SESSION 4

Design Checklist

W.K. KELLOGG FOUNDATION

Questions to consider when developing creative assets:

- ☐ Does this tactic fit my strategy?
  - Write a creative brief (see next page for template) before starting the design, and make sure the materials you create make sense for your goals and audience.

- ☐ Do these designs reflect my organization's brand?
  - Make sure to follow your organization's brand guidelines if they exist.
  - If you don't have a brand guide, look at existing materials on the website, social media and other collateral to get a sense of your organization's main colors, fonts, types of imagery and general visual style.

- ☐ Does my file fit the correct technical specs needed for the platform or printer?
  - Ensure you have the correct file type and dimensions. For print materials, check with your printer if you will need to provide a bleed area and/or crop marks.

- ☐ Is the content presented in a way that is easy to read and makes sense?
  - You want to create a hierarchy that visually ranks information from most to least important. The most important information should be what the eye is drawn to first. Create contrast between elements using different sizes, shapes, fonts, colors, location and/or white space.

- ☐ "White space" (or negative space) is not necessarily white in color. It is the empty space between design elements and is used to give content more room to breathe and make things easier to read.

- ☐ Does this graphic have a clear message and/or call to action (CTA)?
  - There should only be one main message you are trying to convey – too many and you risk confusing the reader or losing their interest.
  - Where appropriate, be sure to include a clear CTA to encourage the viewer to take action – even if it's something simple like "learn more here."

- ☐ If using photos, are they the best images for your purpose?
  - Check that the photos reflect the diversity of your community or target audience. "Real" photos are more authentic than stock photos, if you have access to them and have permission to use.
  - Photos should be well lit and cropped in on the subject to create more impact (but don't cut off any faces).

- ☐ Is this image accessible to everyone?
  - When posting images on social media platforms, include a description of the graphic in the Alt text field. Most will be generated automatically, but check and edit them as needed. (See how to add on Instagram, Facebook, Twitter, LinkedIn).