**Style dimension table**

In the column in the middle, you can indicate the score you believe your text should have. Then, indicate in the rightmost column how important each style dimension is compared to the other dimensions.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Style dimension** | **Score** | | | **Priority**  **(top 6)** |
| External structure |  | | |  |
| clearly visible | ↔ | obscure |
| Precision |  | | |  |
| vague | ↔ | exact |
| Complexity |  | | |  |
| simple | ↔ | obscure |
| Information density |  | | |  |
| elaborate | ↔ | concise |
| Attractiveness/liveliness |  | | |  |
| lively | ↔ | dry |
| Distance |  | | |  |
| formal | ↔ | informal |