

Design Under Pressure

Analyze how layout and visual choices guide public action.

12.P.AC.3 “Text Design: Consider the impact of text design on audience and purpose when consuming and producing texts across modes and genres.”

NAME _____

DATE _____

1 READ AND MARK _____ Read it twice

YOUR JOB Underline three design choices that guide a reader. Circle words or phrases that show the intended audience or purpose, then number 1, 2, and 3 beside the underlined choices to show the order a hurried reader would likely notice them.

Heat Alert Webpage

- ① **HEAT ALERT: COOLING CENTER OPEN TODAY.** At the top of the city’s mobile webpage, a large, all-capital headline appears above the date and a red thermometer icon. The next line states, “Saturday, July 20, noon to 9 p.m.,” before any background information. This arrangement serves residents who may open the page while standing outdoors, scanning quickly for whether help is available. The alert does not begin with an explanation of heat indexes or city policy. Instead, its first visual signals identify urgency, location, and hours, helping a hurried reader decide what to do.
- ② Below the opening, a blue box labeled “GET THERE” contains a simple map, bus-route numbers, and a wheelchair symbol. A short caption under the map says, “Enter through the library’s east doors.” The body text uses brief sections, “Who can come?” and “What to bring,” rather than one dense block. These choices pair written directions with visual information, so readers with different needs can locate the site and anticipate the visit. The blue box also separates practical travel details from health advice, making the page easier to navigate when a reader needs one answer immediately.
- ③ At the bottom, the page offers a QR code linked to live bus arrivals, plus a phone number for people who cannot use the code. A button marked “Español” sits beside, not below, the English-language button, signaling that both versions are equally available. The final sentence, printed in regular type rather than alarm-colored type, explains that residents should call 911 for a medical emergency. By controlling placement, contrast, headings, icons, and links, the page shapes attention. Its design matches a public-service purpose: deliver reliable choices rapidly to a broad community, without making the screen feel chaotic.

2 ANSWER WITH EVIDENCE Use the passage

1 How do the headline, date, and hours at the top support the page's purpose?

2 Why does the page place the map, bus routes, and wheelchair symbol together in the blue "GET THERE" box?

3 What audience needs are addressed by offering both a QR code and a phone number, and by placing the Spanish and English buttons side by side?

4 Why is the instruction to call 911 printed in regular type instead of alarm-colored type?

3 YOUR TURN Your own words

Create a 70-90-word mobile alert for a different urgent community need. Use a headline, a labeled action box, and one described visual or link, then add one sentence explaining how your layout serves its audience and purpose.

PART 1 • READ AND MARK

Underline three design choices that guide a reader. Circle words or phrases that show the intended audience or purpose, then number 1, 2, and 3 beside the underlined choices to show the order a hurried reader would likely notice them. Accept any marking that follows this job and points at the right text.

PART 2 • ANSWERS

#	QUESTION	ANSWER
1	How do the headline, date, and hours at the top support the page's purpose?	They place urgent, essential availability information first, so hurried residents can quickly decide whether and when to go.
2	Why does the page place the map, bus routes, and wheelchair symbol together in the blue "GET THERE" box?	The box groups travel and access details in one easy-to-find area, helping readers locate and enter the cooling center.
3	What audience needs are addressed by offering both a QR code and a phone number, and by placing the Spanish and English buttons side by side?	The choices serve people who cannot scan a code and Spanish-speaking readers, while presenting both language options as equally available.
4	Why is the instruction to call 911 printed in regular type instead of alarm-colored type?	Regular type keeps the emergency instruction visible without competing with the main alert or making the page feel chaotic.

PART 3 • YOUR TURN (SAMPLE ANSWER)

WATER SERVICE UPDATE A water-main repair will pause water service on Oak Street from 10 a.m. to 3 p.m. Tuesday. **ACTION:** Fill clean containers before 10 a.m. [Map icon: view affected blocks.] For bottled-water pickup, use the map link or call 555-0148. Residents who need medical equipment that uses water should call the city line now. The headline and action box put time-sensitive steps first, while the map link and phone number give residents two ways to find help.

Accept answers that connect a specific design feature to audience needs or the purpose of rapid public communication. For the open task, accept varied urgent situations if the alert includes the required features and a clear explanation of design choices.