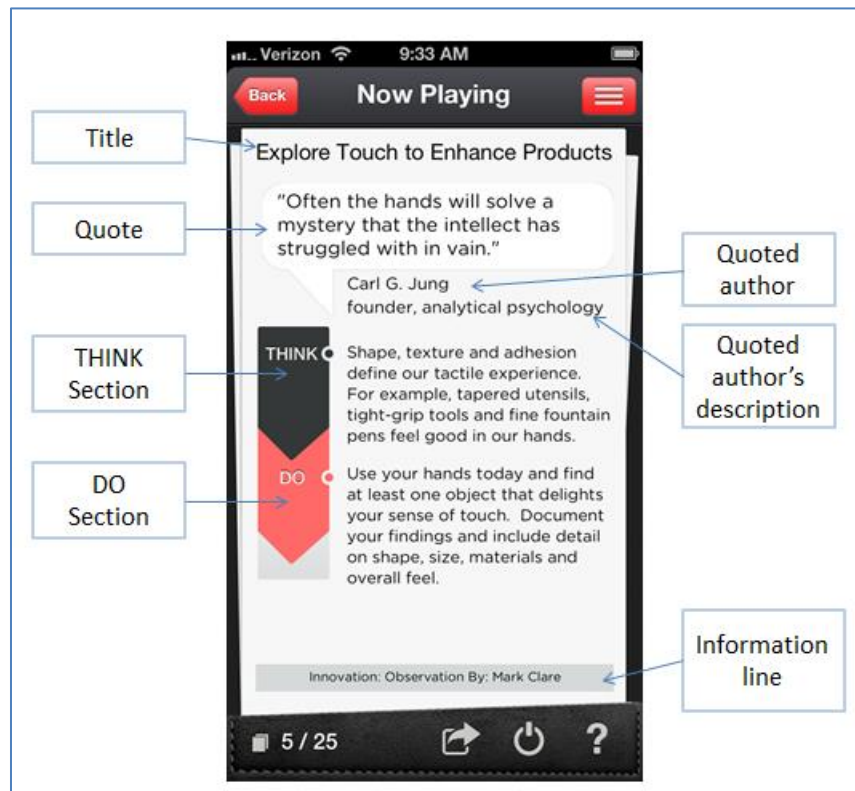# Mobile kCard Authoring Requirements

Cards include a title, quote, quoted author, quoted author's description, a THINK section, DO section and information line as illustrated below.

Title
Quote
THINK Section
DO Section

Verizon 9:33 AM
Back **Now Playing**
Explore Touch to Enhance Products
"Often the hands will solve a mystery that the intellect has struggled with in vain."
Carl G. Jung
founder, analytical psychology
THINK Shape, texture and adhesion define our tactile experience. For example, tapered utensils, tight-grip tools and fine fountain pens feel good in our hands.
DO Use your hands today and find at least one object that delights your sense of touch. Document your findings and include detail on shape, size, materials and overall feel.
Innovation: Observation By: Mark Clare
5 / 25

Quoted author
Quoted author's description
Information line

Format Requirements

Cards display in landscape only and must be written using the following formatting requirements:

- Title has no more than 38 characters including spaces. Use the following as a model for comparison: When an Urge Strikes Distract Yourself
- Quoted author's description has no more than 33 characters including spaces. Use the following as a model for comparison: Nobel Prize winner in literature
- Quote, author name and quoted author's description takes no more than two lines in Word using Calibri body 12 font
- THINK section takes up no more than two lines in Word using Calibri body 12 font
- DO section takes up no more than two lines in Word using Calibri body 12 font

Warning! Counting characters for title and quoted author's description is not precise as characters are of different size.

For example, both titles below have 38 characters including spaces:

When an Urge Strikes Distract Yourself
Find New Ways to Get Rewards You Crave

but the second takes up more physical space. When in doubt physically compare the length of the text to the model.

<u>Content Requirements</u>

- <u>Title</u> is a statement of the technique or behavior to be practiced as well as a promised benefit.

- <u>Quote</u> provides authority, inspiration or content that is relevant to the theme of the card.

- <u>Quoted author</u> is the author of the quote and can include abbreviated titles (e.g. Dr.).

- <u>Quotes author's description</u> refers to the work (e.g. book title) the quote is taken from or describes the author's background and accomplishments (e.g. Nobel prize winner).

- <u>THINK section</u> describes a single concept or technique that is going to be put into practice. This section must include an example.

- <u>DO section</u> describes the experiment or behavior to try. Experiments must include just one action or behavior and take only a few minutes to try. The DO section can also include a reflection task (e.g. make a list) or a documentation task (e.g. record in a journal) to enable other steps in the learning from experience process.

- <u>Information line</u> is automatically generated and takes the form, Deck series name: Deck name: By: card author's name.

All cards should be backed by at least one published study providing evidence that practicing the technique/behavior in the card produces an outcome consistent with the goal of the deck. The studies are include in the references published with the deck.