

Your design checklist

Now that we've taken you through the design tips and considerations that we think about when working on any design project.

Here's a checklist for you to use when you're working on your next design project.

Meaning



What is the meaning of the design you are going to create?

What is the literal meaning?

This might be PoV, product or a sharing a service.

What is the emotive meaning?

What feeling do you want to convey whilst being on brand.
For example, innovative, scientific, professional, progressive etc

Inspiration



Have you had a look for some inspiration?



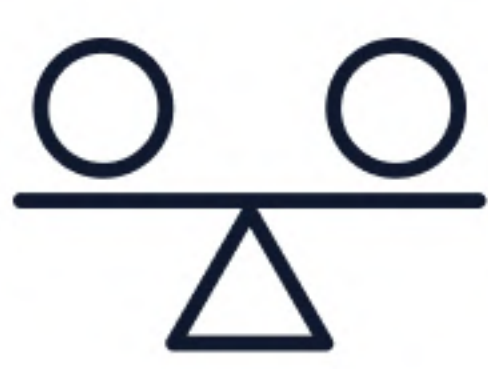
Design principles



Hierarchy



Alignment



Balance



Use of colour



White space



Contrast



Three final checks!

1.

Is your design on brand?



2.

Have you done the 'squint test' for your messaging?



3.

Will your design 'stop the scroll'?



If you have any follow up questions or want to chat about any upcoming projects or campaigns, please contact Bec or Kirsty:

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