



## Network for a Healthy California Design Checklist

### PLANNING PHASE

- Define your problem and the desired outcome. What do you want the reader to do after seeing your project?
- Define your audience - get into their shoes to figure out what would speak to them.
- Consider and decide on your project options. Will it be a flyer, brochure, e-mail blast, etc.? How will the message be delivered to the audience?
- If the project will be professionally printed, contact the printer to get preliminary prices based on the size and quantities.
- Define the project timeline. Be sure to check with the printer regarding the length of time needed for reproduction, and remember to include time needed for distribution.

### GATHERING PHASE

- Get or write copy (text). Ensure that copy, intended for consumers, is written at or below a 5th grade reading level.
- Get or make visuals (photos, maps, illustrations, etc.).  
NOTE: If you will be using images from the *Network's* Communications Resource Library, request the images at least one-two weeks before the design/layout phase.
- Get or make info-graphics (charts, maps, etc.).
- Check spelling and proofread the copy. Have a second person proofread the copy.

### DESIGN/LAYOUT PHASE

- Decide on copy and visual hierarchy (levels of information). Is the focus in the right place?
- Layout the project.
- Print out the project and review it.
  - Does the design have good hierarchy, white space, clear organization, typography, and consistency?
  - Does the hierarchy accomplish what is intended? Is the information presented in stages – relevant to the reader?
  - Is the design clean? Or is it cluttered?
- Is the message clear? Does the reader know what they should do after they read the project? If action is wanted, is there a clear 'call to action'?

### PRODUCTION PHASE

- Refine the layout; keeping the design principles in mind.
- Review and refine — SEVERAL TIMES, and best after sleeping on it.
- Check spelling and proofread one more time.
- Submit your project for review/approval by your state-level Program Manager (and state-level Communications staff if design help is needed).
- Prepare the file according to the printer's specifications.
- Prepare written instructions for the printer.
- Request and review a printer's proof.