

Top 10 Visual Content Rules



COLORS - LESS IS MORE

- ☐ Balanced mix of tones, the correct amount of saturation and the right order of coloring is crucial.

MOTION IS A NECESSITY

- ☐ Include the main information presented in the most interesting and inviting motion graphic.

LESS IS MORE APPLIES TO TIME TOO!

- ☐ The moving visual mustn't take up a big quantity of time.

MONOTONY KILLS ATTENTION

- ☐ If you desire to get some attention, you must abolish monotony.

QUALITY OVER QUANTITY

- ☐ Make good projects, rather than lots of them.

KEEP UP TO ATTRACT TRAFFIC

- ☐ Your marketing strategy must keep up with the newest and best ways of presenting your visuals and eye-catching content.

CONSISTENCY IS KEY

- ☐ Be consistent, be determent by putting just the right amount of work in your visuals, videos and pictures.

INFORMATION IS EXPECTED

- ☐ Keep your visuals as captivating as you can, but also informative, keeping track of news and updates about whatever you are publishing.

AUTHENTICITY

- ☐ What attracts viewers is real and down-to-the ground content.

IF IT LOOKS GOOD. IT WILL DO GREAT

- ☐ Make your content nice to look at and easy on the eye.

Make and Share Free Checklists
checkli.com