

QUALTRICS: How to specify appearance theme

It is critical to the visual consistency of your survey that you:

- 1) Select or create an appearance theme
- 2) Do not sabotage your selected theme by copying formatted content directly into your survey (i.e., do not copy and paste directly from a Word file into Qualtrics - see the final tip!)

A “**Look & Feel**” theme can be selected at any point in the survey coding process.

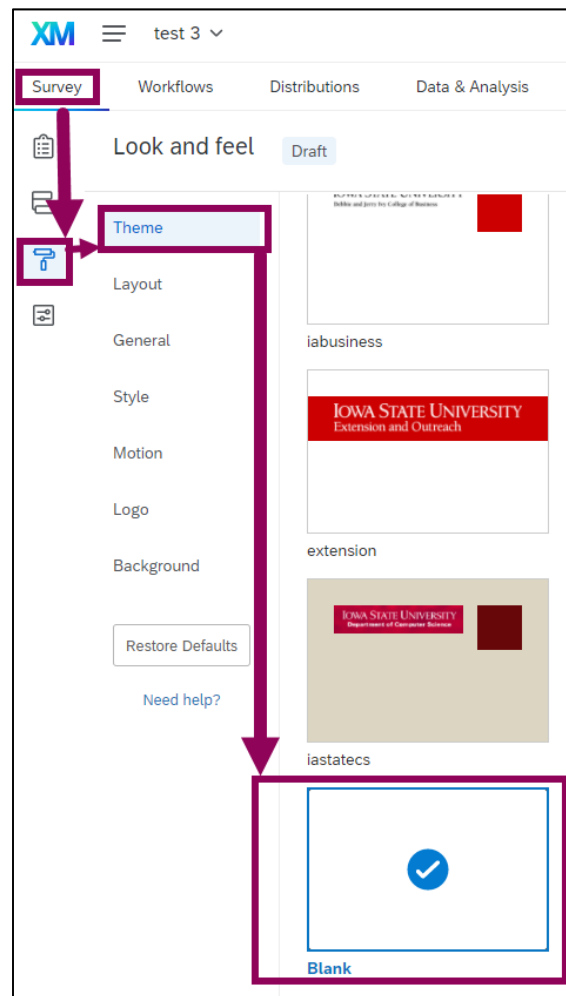
If you are not experienced with the effects and limitations of using themes, it is useful to code your questions first, then select a theme and preview how it works for your specific survey. You can adjust the theme as necessary to create an optimum overall look and feel.

When selecting and reviewing themes, pay particular attention to:

- How text entry boxes on multiple choice questions appear.
- Font face, size, and color contrast.
- Overall width, especially as it affects table display and text box display.
- The editing options that go along with the selected theme.

Adding & Adjusting a Template:

1. Click the “**Look & Feel**” icon (it looks like a paint roller)
2. Click “Theme”
3. Scroll down the list of themes and select **Blank**
4. Click through each style category (Layout, General, Style, Motion, Logo, and Background) and set your preferences.
 - In **General**, you can add a Progress bar, footer and/or header text
 - In **Style**, increase the Foreground Contrast! The default is hard to read.
 - In **Style**, reduce the text size in both the Question and Answer text to 14 px or so. You may wish to have the question text slightly larger than the response options, e.g. 16 and 14 px.
 - Be very cautious about adding background images: they often interfere with readability.
 - Some questions don’t follow the theme settings: this is a known issue with side-by-side questions.
5. Click the “**Apply**” button in lower right corner.



Two options for including content from Word files:

1. Copy the entire document from the Word file and paste it into a text editor, such as Notepad or EditPlus. This strips out all the formatting. Copy content from the text file into Qualtrics.
2. In Qualtrics, open the Rich Content Editor (RCE) associated with the question, copy and paste directly from the Word document into it. Next, (1) highlight the copied content and (2) click the “Remove Format” tool. This two-step process strips out unwanted hidden text formatting code.

