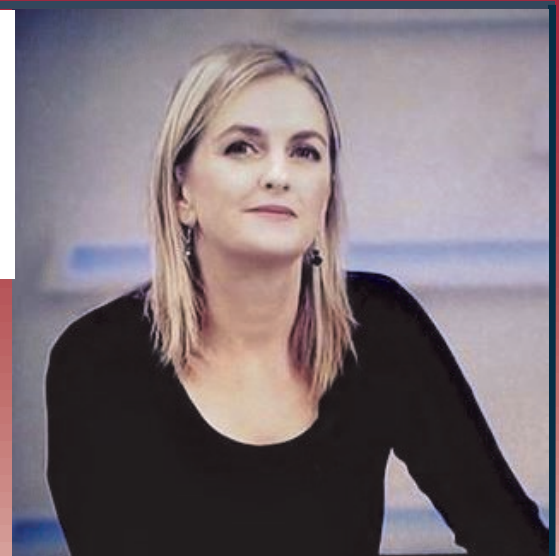




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# Document and Form Design Workshop

Presented by: Dr Eleanor Cornelius

**2-4 June 2015**

Tuesday and Wednesday 09:00-16:30

Thursday 08:30-15:00

**Dr Eleanor Cornelius** is a senior lecturer at the Department of Linguistics, University of Johannesburg. She teaches linguistics, psycholinguistics, text-editing, language practice and practical legal translation at undergraduate and postgraduate level.

She is a council member of the South African Translators' Institute (SATI) and a SATI accredited simultaneous interpreter. In August 2014 she was elected to serve on the Council of the International Federation of Interpreters (FIT).

Dr Cornelius often presents workshops on the topic of plain (legal) language in academic and corporate environments. The design of effective and accessible documents and forms formed an integral part of her doctoral research.

## About the workshop:

The modern text editor, in addition to knowledge of grammar, style, register and punctuation, needs knowledge of the principles of document and form design to ensure their documents communicate effectively. Texts that are unattractive and poorly designed leave a lasting impression with damaging consequences for the image and reputation of the author, company, organisation or institution.

Karen Schriver, well-known information design expert, defines **document design** as follows: "Document design is the act of bringing together prose, graphics (including illustration and photography), and typography for purposes of instruction, information, or persuasion. Good document design enables people to use the text in ways that serve their interests and needs."

As much as attractive and easy to use documents are important for successful communication, a company's **forms** may also leave an enduring image with the user of the form, especially as a form is often the first point of contact between client and company, organisation or institution.

The workshop fee is **R2 900** per person.  
(This includes stationery and tea/coffee with light refreshments, but lunch is excluded.)

**The workshop will be presented in English.**

**The closing date for registration is 15 May 2015.**

For more information or to register, please contact Marike van der Watt ([shortcourse2@sun.ac.za](mailto:shortcourse2@sun.ac.za)).

## Content

The following topics, among others, will be discussed during the workshop:

- **Macrostructural issues** such as the use of tables of contents, overviews and/or summaries, definitions, headings and titles, sentences and paragraphs, placement and organisation of information, examples, indexes, numbering, vertical lists, tables, illustrations and graphics
- **Typographical issues** such as font type and size, line length and spacing, justification, use of white/blank space, form, size, colour, figure/ground, proximity/distance, similarity/difference and alignment
- **Forms** as conversations between users and organisations, companies and institutions
- The cost of **poor design**.

## Objectives and outcomes

At the end of the workshop participants will be able to:

- Use the metalanguage of document and form design correctly
- Carry out a comprehensive analysis of the context in which a document or text will be used
- Describe and assess the quality of documents and forms in terms of current document design principles
- Suggest changes to the layout of a series of sample documents in terms of language and content, as well as layout and typography, to improve the overall communicative quality of these documents.

Participants will not become expert document designers at the end of this workshop. However, they will be able to critically appraise a document and to make suggestions to improve its quality.

## Intended target audience

This basic introductory three-day workshop is intended for people who are interested in creating documents that balance content and visual design for optimal communicative success. The interactive workshop is recommended for text editors, translators, communication and marketing/advertising specialists, publishers, document and form designers, among others. **No prior (specialised) knowledge of document or form design is required or presumed.**

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