



Template: Visual Design Checklist for Multi-Modal Content

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Based on Article: "The Role of Visual Design in Enhancing Multi-Modal Content"

A practical checklist to enhance visual design consistency across multi-modal content, ensuring improved engagement and clarity.

Checklist Items:

- ☐ **1. Audit Existing Assets**
Review current visual assets for inconsistencies in hierarchy, contrast, and style. Identify areas that need alignment with brand guidelines.
Reference Section: Fundamentals of Visual Design for Multi-Modal Content
- ☐ **2. Establish a Visual Hierarchy**
Define the primary action or takeaway and use size, weight, color, and placement to guide the viewer's attention effectively.
Reference Section: Building Visual Hierarchies that Work Across Modalities
- ☐ **3. Prioritize Contrast**
Ensure all text maintains a contrast ratio of at least 4.5:1 for body text. Adjust colors to improve legibility across various devices.
Reference Section: Fundamentals of Visual Design for Multi-Modal Content
- ☐ **4. Create Style Tokens**
Develop a style token list with 6-8 predefined elements (colors, sizes, spacing) to streamline the design process and maintain consistency.
Reference Section: Fundamentals of Visual Design for Multi-Modal Content
- ☐ **5. Implement Templates**
Use templates for each type of content (e.g., blog posts, social media cards) to enforce visual rules and reduce design choices.
Reference Section: Fundamentals of Visual Design for Multi-Modal Content
- ☐ **6. Ensure Accessibility Standards**
Check for and rectify common accessibility issues like low color contrast, missing alt text, and small font size to improve usability for all audiences.
Reference Section: Accessibility and Inclusive Visuals
- ☐ **7. Map Content Priority Across Modalities**
Document how the primary content appears in different formats (text, image, video) to maintain a cohesive visual narrative.
Reference Section: Building Visual Hierarchies that Work Across Modalities

☐ **8. Test and Iterate Visual Elements**

Conduct A/B testing on headlines, images, and layouts to determine what visual elements drive the best engagement and adjust accordingly.

Reference Section: Building Visual Hierarchies that Work Across Modalities

☐ **9. Use Automation Tools for Efficiency**

Leverage tools like Scaleblogger to automate thumbnail and asset generation, ensuring consistent adherence to visual guidelines.

Reference Section: Scaling Visual Design with AI and Automation