

COMMUNICATION PACKAGE FOR REPORTS

Visioning Worksheet

Use this form as a worksheet to get clear about how you might take your report beyond anything you've previously considered. The questions and suggestions can be used to inspire your creativity and spark conversations among your team.

If you'd like to discuss the possibilities for your project, contact us to arrange a brainstorming session. We'll spend 45-60 minutes with you to discuss your ideas, answer questions and help you formulate a plan for next steps. To schedule your free session, reach us at +1 509.493.2487 or info@bluemarblecreative.net.

ABOUT YOU

COMPLETED BY:

--	--

(First Name)

(Last Name)

--

(Organization Name)

--

(Contact email)

ABOUT YOUR REPORT

What is your report's current title?

--

Report description or abstract:

--

Author(s):

--

Sponsor(s) (if any):

--

Anticipated publication date: mm/dd/yyyy

--

AUDIENCES

Who are the intended audiences for this report? For each, list the main thing you want them to know or do?

--

STYLE

Is there an established look and feel for this report/project?

_____ yes

_____ no

If yes, does a brand guide or template exist?

_____ yes

_____ no

If no, what examples can you point to that you may wish to emulate? List these and the reasons why you chose each.

Is there an editorial guide or a particular writing style manual you follow?

_____ yes

_____ no

If yes, which one?

WORKFLOW

Who will answer questions about the content?

Do you enjoy having a thought-partner to help clarify your ideas? Have you ever used visual documentation as part of this process?

Who should be included in the review process?

Who has the authority for final approval?

1. THE DOCUMENT

Professional design and layout can make the difference between readers feeling overwhelmed or enthusiastic. Beyond strategic use of typography and white-space lies a world of details that can significantly impact attraction and comprehension. We can help you with various aspects of publishing.

Approximately how many MS Word/Google Doc pages is the document?

What elements will the document have? "X" all that apply.

_____ outside front cover

_____ pullout quotes

_____ outside back cover

_____ section opener/ divider pages

_____ inside title page

_____ interior photos

_____ author(s)

_____ interior graphics (tables, charts & other figures)

author affiliation(s)
 sponsor logo(s)
 copyright and licensing
 acknowledgments
 author bio
 table of contents
 sidebars

footnotes
 endnotes
 appendices
 index
 glossary
 bibliography
 glossary

What other elements?

How will the document be distributed?

electronic
 commercially printed

printed in-house

Will you need help with print coordination?

yes

no

2. VISUALS & GRAPHICS

Figures, tables, charts, photos, illustrations, data visualizations and other graphic elements make ideas tangible and can heighten the visibility of your content. Your document may already contain some graphics, but when these are reconsidered in light of what designs will best clarify concepts and hold reader's attention, your work is elevated to the next level of access.

How many graphics do you anticipate? Have you drafted these already, or are they in the concept stage? List all possible graphics.

Should any of the graphics be dynamic or data-driven? If so, which ones and why?

Do you believe graphics should be absorbed easily at-a-glance, or studied in-depth?

Where else might your graphics be used?

website
 social media

presentation slide decks
 other colleagues

Will there be photos used for the cover or interior pages?

yes

no

If yes, where are these photos being sourced?

an existing library

stock image site

_____ upcoming photoshoot

3. DERIVATIVE MEDIA

Derivative media are communication tools that can help you engage with people who may otherwise not pay attention, increase exposure and build support for your project.

What other media might be helpful? "X" all that apply

- | | |
|----------------------------------------|-----------------------------------|
| _____ booklets | _____ explanatory motion graphics |
| _____ summary/overview | _____ event material |
| _____ brochure | _____ interpretive signage |
| _____ flyer | _____ physical model |
| _____ postcard | _____ products and giveaways |
| _____ onesheet | _____ toolkit |
| _____ website | _____ presskit |
| _____ presentation deck | _____ style guide |
| _____ planned content for social media | _____ handbooks/workbooks |
| _____ video | |

Did this document get you thinking? If you'd like to bounce your ideas around with us, call +1 509.493.2487 or email info@bluemarblecreative.net.