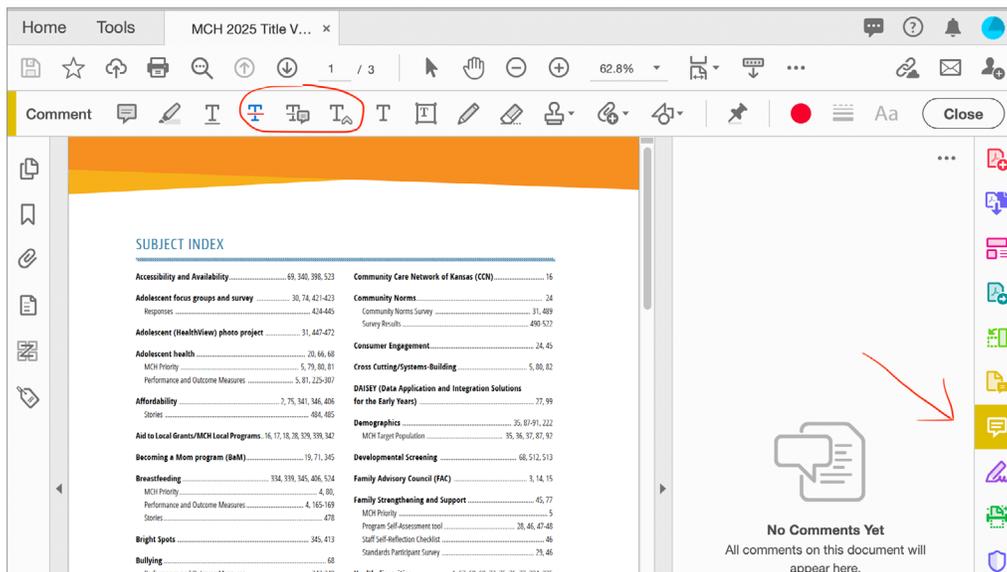
Reviewing Materials from the Design Team

Follow these tips and guidelines to ensure a smooth and efficient review process. You can always reach out to the Design Team at cpprdesign@ku.edu with any questions or concerns. **We're here to help!**

Tips for Reviewing documents from the DT

☐ When marking up a hard copy, please use an ink color that is distinctive from the content on the page to help it to stand out.

☐ When using the PDF Comments function, use the Strikethrough text, Add note to replace text and Insert text at Cursor tools (see screenshot below).

☐ All edits that are submitted to DT should be intended for and directly actionable by the designer. All content-related questions from internal and/or external partners must be resolved before returning comments and feedback to DT.

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