

Graphic Design Checklist

project name

date

Use this graphic design checklist to help you ensure that your design project is optimized for success. All points may or may not be applicable to your design, but keep these important principles and standards in mind for every visual project or challenge you encounter.

Graphic Design Principles Successfully Applied?

- Message**
Does the design clearly have a story, message and/or intention directed toward its intended audience?
- Imagery**
If applicable, the design displays the proper representation of the message using photos, graphics, icons, illustrations, charts, graphs, etc.
- Typography**
The design uses typefaces, fonts and letterforms appropriately to display written content or to be used as an artistic element
- Color**
The design uses appropriate visual hues to create literal or symbolic meaning. The colors are dictated by brand standards, or colors are used that best represent the visual message.
- Contrast**
The design effectively uses opposing elements to provide emphasis, visibility and visual appeal in a design. This can be through color, size, shapes, space, etc.
- Tone**
The design represents the correct feeling or attitude that is appropriate for the message and audience.
- Hierarchy**
Have you placed priority on certain elements of a layout, including text, images and graphics, based on their level of importance? Hierarchy can be indicated in various ways, like placement, color, size, etc.

- Placement**
Placement focuses on the positioning of elements and making best use of the space available. Spacing deals with the proximity — how close or far away — the design elements are from each other. Alignment describes how elements line up with each other and how they line up with the overall space. Does your design utilize the effective placement, spacing and alignment?
- Balance**
Certain visual elements do not ineffectively outweigh other elements, allowing the eye to easily flow through the layout
- Form and Function**
Does your design not only look good (form), but also work well for its intended use (function)?

Will your project be printed and/or is it for website/screen/mobile viewing?

My project will be printed

- CMYK color mode or spot color
- Fonts are included or outlined in the file
- Document resolution is 300 dpi (not pixelated)
- Images are embedded or linked
- Bleeds are included, if necessary

