

Glance Test

| | signal | NA | noise |
|------------------------------------------------------------|-----------------------|-----------------------|-----------------------|
| Did it pass the glance test? | <input type="radio"/> | | <input type="radio"/> |
| <hr/> | | | |
| One Message (one point vs. many) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <hr/> | | | |
| Audience Relevance (resonant content vs. inapplicable) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <hr/> | | | |
| Visual Elements | | | |
| Background (supporting vs. distracting) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Text (scannable vs. document) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Color (system vs. random) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Photo (simple vs. involved) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <hr/> | | | |
| Data (emphasis vs. non-emphasis) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <hr/> | | | |
| Diagram (shapes clarify relationships vs. confuse them) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <hr/> | | | |
| Arrangement | | | |
| Contrast (clear prioritization vs. indistinct) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Whitespace (open space vs. cluttered) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Hierarchy (identifiable parent child vs. no relationship) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Unity (structured grid or look vs. unstructured) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Flow (clear path for eye vs. meander) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Proximity (intentional placement vs. random) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <hr/> | | | |
| Animation (intentional meaning vs meaningless distraction) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <hr/> | | | |
| | <input type="radio"/> | vs | <input type="radio"/> |