

Project plan builder

This has been designed to help you plan your projects and to keep on track throughout the production process.

At the beginning of a new project, use it to decide what you will need to produce the resource. You can then refer to this checklist during the project or use it to create a brief for the writer, editor, evaluator etc.

Research and planning

Ask yourself	Actions or techniques	Find out how	Tick
What is the issue?	<ul style="list-style-type: none"> • Research the problem • Assess current publications • Choose the medium • Use experts • Use intermediaries 	Page 21	
What do you want to achieve?	<ul style="list-style-type: none"> • Decide your objective: <ul style="list-style-type: none"> – raise awareness – increase understanding and knowledge – guide people through a process, offer support – get people to take action 	Page 24	
Who is your audience?	<ul style="list-style-type: none"> • Decide what your audience needs • Research your audience • Understand your audience • Direct your audience 	Page 30	
What format will you use?	<ul style="list-style-type: none"> • Consider producing: <ul style="list-style-type: none"> – paper information – online information – information in other formats 	Page 33	

Writing and piloting

Ask yourself	Actions or techniques	Find out how	Tick
Who will write your information?	<ul style="list-style-type: none"> • Make the roles clear • Get a second opinion • Give someone the final say 	Page 36	
What will you include in your information?	<ul style="list-style-type: none"> • Separate detail from main text • Make important information stand out • Ask those who know for advice • Pilot a draft 	Page 37	
What language will you use?	<ul style="list-style-type: none"> • Research the reading age of your audience • Keep to the point • Break up the text 	Page 38	
How will you ensure that your information is accurate?	<ul style="list-style-type: none"> • Trial a draft version • Use a reliable source • Ask an expert • Keep records • Review the draft 	Page 39	
How will you pilot your information?	<ul style="list-style-type: none"> • Choose a suitable method • Be clear about what you want to know • Consult your audience • Ask advisers 	Pages 41, 42	

Presentation and design

Ask yourself	Actions or techniques	Find out how	Tick
Which design will you use?	<ul style="list-style-type: none"> • Use images • Use case studies and examples • Trial a draft version 	Page 43	
How will you structure your information?	<ul style="list-style-type: none"> • Choose the order • Develop a contents list • Use clear headings • Provide an overview • Order information sensibly • Repeat what is important • Use a clear writing style • Use an editor • Get feedback 	Pages 44, 45	
How will you present your information?	<ul style="list-style-type: none"> • Vary your approach • Include case studies • Include images • Include flowcharts and decision trees • Include quizzes and questions and answers • Consider other presentation methods 	Pages 47, 48, 49	
How will you get the reader's attention?	<ul style="list-style-type: none"> • Consider needs when designing for paper • Consider needs when designing for web pages 	Page 50 – 53	

Legal obligations and translations

Ask yourself	Actions or techniques	Find out how	Tick
How will you meet legal obligations	<ul style="list-style-type: none"> • Understand reasonable adjustment • Consider unjustifiable hardship • Meet your positive duty 	Page 54	
Should you make the information available in other languages?	<ul style="list-style-type: none"> • Investigate what languages are spoken • Ask intermediaries • Check existing demand 	Page 55	

Post-production considerations

Ask yourself	Actions or techniques	Find out how	Tick
How will you get your message out there?	<ul style="list-style-type: none"> • Use your own organisation • Promote your information 	Page 57	
How will you monitor and evaluate your information?	<ul style="list-style-type: none"> • Consider different monitoring and evaluation techniques 	Page 59	
How will you ensure that your information stays up-to-date?	<ul style="list-style-type: none"> • Set a review date • Make someone responsible • Check for changes • Keep track • Date your information • Keep everyone updated 	Page 64	