

TransSolutions Internship Notes:

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Project Summaries:

Pros:

- Captions underneath photos are compliant with ADA standards
- Headers are clear, large, and a different color
- Bulleted items make sense under the appropriate documents

Cons:

- Subject across most of the project summaries is too far from the verb
- No actor in the sentence
- Formatting for “client name... fees” can be confusing to understand since it’s a two-column format
- Passive sentences can be replaced with active
- Some sentences have repeated information or over explanations
- Photos can be blurry or unclear their purpose for the document

PowerPoints

Pros:

- Sans-serif font choice
- Effective use of negative/whitespace
- Nested information helps the reader to understand the flow of information
- Good contrast and font choices

Cons:

- Some information overlaps each other
 - o Needs a transparent logo to avoid this
- Images/flowcharts can be unclear because of how small the font is within the images
 - o Condense information that is within graphics. They need to be used for quick and easy information in a way that can replace a written paragraph.
 - o Blurry images or text
- Overlapping elements in flowcharts or cutting off the image that it is attached to
- Headings can be too close to the edge of the powerpoint
 - o Margins are not consistent across the page and disrupt eye-flow

- Some graphics could do better on their own with an oral component instead of written text beside it to explain
 - o For virtual distribution, a narration over the slide can substitute this issue

Website Notes


Pros:


- Picture slideshow is a really effective way for an interactive piece to the website
- Homepage is what needs the most work to effectively deliver the information, other tabs are fine.
- Double/multi column format is great for webpages since a lot of studies show people do not tend to read all the way across the page – makes for effective design choices and keeps information organized
- Font is good to be sans-serif. Serif or script fonts tend to be ineffective

Cons:

- Too much whitespace because the photo and links do not fit to the page
- Font size is a bit too small in the space under the heading, and heading could be bigger
- incorporating clearer and high-quality images
- inconsistency with font size, color, choices
 - o choose one to two fonts: one for headings and subheadings and another for the body text.
- Mobile website links are missing


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