Design Checklist

Good design is all about communicating well with your audience, and these basic design tips can add professional polish to any project and help to make sure you get your message across.

☐ **Is it clean and simple?** Try to keep the number of fonts you use to 3 or 4 at the most, and be careful not to use too many design elements.

☐ **Is it uncluttered?** Don't go crazy with too much information. Keep your text straight and to the point, only including what's absolutely necessary.

☐ **Are your fonts readable?** Try to stay away from fonts that are too ornate or gimmicky, and make sure they're at a readable size. Especially body text. If you're not sure, try reading your text yourself. Is it comfortable to read? If not you may want to find another font or tweak what you have.

☐ **Is there enough white space?** Is there enough space around your logo, between design elements or lines of text? Is there enough space between the edge of the document and your text?

☐ **Are your colors pleasing?** Try to keep colors simple, only using 3 or 4 at the most, and it's also good to make sure you're not using too much of one color in one place.

☐ **Does it have enough contrast?** With color, make sure you have enough lights and darks. With fonts, create contrast by having a main display font and a simple but different body text font. Some fonts could also be made bold and some more thin or light.

☐ **Does everything flow correctly?** Take a step back and look at your design. How does it read? Does your eye naturally go through the content the way it's supposed to?

☐ **Check the alignment of your design.** Is everything aligned that could be? A design looks much cleaner if text and graphics are lined up with each other in some fashion. Could certain design elements be aligned somehow? Is everything centered that should be?

☐ **Are you using high quality photography?** Your choice of photography can definitely make or break your design. Beautiful, high-quality images can really add pizzazz to any project, but nothing will kill it faster than badly composed or poorly lit photos.

☐ **Is your artwork distracting?** Any artwork or design elements should enhance your main message, not detract from it. Also, make sure your images are set up correctly for print or web. For print, images should be at a resolution of at least 250 dpi (dots per inch), and web images should be at 72 dpi.

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