GRAPHIC DESIGN CHECKLIST

EXERCISE #2

Use the following checklist to make sure you're using graphics effectively.

1 FONTS

☐ Have you limited the number of fonts you're using to two? *(Three max.)*

☐ Are your font choices easy to read? Have you considered sans serif fonts for your main text? *(I believe it's easier to read.)*

☐ Does your font communicate the feelings you want your reader to experience when working with you?

☐ Is your font large enough so it's VERY easy to read?

☐ Is your font dark enough so it's VERY easy to read?

☐ Are you using your font styling consistently throughout your page (and website)? *(Same font styling for similar items... for example, all section titles are the same font.)*

2 LAYOUT

☐ Does your text align left?

☐ If you're centering any text, is it done sparingly and consistently?

☐ Are your paragraphs short? Most of them need to be only one or two sentences long.

☐ Are you using your layout styling consistently throughout your page and even throughout your website?

☐ Is your main content in a single column?

☐ Is your main content a fairly narrow width? *(50-75 characters is optimal including spaces. Try this tool:* http://www.charactercountonline.com/*)*

☐ Have you consider whether a sidebar is distracting or engaging for your page?

3 EMPHASIS

Emphasis includes styling such as: **BOLD**, *italics*, size, ALL CAPS, and color.

- ☐ Are you using your emphasis styling consistently?

- ☐ Are you using your emphasis styling to highlight relevant concepts? If people are scanning your page, are these the content you absolutely want them to get?

- ☐ Have you used enough emphasis styling to move people's eye down the page and keep them engaged reading?

- ☐ Have you used enough emphasis styling to add life to your page and break up any long sections of text?

- ☐ Does how you're using the styling communicate your the feelings you want your reader to experience when working with you?

4 PHOTOS

- ☐ Are you using high quality photos that really communicate the feeling and message you want to communicate?

- ☐ Do your photos obviously relate to your subject matter? *(You don't want people's attention to go elsewhere.)*

- ☐ Is the placement, size, and borders for your photos consistent throughout your website?

- ☐ Are you using LOTS of photos of yourself? Of your office space, if applicable?

- ☐ Are your photos of yourself taken by an excellent, professional photographer and do they communicate the feelings and energy you want to portray?

- ☐ Have you considered making your photos larger?

- ☐ Are you avoiding generic, stock-like photos? One of my favorite photo services is unsplash.com. Here is a great blog post that has links to many other photo services: http://shaebaxter.com/public-domain-images

5 CREATE YOUR OWN GRAPHICS

If you don't have photos to suit what you're talking about, create your own graphics. Two of my favorite sites for creating graphics are: canva.com and picmonkey.com

☐ Do your graphics directly relate to what you're selling?

☐ Do your graphics communicate the feeling you're trying to get across to your potential client ?

☐ Are you using consistent styling with your graphics?

6 FINAL CONSIDERATIONS

☐ Have you asked one or two people to look over your work and give you feedback? Is it clear to them? Do they feel the way you hope they would feel when reading the page?

☐ Have you consider using templates created by a professional graphic designer?

Good, inexpensive sources include:

https://creativemarket.com/templates

http://graphicriver.net/

Make sure the templates work with the software you have (Word, Powerpoint, Pages, Keynote, etc.)

You can also do a web search for template + {whatever you're working on - i.e., flyer, presentation, proposal, etc.}

Sources for web services that help you create sales pages:

http://www.leadpages.net/products/

http://www.optimizepress.com/