

Routes by Design

Analyze how a public information poster guides readers.

11.P.AC.1.d “Describe, analyze, and evaluate the design and organization of the text, explaining how specific formats, structures, patterns, and features influence the audience, contribute to the text’s accessibility, and support the text’s purpose...”

NAME _____

DATE _____

1 READ AND MARK _____ Read it twice

YOUR JOB Underline each section heading, circle three described design features that improve access, and number the directions “check, match, and follow” 1 through 3. Use your marks to trace how the poster guides passengers from finding a route to acting on it.

Reading a Transit Poster

- ① **BEFORE YOU BOARD:** At Harbor Station, a new poster helps passengers choose between the ferry, bus, and rail lines during service changes. Its largest feature is a color-coded map placed at eye level. A short heading, “Find Your Route in Three Steps,” tells hurried readers what the poster will do. Beneath the map, three numbered directions begin with action verbs: check, match, and follow. The poster does not explain every schedule detail. Instead, it directs riders to a QR code and a phone number for live information. This layered design serves commuters who have different amounts of time and different ways of getting updates.
- ② **WHY THE COLORS MATTER:** The map repeats the same color for each line's name, path, and platform symbol. That pattern lets a reader connect information without reading a long paragraph, which can help a visitor who is learning English or scanning while carrying luggage. A small key uses both colors and shapes, so the routes remain distinguishable for many riders who do not rely on color alone. The poster also places a plain-language note beside the map: “Elevator route shown with E symbol.” By locating this note where the decision happens, the designer makes an access feature visible rather than hidden in fine print.
- ③ **FROM MAP TO ACTION:** The bottom band separates urgent choices from background facts. On the left, a clock icon and the words “Next departure” lead to a large time. On the right, a smaller box lists construction dates and links to a full timetable. This left-to-right arrangement matches the order in which many passengers need information: first decide whether to leave now, then learn why service changed. White space around the two boxes prevents the details from blending together. Although the poster cannot answer every travel question, its hierarchy, repeated symbols, and clear paths to more help support its purpose, helping people make a safe, timely route decision.

2 ANSWER WITH EVIDENCE _____ Use the passage

1 How do the heading and the action verbs in paragraph 1 shape the experience of a hurried commuter?

2 How does the use of both colors and shapes make the map more accessible? Use details from paragraph 2.

3 Analyze the organization of the bottom band in paragraph 3. How do placement and text size show which information matters first?

4 Which feature in paragraph 3 is most effective for a rider deciding whether to leave now? Defend your choice with evidence from the passage.

3 YOUR TURN _____ Your own words

Create a 90 to 110 word public information notice about a changed school event. Use a clear heading, three numbered steps, and two features that help different readers access the information, then write two sentences explaining how your organization and features support the notice's purpose.

PART 1 • READ AND MARK

Underline each section heading, circle three described design features that improve access, and number the directions “check, match, and follow” 1 through 3. Use your marks to trace how the poster guides passengers from finding a route to acting on it. Accept any marking that follows this job and points at the right text.

PART 2 • ANSWERS

#	QUESTION	ANSWER
1	How do the heading and the action verbs in paragraph 1 shape the experience of a hurried commuter?	The heading previews a simple task, and the verbs create a quick, ordered sequence for finding a route.
2	How does the use of both colors and shapes make the map more accessible? Use details from paragraph 2.	Repeated colors help readers connect each route's information, while shapes help riders who do not rely on color alone. The pattern also reduces the amount of reading needed for people scanning quickly or learning English.
3	Analyze the organization of the bottom band in paragraph 3. How do placement and text size show which information matters first?	The large departure time on the left is presented first as the urgent choice. Smaller construction details on the right come second because they provide background information.
4	Which feature in paragraph 3 is most effective for a rider deciding whether to leave now? Defend your choice with evidence from the passage.	The large “Next departure” time beside the clock icon is most effective because it gives the immediate decision-making information first.

PART 3 • YOUR TURN (SAMPLE ANSWER)

FRIDAY FIELD DAY MOVES INDOORS Because rain is expected, Field Day will take place in the gym and cafeteria on Friday, May 16. 1. Check the room list posted by the main entrance before first period. 2. Wear sneakers and bring a water bottle. 3. Go to your assigned room when the 8:20 bell rings. A simple map uses room names and arrows, not color alone. A QR code and the school office phone number lead families to the full activity schedule. Lunch times stay the same. Teachers will take attendance there, and students should ask any adult in a blue staff badge for directions. The heading and first sentence state the change before readers reach the steps, so students can find the essential news quickly. Numbered actions, the map with arrows, and two contact options make the notice easier to follow for students and families.

Accept equivalent analyses that accurately connect a specific feature or organizational choice to audience, accessibility, or purpose. For the open task, accept varied event topics when the notice includes the required structure and the explanation clearly analyzes its own design choices.