STRATEGIC DESIGN
WORKSHEET

Use this worksheet to help **guide your next impactful design** project AND to **get people to take action :)**

STEP 1: IDENTITY

Who you are · What you stand for · What you are passionate about · The way in which you do things · Your values. Always reflect back on this with everything you do. When you have a clear understanding of who you are so will your audience. Keeping your messaging consistent and concise within everything you do will instill trust in people.

» Jot down some words that are unique about your organization and how you serve your audience well.

» Describe your personality, i.e. humorous, professional, approachable, educated, etc. Your messaging should be written in this style.

» Describe the look and feel/ style you want to go for in your materials. Jot down descriptive words to guide you.

TAKE ACTION:

Write a quick statement about who you are in the tone of your personality. Keep it short focusing on how you do things differently with the key benefits to your audience in the forefront. Also define the fonts and colors you will use for headlines, main copy, and calls-to-action. What graphical treatments will you use? What's your style?

STEP 2: FRAMEWORK

The framework is like **sketching the layout for the house** before detailed blueprints are created. The exercise below will help you get clear about your intent before putting paint to canvas. Your piece will have more purpose and help accomplish specific goals.

» What business goals will this piece accomplish, i.e. attract new followers, promote a new product, generate additional sales, etc.?

» Who are you targeting?

» What do you want them to do afterwards?

» What communication piece(s) will you use to carry this out, i.e. email, landing page, advertisement, direct mail piece, etc.?

TAKE ACTION:

Take the notes from above and clearly define your strategy on this piece. It can seem redundant, but sometimes we get so carried away in the actual design production that the original intent can get lost.

STEP 3: COPY

Your copy is the backbone to your design. **It's the meat and potatoes**. How you say things and **the way you make them feel** is ultimately what will get people to make a decision. Take some time to bullet point what you want to say before you try to say it. It will help you **stay clear and focused and to the point** which your audience will love!

» What is your main headline and possible sub-headline?

» Quickly bullet point what you want to say.

» What is your call to action, i.e. Sign Up Today, Join Us Here, Ask Us a Question, Get in Touch, etc.

TAKE ACTION:
Bring it all together and write out your content. Read it out loud. Get rid of half of it. Read it again. Get rid of half of that. Simple is the best (and sophisticated)!

STEP 4: DESIGN

Your design will make an impression. If done well it will show your professionalism, level of dedication and instill trust in people. The most effective designs have balance between elements keeping the most important information in the spotlight. You can do this by emphasizing these elements with use of color, graphical treatment or scale. **Remember: keep things simple.**

Using tools like Photoshop are really great! However, you need a clear concept before rushing into them. Consider the previous exercises and then sketch it out. Sketching first allows you the opportunity to explore.

Sketch Here

SCORE!!!

Sure it took a few minutes, but I guarantee if you do this worksheet [if only a couple times], you will train yourself to think more about the big picture and then let the beautiful aesthetics support it.

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www.aedesignco.com

To learn more about working with us, contact April at

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