

What makes something readable?

There are three sides to readability: The words you choose, the layout and the design you use.

Think Words

One half of readability is all about the mechanics of your writing. It's assessed on your choice of words and the structure of your sentences, so make sure your copy is:

- Accessible
- Free from jargon
- Written in the active tense
- Creative and cliché free
- Put together in short(er), varied sentences.

Think layout

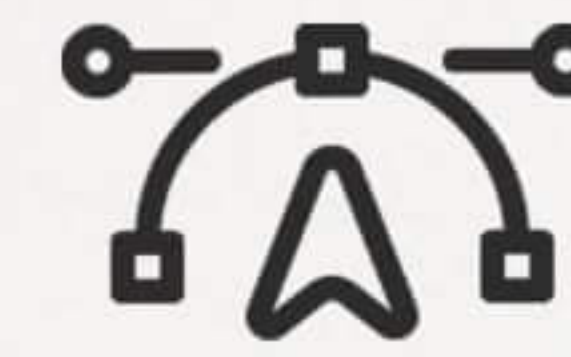
As a writer it's important to understand the basics of layout and design. After all, you write to be read! But when most people read, they scan. So you need to:

- Create a clear hierarchy of information
- Say YES to headings and sub-headings
- Use bullet points and pull-out text
- Avoid hyphens and lone words
- Leave space for great visuals!

Think design

You will be surprised how different your work looks as part of a polished piece. If you can, try and work out a sample page, or get a sense of the design before you go too far. Remember:

- White space isn't dead space!
- Give your copy space to breathe
- Short(er) lines and paragraphs work best
- People read from left to right
- Use complimentary, readable fonts.



Ensure adequate line spacing such as 1.5 is in place to make your writing more readable.



When editing your writing, be tough on yourself, cut out repetitions or lengthy phrases that could be replaced by a single word.



Vibrant colour palettes help draw attention to particular sections of your content that you want to stand out.



Put simply, left aligned text is easier to read, this is because centre aligned text has a different start point on each line.



Font sizes such as 12pt will ensure something is readable without being too in your face.