

TEN QUESTIONS FOR TEXT INTERPRETATION

1. Who is your audience?
2. Where is text needed?
3. What does it need to do?
(orient, inform, satisfy, support, provoke...)
4. What are the practical constraints?
(available space, available information, resources)
5. What questions and preconceptions will visitors have?
6. What messages do you want to share?
7. What stories do you want to tell?
8. What can you leave out?
9. How can visitors search to find out more?
10. How can visitors accidentally encounter other stories?

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