Visual Content Creation Check List

So you've designed something, but you're not sure you've followed the 10 Commandments? Use this printable checklist to mark what you've done right so you can go back and fix what you missed. Once all checkboxes are marked complete, you're ready to publish!

1. Understand your content's purpose

- **I know the answer to these questions:**
  - Why are we creating this?
  - What need will this fulfill?
  - Where will we publish this?
  - Who are we creating this for?
  - When are we creating this?
  - How will we measure the results?

Yes ☐ No ☐

2. Establish a hierarchy

- I made a list of all the key messages this piece of content should convey to the viewer.
- I prioritized them based on importance by assigning them values (1-10).
- Once the design was complete, I determined the final product visually conveyed the same order of importance.

Yes ☐ No ☐

3. Respect simplicity

- My design is not too ornate or flashy.
- I've eliminated all images and graphics that do not support the content's purpose.
- My design makes the content easier to consume

Yes ☐ No ☐

4. Keep it legible

- The colour of text is not too light or dark on top of the background colour I chose.
- I can read everything; no images or other object in my design obscure the text in some way.
- I don't have too much text crammed into a small space.

Yes ☐ No ☐

5. Provide adequate spacing

- I have equal margins around my content
- All elements within my design are not too close to one another.
- The negative (white) space in my design helps draw attention to the most important pieces of information I established in my hierarchy (e.g. titles or headings)

Yes ☐ No ☐

6. Align elements

- All of the elements are positioned in a balanced relation to one another.
- Any elements that sit side by side are placed on the same line.
- If I've disrupted linear alignment. It's for the purpose of drawing attention to a key piece of information established in my hierarchy.

Yes ☐ No ☐

7. Coordinate your colours

- I considered what feeling I want the viewer to feel when choosing my color scheme.
- I was mindful of the connotations associated with the colours I chose.
- I coordinated colours with any photos I included in my design.

Yes ☐ No ☐

8. Do not overuse drop shadows

- I've applied the drop shadow effect sparingly
- I've applied a drop shadow only to pieces of information that deserve to be given depth and distinction.
- Every drop shadow applied was done with purpose.

Yes ☐ No ☐

9. Strive for consistency

- My colour scheme is consistent throughout the entire piece of content.
- All visual or written elements that serve the same function have the same look and feel.
- Margins, titles, headers, links, calls-to-actions, and images are formatted the same as their counterparts

Yes ☐ No ☐

10. Harmonize visual and verbal

- My images complement my words and vice versa.
- I've considered illustrating a concept to eliminate the need for words.
- My words and visuals do a better job telling a story when used together than either could do alone.

Yes ☐ No ☐