

# Think like a Designer

## A step-by-step checklist

### Information Hierarchy

Is there a clear visual hierarchy between all of the elements? Is the most important element seen first, the second most important second, and so on?

### Margins and Padding

Is the empty space around elements (text, images) consistent on all sides? Is the amount of space between different elements consistent or proportionally related?

### Alignment

Is all of the written content center, left-aligned, right-aligned, or a combination of both? We want to be consistent - so pick one alignment and use it throughout the design.

### Scannability

Is a person able to scan the design quickly and understand the overall message without having to read the whole thing?

### Typography

Are the font sizes, weights, styles, and colors consistently used? Are differences chosen to distinguish elements or create hierarchy?

### Color

Is color being used in alignment with brand guidelines? Are different colors chosen to distinguish elements or create hierarchy.

### Clean Up

Are there any styles, elements, or information that can be removed without affecting the overall message?