

DESIGN

# Checklist

**This checklist is for  
designers wanting to  
fine-tune their attention  
to detail and refine  
their process.**

1

## Setting the scene

Before working on any piece of design a list of questions need to be clarified to ensure no assumptions are made.

2

## Brief

Regardless of the scale of the project, it's important to have written down background information, scope, things to avoid and inspiration.

3

## Design

Hierarchy, repetition, balance, contrast, alignment, colour, typography all play a part in the way you put your work together.

4

## Final checks

Grids, Fonts, Point size, leading, tracking, spacing, indents, hyphenation are all things to check before sending over work.

5

## Feedback

Platforms for communication, questions to ask, ways to receiving feedback are all things that need to be established.

## SETTING THE SCENE

**WHAT IS THE BUDGET?** It's important to know in order to define scope and capacity

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**WHAT DESIGN ASSETS ARE INVOLVED, AND WHAT IS PRIORITY?**

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**WHAT'S THE DEADLINE, IS IT FLEXIBLE?** To ensure timelines can be set and met

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**WHAT ARE THE EXPECTATIONS?** Do other designers or freelancers need to be brought in

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# Design Checklist

# 1

## BRIEF

### PROJECT OVERVIEW (WHAT)

Brief summary:

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### OBJECTIVES (WHY)

Goals:

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Desired outcome:

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Measurable objective:

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### AUDIENCE DEFINITION (WHO)

Characteristics:

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Positioning:

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### SCOPE OF WORK (HOW)

Tick boxes below for scope of work:

☐ Print ads

☐ Display ads

☐ Social media

☐ Event/promo

☐ Website assets

☐ Packaging

### LINK TO ASSETS

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## DESIGN

### Hierarchy

- ☐ Have you clearly broken up the information in a way that's digestible?
- ☐ Is there emphasis on the right areas?

### Repetition

- ☐ Is there consistency throughout the design - colour, fonts, space, margins, grids, images?
- ☐ Does it tie together nicely?
- ☐ Could it be improved?

### Balance

- ☐ Is the layout well balanced? Is the spread of information appropriate?
- ☐ Could more space be created to balance the document & make it more dynamic or give it more clarity?

### Contrast

- ☐ Is there enough impact and emphasis on a main focal point?
- ☐ Could the contrast be enhanced by scaling, spacing, colour etc.

### Alignment

- ☐ Is there a visual connection between imagery and type?
- ☐ Is it neatly executed, could it be neater (more dramatic or obvious)?

### Typography

- ☐ Consistent use of one or two fonts? Styling of text consistent and appropriate?
- ☐ Is your typography neatly formatted?
- ☐ Is there any leading, tracking, tabs, drop caps, distortion of letterforms, H&Js, widows, line breaks etc?

## ATTENTION TO DETAIL

- ☐ Has enough attention been paid to the finer details overall?
  - ☐ Has the design set up for output (print-ready files/digital)
  - ☐ Spelling, kerning, leading, margins, borders, alignment, spaces, colours, placement of pics in boxes, border widths etc..
  - ☐ Is there anything missing from the brief?
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## FEEDBACK

- ☐ How will you communicate your designs to the client in a way that makes sense to them?
  - ☐ How will you receive feedback in a way that empathises with their perspective, yet allows you to be assertive in your approach?
  - ☐ How many rounds of revisions have been accounted for? Does the client know the process if this goes over?
  - ☐ If your client needs time to make comments, how will you receive them?
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