

Key Questions for Visual Design

1. *Does this visual help to communicate my idea?*

- Use consistent themes
- Thoughtfully utilize whitespace
- Keep core-messaging in mind

3. *How will the information be presented?*

Ask yourself...

- “Will this information need to stand on its own, or will a researcher be there to fill in any off-the-page gaps?”

2. *Who is the target audience?*

Keep your target audience in mind when determining:

- Your ideal level of detail
- The best organization/layout for your presentation

4. *Can the presentation be made better?*

Ask yourself...

- Can it be quickly and easily understood?
- Does it make intuitive sense?
- Is it visually appealing without being distracting?

