



CHECKLIST / BEFORE VISUAL PRODUCTION

Is this information *ready to design?*

Use this checklist before choosing a format, commissioning visuals or opening a design file. It will not solve the subject for you. It will show where the thinking is clear and where another conversation is still needed.

01

Purpose

We know why this information needs to exist.

02

Audience

We know who needs it and what they already understand.

03

Evidence

We can trace the facts, claims and source material.

04

Useful action

We know what the reader should understand or do next.

HOW TO USE IT

Tick only what is genuinely true today. Add a short note when an answer is uncertain. On page 3, decide whether to design, clarify or pause.



01

Purpose

The reason for making this is specific enough to guide choices.

- ☐ We can state the central question in one sentence.
- ☐ We know why this information needs a designed form now.
- ☐ We can name what success would look like after someone uses it.
- ☐ The proposed format is a possibility, not an unquestioned requirement.

02

Audience

The reader is more than a broad demographic label.

- ☐ We can name the primary reader or user.
- ☐ We know what they already understand and where they may hesitate.
- ☐ We know the setting in which they will encounter the material.
- ☐ We have chosen one primary need when different audiences compete.

03

Evidence

The material can be checked, organised and trusted.

- ☐ Facts, quotations and claims have traceable sources.
- ☐ Draft material is separated from approved material.
- ☐ A subject owner can answer questions and resolve contradictions.
- ☐ Missing evidence is visible rather than hidden inside layout work.

04

Useful action

The information leads somewhere meaningful.

- ☐ We know what the reader should understand, decide or do next.
- ☐ The most important action is distinct from secondary actions.
- ☐ We know what must remain available for later reference.
- ☐ The intended action can be supported by the chosen format.



What is the honest status?

☐

READY TO DESIGN

Purpose, audience, evidence and useful action are clear enough to begin.

☐

CLARIFY FIRST

The direction is promising, but one or two gaps could create expensive rework.

☐

PAUSE

The material or decision ownership is not stable enough for visual production yet.

The next useful step

Write one action that would make the material more ready. Keep it small, owned and observable.

Project snapshot

WORKING TITLE

PRIMARY AUDIENCE

SUBJECT OWNER

TARGET DATE

KEEP THE QUESTION VISIBLE

Good design can clarify a relationship that exists. It cannot replace a purpose, audience, evidence base or decision that has not yet been established.