

# 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.

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