

# Tip Sheet: Label Analysis

The information below outlines the details to include in your label analysis. Page numbers refer to *Technical Communication*, 13th ed., by Markel & Selber.

## Document Title

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- Choose a title that clearly states the subject and purpose of your document.
- Add details that make your title precise and informative. Remember that you are analyzing the label, not the product.
- Avoid using the assignment name as the title.

## Introduction

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- Summarize what you have found as a result of your analysis.
- Provide an advance organizer (“Advance organizers give readers an overview of the discussion’s key points before they encounter the details in the discussion itself.”—Markel & Selber, p. 201).

## Body

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- Add precise and informative headings for each of the three sections of the body.
- Include the relevant details for each of the three sections, as described below:
  1. Photos of the Package
    - Add photos of all sides of your food or beverage package. Be sure to capture all text and images, including details printed directly on the container. Avoid any extraneous items in the background or foreground.
    - Provide a close-up of specific details that are critical to your analysis and/or may be difficult to read.
    - Include numbers and titles for each image (for instance, Image 1: Front of the package).
    - Use as many photos and as much space as you need.
  2. Analysis Table
    - Replace the questions in the second and third columns for the second through seventh rows with your answers.
    - Use the questions and details in the form to decide what information to include in your analysis table.
    - Refer to the numbered images in the photos section to connect to the evidence. For instance, The label includes a photo of the cereal on the front of the package (Image 1).
  3. Excellence Table
    - Replace the questions in the second column for the second through eighth rows with your answers to the questions.
    - Refer to the numbered images in the photos section to connect to the evidence.

## Conclusion

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- Summarize your analysis and explain the following:
  - how the label is (or is not) a technical document
  - how well the document achieves the measures of excellence.