

# Visual Design Checklist

## General Check

- the product is appropriate for and appeals to its audience
- a headline near the top clearly identifies the product's purpose (may be accompanied by an applicable graphic)
- only relevant information is included
- information is divided into small, easily readable chunks, often presented as lists or tables
- chunks of information are identified with titles where appropriate and are arranged in a logical order
- graphics are used to add context, interest, and balance
- important location and/or contact information is located near the bottom
- a persuasive or summarizing statement, or action phrase, may be included near the bottom

## Design Element Check

### Type

- the typeface(s) used are readable and complement the mood of the product
- no more than 2 different typefaces are used
- headlines are 18–24 pt, bold
- body copy is very readable and 9–12 pt
- bold is used to emphasize
- italic is used to differentiate
- type alignment looks balanced and easy to read

### Graphics

- graphics which illustrate information are placed close to the corresponding text
- small graphics may be used to achieve balance
- lines may be used to separate elements

### White space

- white space is provided to separate elements and achieve an uncluttered look

### Colour

- colour may be used to add interest and attract the eye to important information
- there is enough contrast between type and the background colour

### Composition

- the composition complements the page size and proportions
- elements are not too close to the page edge
- the elements are visually balanced on the page