Relevance

Relevance is a key that unlocks meanings.

(Nina Simon, *The art of relevance*)

Clear communication

A communication is in plain language if its wording, structure, and design are so clear that the intended audience can easily find what they need, understand what they find, and use that information.

When drafting a plain language text, there are 5 general areas to consider:

1. Audience and purpose
2. Structure
3. Design
4. Expression
5. Evaluation

Source: http://plainlanguagenetwork.org/plain-language/what-is-plain-language/

Design

- Choose a sans serif font
- Align the texto on the left (don't justify);
- No more than 50-60 characters per line;
- Comfortable spacing between lines and characters;
- Do not use only capital letters;
- Avoid using italic or bold in large extensions of text;
- Avoid placing text directly on a background with graphics or photos;
- Guarantee at least 75% contrast between font and background;
- Pay attention to the finishing materials (in the case of exhibitions, depending on the lighting)
- Pay attention to the weight of the paper (almost transparent sheets allow you to see the text on the back and this creates difficulties when reading);
- Labels should be placed at 80-90cm high and inclined
- Objects such as books, photographs, plants, etc. must also be presented with an inclination.

Sources:

A practical handbook on accessible graphic design

Effective colour contrast and making text legible

Acesso Cultura (2020), The cultural participation of people with disabilities or impairments: how to create an access plan

1. Target audience

2. Materials, plataforms

(website, materiais de divulgação, painéis, folhas de sala, tabelas, audiovisual…)

3. Ekarv method

- Simple, concise and direct phrases
- Place words in a usual order, write as you speak; read out loud
- Divide long or complicated text in sections
- Verbs in the active voice, refer the subject right at the beginning
- Short quotes and coloquial expressions
- Avoid slag and technical terms (or explain them)
- Ask questions
- Associate information to day-to-day experiences

What does this reveal?

What is its relevance for the target audience?

What meaning does it bring?

What difference does it make?