

Graphic Success Checklist

| Content | |
|--------------------------|--|
| <input type="checkbox"/> | Primary objective communicated? |
| <input type="checkbox"/> | Audience focused—benefit driven? |
| <input type="checkbox"/> | Questions answered? |
| <input type="checkbox"/> | Title (or “action caption”) effective? |
| <input type="checkbox"/> | Content clear and compelling? |
| <input type="checkbox"/> | Error free? |

| Aesthetics | |
|--------------------------|--|
| <input type="checkbox"/> | Colors have a purpose? |
| <input type="checkbox"/> | Design consistent with audience and subject matter (i.e., template, colors, fonts, imagery, graphics, icons, style)? |
| <input type="checkbox"/> | Look and feel are professional? |
| <input type="checkbox"/> | Elicits right emotions? |
| <input type="checkbox"/> | Legible? |
| <input type="checkbox"/> | Uses grid? |