Best Practices for Creating a Graphic-Rich Ordinance That is Ready to Codify

1. When adding new content, use a numbering scheme that is consistent with the rest of the Code

> This will help provide a cost savings during codification and enhance usability of the content.

> Send a draft to General Code for a pre-edit review prior to adoption.

2. Minimize unnumbered/unstructured text

> Limit to captions for photos or short commentary.

3. Lay out body copy in a single column if possible

> Traditional two-column text layouts are customary holdovers from print-centric publishing meant to save pages.

> Online applications rarely use two column layouts, and they are not mobile-friendly.

> Avoid two-column text unless the layout improves readability.

4. Keep layouts simple and straightforward

> Don't use unnecessary graphical elements that may detract from impact of important information.

> Use graphical elements that improve organization or clarify information in some way.

> Use a consistent "grid" layout approach throughout documents.

> Avoid arbitrary placement of graphical elements across pages.

5. Use consistent table styling and formatting throughout document
(standardize colors, shading, and cell borders)

> Consistency improves usability while simplifying codification.

> Avoid "one-off" page layouts, where possible, to save time and money during codification.

6. Deliver original photography and illustrations in native, high-resolution formats

> Secure all rights to photography/artwork in advance of codification project.

> Instruct subcontractors to deliver all supporting files upon project completion.

> Send all artwork and graphics used in final document.

7. Use legible, easy-to-read fonts

> Avoid script or highly unique fonts.

> Be aware that Web fonts used on *eCode360* may vary slightly in appearance from print fonts.

8. Remain open to layout alteration or optimization suggestions during codification

> This may provide significant cost savings during codification and improve online user experience.

By following these steps you could realize a cost savings during your codification process. Please contact us for an estimate so you can establish your budget.