CHECKLIST:

Reviewing a Design Portfolio

This checklist, featuring the five most important qualities, **will help you evaluate design portfolios** to find a design partner that is best for you and your company.

1. DESIGN QUALITY

- [ ] Demonstrates unique, innovative design.
- [ ] Possesses consistent style.and approach.
- [ ] Shows a high attention to detail.

2. DESIGN BASICS

- [ ] The design feels balanced.
- [ ] You find yourself focused on the overall effect.
- [ ] You can easily see the agency's creative maturity

3. HUMAN CENTRIC

- [ ] Grabs your attention.
- [ ] Flows naturally.
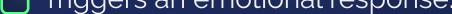- [ ] Triggers an emotional response.

4. TELLS A STORY

- [ ] Has a hook.
- [ ] Offers a unique perspective.
- [ ] Simplifies the complex.

5. SHOWS VERSATILITY

- [ ] Displays a knowledge of the industries served.
- [ ] Exhibits a range of different approaches.
- [ ] Indicates a willingness to experiment.

WHAT WORK STOOD OUT?

WHAT WOULD YOU LIKE TO LEARN MORE ABOUT?

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