

CHECKLIST

- Are your composition is based on The Rule of Thirds / Golden Ratio?
- Keep a small margin between visual content and the border/frame of the design.
- The layout is coherent with the details of the general topic.
- Photography/illustration, color palette are telling similar story that slogan and description is.
- Are your fonts big enough to read easily the longer paragraphs?
- The hierarchy of text is simply giving the signal what is the most important.
- Check the licences of fonts and photographs (use 100% free licence or have paid version).
- Is the contrast between the background and text good enough to read easily?
- Have green or red colors in the project? Check the safe shades because those colors will become pixelated.
- Use the RGB or HEX colors for the internet use and 72 or 150 dpi for the resolution.
- The format size is dedicated for social media posts (**from time to time check actual rules*)
16:9 (landscape/horizontal) or **1:1** (square 1080x1080px) or **4:5** (1080 x 1350px)
- All the important titles or person's head is in the middle of your post/Reel?
- Check the size of the design file (500 KB - 1 MB will quickly upload; for Instagram max weight is 4GB **check actual rules*) + remember for the Alternative text on Instagram.
- Is the design file saved as .png or .jpg for the internet use?
- Is the CTA (call to action) simply stated? Will people know what you want them to do?
- Can you identify general emotions with your choice of typography, photographs, colors?
- Collect hashtags with different range, specify them and include keywords.
- Do you have any founders logotypes that are needed? Are they placed correctly?