

Submitting A Design?

Check your final design for these common mistakes.

Check Basic Elements of Visual Design

Is the visual hierarchy of the figure clear?

Is it easy to distinguish which elements are more important than others?

Does the information in the visual flow well?

Is the order of information easy to understand and intuitive?

Does the proximity of elements relative to one another help or hinder the visual?

Does the proximity of elements help clarify the narrative, or unintentionally clutter it?

Does the visual look unified?

Does it look cohesive and consistent? Does anything look like it doesn't belong?

Consider the quantity and shades of colors being used.

If there is too much color, the visual may appear complicated and difficult to read. If there is too little, it visual may come across as boring and not attract attention.

Do the colors used have enough contrast?

It is difficult to distinguish the separate sets of information due to color?

Check Overall Design

Declutter designs.

If a design is looking busy, is there anything that can be excluded or moved to a separate page or graphic?

Check the visual presence of secondary visual elements, such as arrows and boxes.

Are these adding anything to your visual or helping it communicate its purpose? Can they be decreased or removed?

Check the alignment of your visuals and text.

Are paragraphs lined up together? Are images and icons evenly spaced?

Check Formatting

Check your image size and resolution.

Are images looking pixelated? Is the document size too small? A visual with these issues could have an improper resolution.

Check your color mode.

Is your image appearing dull or strangely colored? Check the color mode to ensure that the visual's colors are looking correct.