PRACTICAL WORKSHEET

Visual hierarchy checklist

10 checks before you sign off your deck

Fix the structure before you add more styling.

10

FINAL DECK CHECKS

01 MESSAGE

01

- [ ] Does every slide have **one main idea**?

02

- [ ] Is the main idea the **most visually dominant** element?

02 STRUCTURE

03

- [ ] Do text styles clearly distinguish **headline, supporting text, and notes?**

04

- [ ] Is color used intentionally for **emphasis rather than decoration?**

05

- [ ] Are related elements clearly grouped, with enough **white space** between sections?

06

- [ ] Are charts and visuals large enough to read in the **actual viewing environment?**

07

- [ ] Is there a clear **reading order** from the main message to the supporting information?

08

- [ ] Do similar slide types use a **consistent layout system?**

03 REVIEW

09

- [ ] Can someone quickly identify the **main message without hunting for it?**

10

- [ ] When you flip through the deck quickly, does it feel **controlled rather than chaotic?**

Several “**no**” answers? Fix the hierarchy before adding more styling.

DIAGNOSTIC GUIDE

When the answer is no, fix the hierarchy first.

Five adjustments solve most hierarchy problems without adding another layer of styling.

START HERE

MESSAGE FIRST

1 Scale



CHECK Does the most important element clearly outweigh the supporting content?

FIX Increase the difference between levels. Make one element dominant instead of enlarging everything.

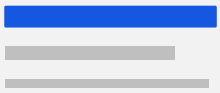
2 Contrast



CHECK Are several colors, weights or highlights competing for attention?

FIX Reduce strong accents. Reserve contrast for information that genuinely needs emphasis.

3 Typography



CHECK Can you tell the role of each text block before reading it?

FIX Use fewer text styles. Separate headline, support and context more clearly.

4 Spacing & grouping



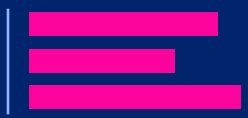
CHECK Do related items feel connected, and unrelated ideas feel separate?

FIX Tighten spacing inside groups. Increase spacing between groups. Let empty space show the relationship.

5 Alignment & position

CHECK Do objects share clear edges and a deliberate starting point?

FIX Use a simple grid. Align related elements to shared edges and place the dominant message where it can establish the composition.



ONE GRID
CLEAR START

Before adding decoration, is the main message visually obvious?