

Daake's Ultimate Design Critique Checklist

The placement of every pixel must be highly considered. No detail must be left uncriticized. No typo can be left unfixed. If something is off-center by the slightest degree, it can quickly become a visual abomination.

BIG PICTURE

*Take a first glance at the design.
Then take a few steps back and look again.*

Objective

- What is the objective of the design? Is it trying to sell something? Tell a story? Convey a message? Does the design accomplish the objective?

Action

- Will the viewer know what action to take in each area of the design? Call? Read? Visit?

Brand Match

- Does the design match the client's brand?

Composition

- What would improve the overall composition?

Client Examples

- Does the design meet or exceed the quality level of example designs the client has mentioned?

Inspiration Examples

- Does the design meet or exceed the quality of level of example designs from your research?

Dimensions

- Are the dimensions appropriate for the project?

BROAD STROKES

Begin drilling into the main areas of the project.

Eye Flow

- How does the eye flow through the design? Is the eye resting on the right elements in the right order?

Weight

- Does the visual weight of the design elements work? Is there anything too heavy? Too light?

Colors

- Is the color palette working? Are there colors that seem to not fit the brand or design?

Typography

- Are font choices appropriate for the design? Are there too many being used? Too few?

Photos

- Do photos and images match and support the overall design and messaging?

Messaging

- Is the core messaging clear? Is there a headline or other text that needs to convey a certain message? Will people easily see what you want them to see?

NITTY GRITTY

Examine every pixel of the design in close-up detail.

Typos

- Look at every single word. Are there any typos? Missing punctuation?

Grid

- Are design elements structured on the grid properly? Is there anything that could break the plane on the grid to add more interest to the design?

Alignment

- Is there anything off-center or out of alignment?

Photo Treatment

- Have photos been treated properly? Have they been adjusted and enhanced properly? Are the photos facing the proper direction? Are photos cropped effectively?

Typography

- Is font usage consistent in the design? Is the text spaced properly (leading and kerning)? Are there any widows or orphans? Rivers?

Tangents

- Are there any weird design tangents? Unintended visual tension between objects?