

Memorandum

To: Magdalena Berry

From: Katherine Wertz

Subject: *Patient Information Handout Memo*

Date: Friday, February 24, 2012

This memo explores the various choices I made while creating my *Symptoms of Parkinson's Disease* handout, evaluating in particular my audience, graphics, and design.

Audience

My primary audience for this handout is people 50 and older who suspect that they might have Parkinson's disease. The people in this audience come from varying backgrounds, ethnicities, and genders as well as varying levels of health awareness and knowledge of Parkinson's disease. Therefore, the contents of my handout assume very low medical knowledge and background in Parkinson's disease as well as a seventh grade or higher reading level.

Graphics

I used Office.com clip art in order to make it easier for readers to identify with the graphics as photos would be too specific. Also, as my readers potentially could be either gender or any race, I made sure to include race and gender-diverse clip art. On the backside of the brochure, I coordinated the pictures with the actions I suggested readers take.

Design

I chose a three-fold brochure like the kind available in doctors' offices (though the readers may or may not have gotten it in a doctor's office). As people worried about new symptoms tend to think the worst, I used cool, soothing colors and clip art of smiling people. Additionally, the use of clip art helps further calm readers as clip art makes Parkinson's disease seem less serious. I also chose 14 pt. font as most of the readers will likely be age 50 and older. Also, I used Georgia font and distinct headings to increase the ease in reading.

Conclusion

I kept the information fairly streamlined as the readers for this handout would likely prefer to simply know what the general symptoms are so that they could see if they need to see a doctor about it. Adding information about treatments and procedures would have exaggerated the reader's response to the information in a negative fashion (especially given the surgery-intensive nature of some of the Parkinson's treatments) given modern readers' tendency to self-diagnose and read too much into symptoms. My design

decisions were meant to enhance the readability of the document as well as to guide readers into seeing their doctors instead of self-diagnosing.

Bibliography

A.D.A.M., Inc. Parkinson's Disease – PubMed Health. <http://www.ncbi.nlm.nih.gov>. Updated September 26, 2011. Accessed February 24, 2012.

Medline Plus. Parkinson's Disease. <http://www.nlm.nih.gov/medlineplus/parkinsonsdisease.html#cat5>. Updated January 31, 2012. Accessed February 24, 2012.

National Parkinson Foundation Staff. How do you know if you have PD? *National Parkinson Foundation*. <http://www.parkinson.org/>. Accessed February 24, 2012.