

# Brief: Visual Design

This brief provides a quick introduction to visual design for non-media professionals working with a production agency to produce a social and behavior change (SBC) campaign. A checklist is included at the end of this document to help you evaluate the visual quality of your spot and identify areas for improvement.

Visual Design is the process of creating, editing, and arranging video elements, including computer-generated imagery (CGI). Visual Design ensures what you see matches the audio and allows your whole piece more impactful.

- **Consistency:** Pay attention to how well the visual elements align with the creative vision. Consistent use of colors, fonts, and logos is crucial for maintaining brand recognition.
- **Continuity:** Watch out for jump cuts, where two shots are taken from slightly different angles or positions. This creates a noticeable jump in time or space, making it appear as if a portion of the footage has been removed or "jumped" over.
- **Mood and Tone:** Ensure that the visual style reflects the desired mood and tone of the spot. This includes selecting appropriate imagery, color palettes, and design elements that resonate with the audience.
- **Key Scenes:** Identify key scenes or dialog that are crucial to the story which would have been identified in the script or possibly a storyboard. Ensure that these moments are given the necessary attention in terms of visual design and editing.
- **Pacing and Timing:** Monitor the pacing of the video. Effective editing should maintain viewer engagement without dragging or rushing through important content.
- **Visual Effects and Transitions:** Evaluate the use of visual effects and transitions. These elements should enhance the storytelling, not distract from it. Ensure that they align with the overall style of the project.
- **Color Grading:** The lighting and colors should reflect the purpose of the spot. Effective color grading should make sure the scene is not too dark or too washed out, the colors should not be too intense or too weak, depending on the mood of your spot.

## Final Cut Review Checklist

When reviewing the final cut of a video project, consider the following checklist to ensure that all aspects of visual design and production quality meet your expectations.

### Visual Design

- ☐ **Color Scheme:** Does the color palette align with the intended mood and brand identity?
- ☐ **Typography:** Are fonts legible and appropriate for the content?
- ☐ **Imagery:** Is the imagery high-quality and relevant to the message?

### Storytelling

- ☐ **Narrative Flow:** Does the story progress logically and coherently?
- ☐ **Key Moments:** Are key scenes effectively highlighted and impactful?
- ☐ **Emotional Engagement:** Does the video evoke the desired emotional response from the audience?

### Technical Quality

- ☐ **Audio Quality:** Is the audio clear, and are sound levels balanced?
- ☐ **Editing:** Is the pacing appropriate, and are transitions smooth?
- ☐ **Visual Effects:** Are visual effects used appropriately and enhancing the narrative?

### Final Considerations

- ☐ **Call to Action:** Is there a clear call to action or takeaway message?
- ☐ **Attribution:** Was the donor, project and any relevant stakeholders credited, including any required logos?