

## AEA Coffee Break Webinar

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### Emphasis

Draw attention to your **main points** by establishing a hierarchy of information in your evaluation report. Consider using outdenting, bolded text, font changes, size changes, italics, or something else creative you think of to offset your key ideas.

### Tone

Pick fonts and colors for your project and be consistent about their use in all of your communication with that client. Color options can be explored with Adobe Kuler, a free online tool ([kuler.adobe.com](http://kuler.adobe.com)). Once you find a color palette you like:

1. Click on the sliderule icon to get the **RGB color codes**. Jot these down.
2. Open your Office document (I'm using 2007 here) and click the **Page Layout** tab.
3. On the left side of the banner, click the Colors button. Then choose Create New Theme Colors.
4. Change you accent and text colors to match those you chose in Kuler by clicking a color box and selecting **More Colors**. Here, you type in the RGB color codes you jotted down.
5. Repeat this procedure to set fonts, using the Font button, also on the left side of the banner.
6. Then click the Themes button. At the bottom, select the **Save Current Theme** option and pick a fun name for your new theme. (I usually name it after my client.) Now you will have these color and font choices available in new documents and in other Office applications, too.

### Functionality

Don't get carried away decorating your report. Too much ornament will distract from your message. Graphic designers say it can even produce anxiety in the reader (and readers of evaluation reports are already a bit anxious). Keep the report functional by limiting your design to:

**2** fonts

**3** colors

**4** levels of hierarchy