

# Design for Non-designers

## PROOFING CHECKLIST



### DEFINE AUDIENCE

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### DEFINE OBJECTIVES OF THE PIECE

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### PRIORITIZE THREE MOST IMPORTANT ITEMS

1. 

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2. 

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3. 

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### CHECKLIST:

- Make sure the design is in alignment with the above.
- Make sure the hierarchy is strong and clear.
- What is the 3-second pitch?
- What is the 30-second pitch?
- What is the 3-minute pitch?
- Are there any areas that look too long or intimidating?
- Have you visually chunked the message?
- Make sure the headers to each chunk are interesting and informative.
- Squint your eyes and check the white space.
- Do any large blocks of text exceed the 72-character limit in line width?
- Are long blocks of text left aligned?
- If you centered any copy is it short and easy to read?
- Is everything present (copy and images) relevant to the objective?
- Do you have only two fonts, one serif and one sans serif?
- Are your text and graphics well balanced, with enough contrast and white space to be successfully photocopied?
- Do the colors convey the mood and personality you want to convey?
- Are the colors relevant?
- Is it nice and simple and clear?