Nick Iandolo Editor's Notes for Datasheet of In-Sight 7000 G2 Series – Writing Assignment for Natalie Crosier, Global Marketing Content Manager at Cognex Corporation

Hi Natalie!

First of all I want to thank you very much for allowing me to work on this writing assignment. I actually had a lot of fun working on this datasheet project; as well as, the associated press release. Actually, I worked on the press release first and that gave me a lot of helpful knowledge about that In-Sight 7000 G2 Series, which I then used to edit and rebuild the product's datasheet!

Without further adieu, let's delve into this new and improved In-Sight 7000 G2 Series Datasheet.

The first thing to note is that this entire exercise was done within Adobe Acrobat Professional Creative Cloud (Acrobat version 11). I would have actually redone the entire in Adobe InDesign, which would have been a more efficient way to edit a convention-ready datasheet; however, since I did not have the original InDesign file to work with (and my version of InDesign wouldn't open it), I elected to simply edit the whole document in Adobe Acrobat Pro.

The actual design quality is not fully up to my standards because of not having the aforementioned original InDesign file, nor having the original **League Gothic** font. I found a freeware substitute font to approximate the original; however, you will notice the slight differences between the two. Fortunately, this font is only used in headings and in one of the sidebars on the first page.

Also note that I added ® and ™ to all the Cognex-named products, even on the spec sheet on the last page. I felt that it was only being used sporadically and needed to be consistent throughout this professional marketing document.

Also, all subject headings were reformatted to use AP-style heading capitalizations. In other words, all important words were capitalized and unimportant ones were left in lowercase. This is performed throughout the entire revised document.

I think the best way to go over the changes from the original datasheet PDF to the edited one is to simply go page-by-page and discuss all the changes and my reasoning thereof.

Page 1 – Changes
The first thing that I noticed in the original datasheet (OD for short) was that the first was kind of bland. It needed more design elements to capture the eye.

Furthermore, there is a considerable lack of sidebars throughout the entire OD. Therefore, I chose to reduce the images on the first page in favor of eye-catching design elements and an informative sidebar on the new datasheet (ND for short).

The next thing I noticed was that on the first page of the OD, there was simply too many words.

The amount of noise happening on the first page was in great need of simplification.

I took much of the textual information and extracted only the relevant content, and then posted that content on the new sidebars.

I used the headings from the OD and used them as major selling points, and put them in the most prominent part of the sidebar (the top). Then I added another major selling point to that list.

I took the text from the OD first page and used only the descriptions for salient features of the product in the lower sidebar. This also includes the software components to the In-Sight 7000 G2 Series.

I simplified the opening paragraphs of the product description. Furthermore, I took the actual marketing hook and moved used that as the first words that are read about the product.

"With ever-increasing production line speeds, customers no longer have to choose between high-speed and industrial performance: the In-Sight® 7000 G2 Series offers both!"

Also note that I enhanced the ND's title. I made the font Cognex yellow (web color #F9DD00, I pulled that from the meta-data buried inside the Cognex.com websites source code), and then I added a makeshift drop shadow to the title. Again, if I had been working with Adobe InDesign the drop shadow would be flawless.

Next I created an addition information zone on the first page, separated by the color light gray.

Also note, I used only the colors that exit on the OD to create a consistent look and branding style for the ND. Those colors are the Cognex yellow, a dark gray, and a light grey. There is also a blue hyperlink font color but that's ubiquitous throughout the Web.

The bottom information zone also has a reduced size picture of the broken out hardware pieces for the In-Sight 7000 G2.

However, note the new marketing style heading: "With Our Vision Systems, You Get Plenty of Options!"

This is huge value proposition for this product launch but it wasn't coming through loud enough on the first page of the OD.

Finally, now with a reduced amount of text on the main product description/hook, I increased the font size for readability, and I full-justified it to make it more stately as we are very proud of this new product!

Page 2 – Changes
Page 2 also required design elements in the established color scheme; therefore, for balancing purposes I decided to place them on the opposite side from the first page (and in a reduced form).

The biggest changes of this page are in the product full-feature system descriptions. I slightly reduced the image so that I could actually increase the font size of the diagrammatic feature descriptions themselves for better readability.

Also, I added a design-like bullet to each feature description to really pull the eye into reading each one.

Note that the infographic lines and their end points are much bigger. I felt that the reader needed to see clearly where these descriptions led to on the product image.

The bottom information zone, as before, got a gray background for eye-catching purposes.

Here I actually increased the image size of the lighting options for the product. I also reworked the sentences in the description to break them out a little better.

And finally, I added a new high-level production-line image CAD drawing. The reasoning being was there was not enough visual information to help sell this feature so I think the additional image helps with that. Plus it looks good!

Page 3 – Changes
The biggest change to this page was switching the order in which the EasyBuilder application and the information about the programming spreadsheets appear.

In the OD the spreadsheets come first then the EasyBuilder application information.

I felt that those should be reversed. The EasyBuilder application is the main focus of this page. The spreadsheets are a subset of the EasyBuilder application, not the other way around.

Therefore, I switched the order in which they appear.

I also separated the two topics of this page by three horizontal design elements in the established color scheme.

Also keep with a consistent look and feel throughout the main crux of the ND, I gave the bottom information zone the customary gray background.

A few other things to note about the changes here:

I increased the font size for all the feature descriptions for the EasyBuilder application and the main description for the spreadsheets description. I also broke out the value proposition verbiage for the EasyBuilder application and bolded it. And moved the EasyBuilder URL into the text area of the spreadsheet description (from where it was just below) so as to off-set from the ubiquitous In-Sight 7000 URL appearing on every page in the bottom left.

And finally, I made the Spreadsheets image a little bigger for easier viewing.

Page 4 – Changes

Surprisingly, there was not much to change here. All I did was add the registered trademark symbol ® to every instance of the word "In-Sight" on the page (as throughout the whole ND).

I left the footer alone as I'm pretty sure all of that verbiage was agreed upon by the legal and marketing departments with some input from the executive team.

As for the technical schematics, those I'm sure came from the hardware engineers and do not need any changes whatsoever.

The specs table I left alone (except for the aforementioned adding of the registered trademark symbol). I assume that came from the engineers as well—maybe the technical writers or both.

Since the footer is already a design element, there was no need to add another one.

In Conclusion

Once again, between my marketing communications writing and copywriting skills plus if I had the datasheet's Adobe InDesign file and the League Gothic font, I know I could have made this document a convention-ready piece of marketing collateral.

I hope that you like both of these documents and can see from all of the work that I put into them that I would be a great fit for the role as your Marketing Content Writer. This is the level of work you will get out of me every day in your department at Cognex!

I think we would work really well together.

Plus we both love the Oxford comma, which you will find used both here and in the press release!

I hope these detailed notes give you an idea of how I work.

When I'm given an in-depth project I go deep into thought about where to take the writing and the content creation (e.g. making marketing collateral with Adobe InDesign or graphics with Adobe Photoshop). And then I throw myself into the work and do stop until it's done!

Please let me know if you have any further questions that I may answer that can help you with considering my candidacy for the role.

I feel like I'm already a Cognoid!

Best,
Nick