

Image Design Checklist

- ☐ **Check image copy:** Ensure the accompanying text within the image is properly written and approved before designing an image.
- ☐ **Proofread image copy:** Review image text thoroughly to avoid typos or errors before publishing.
- ☐ **Outline image direction:** Align the writer's and designer's vision by providing design direction for each graphic in blog posts or social media campaigns.
- ☐ **Design graphics:** Create the visual elements according to the outlined direction and specifications.
- ☐ **Meet brand standards:** Ensure the image adheres to your brand or company's visual branding guidelines.
- ☐ **Maintain visual consistency:** Keep the visual style consistent across multiple images for campaigns or blog posts, unless intentional variation is intended.
- ☐ **Check image file size:** Optimize image file sizes to prevent slow webpage loading times.
- ☐ **Ensure readability:** Confirm all text within the designs is clear and easily legible.
- ☐ **Use correct resolution:** Use 72 dpi for web images and 300 dpi for print materials.
- ☐ **Confirm dimensions:** Resize images to the appropriate dimensions for their placement, avoiding CMS resizing for web images.