



REVIEW CHECKLIST

The Review Checklist is a comprehensive guide designed to enhance communication clarity and effectiveness. It covers core message simplicity, visual and copy balance, text readability, design hierarchy, and tone consistency, ensuring your content resonates with your audience. Regular testing and feedback integration are emphasized to refine communication strategies continually.

IS YOUR CORE MESSAGE CLEAR?

What to Check:

Simplicity: Your message should be simple and easy to understand. Avoid jargon and complex sentences.

Purpose: Make sure the core message aligns with the goal of your communication. Ask yourself what action you want the audience to take after seeing your message.

Audience Relevance: The message should be tailored to resonate with your target audience. Use language and examples that they can relate to.

How to Test:

Feedback: Get feedback from someone who is not familiar with the project. If they understand the message quickly, it's likely clear.

Elevator Pitch: Try summarizing your message in one or two sentences. If you struggle, the message might be too complex.

ARE YOUR VISUALS AND COPY BALANCED?

What to Check:

Proportion: Ensure that neither the visuals nor the copy dominates the other. They should complement each other.

Relevance: Visuals should support the copy and vice versa. Each element should contribute to the overall message.

White Space: Use white space effectively to prevent clutter and give equal importance to visuals and text.

How to Test:

Design Feedback: Use design feedback tools like UsabilityHub to gather input on the balance between visuals and copy.

A/B Testing: Create two versions with different visual-to-copy ratios and see which performs better in terms of engagement or conversion.

IS YOUR TEXT READABLE AND CONCISE?

What to Check:

Readability: Use tools like Hemingway Editor or Grammarly to check the readability score of your text. Aim for a grade level that matches your audience's reading ability.

Conciseness: Eliminate unnecessary words and phrases. Each sentence should add value.

Font and Layout: Use a legible font size and type. Break up text with headings, bullet points, and short paragraphs.

How to Test:

User Testing: Ask a sample of your audience to read your text and provide feedback on readability and length.

Read-Aloud Test: Read the text out loud. If it sounds awkward or verbose, simplify it.

HAVE YOU USED A CLEAR HIERARCHY IN YOUR DESIGN?

What to Check:

Visual Hierarchy: Use size, color, and placement to guide the viewer's eye from the most important elements to the least important.

Consistent Patterns: Maintain consistent design patterns for similar types of content (e.g., headlines, subheadings, body text).

Navigation: Ensure that the layout helps users find information quickly without confusion.

How to Test:

Heatmaps: Use heatmapping tools like Hotjar to see where users focus their attention on your design.

Click-Tracking: Implement click-tracking to analyze how users navigate through your content and whether they follow the intended path.

IS YOUR TONE AND STYLE CONSISTENT?

What to Check:

Voice and Tone Guide: Refer to a voice and tone guide to ensure that your copy aligns with your brand's personality and style.

Consistency: Check that the tone and style are uniform across all pieces of content. This includes word choice, sentence structure, and overall feel.

How to Test:

Peer Review: Have multiple team members review the content to ensure consistency in tone and style.

Style Guide Compliance: Regularly update and refer to your style guide to maintain consistency across all communications. By systematically evaluating these aspects, you can ensure that your communication is clear, engaging, and effective. Regular testing and feedback are essential to continuously improve your visual and copy integration.

REAL-WORLD APPLICATIONS

Social Media Posts

Visuals: Eye-catching images or videos.

Copy: Snappy headlines, hashtags, and clear calls-to-action.

Website Design

Visuals: Clean, intuitive layout with engaging images.

Copy: Clear, benefit-driven headlines and concise body text.

We hope you find this Review Checklist useful. If you have any questions please contact the team at [023 92334971](tel:02392334971) or email us at studio@tgdh.co.uk will be more than happy to help.

