



Project Details

Title: _____

Authors: _____

Start Date: _____

Layout and Structure

- ☐ Use **Canva templates** that follow a clean, logical layout with clear visual hierarchy.
- ☐ Maintain **consistent spacing and alignment** across elements.
- ☐ Avoid clutter—use **white space** to separate content and improve readability.

Text and Typography

- ☐ Use **sans-serif fonts** (e.g., Open Sans, Montserrat, Arial) for better readability.
- ☐ Ensure **font size is large enough** for all audiences (minimum 16pt for body text).
- ☐ Avoid using **all caps** for long text blocks.
- ☐ Use **bold or color contrast** for emphasis, not underlining (which can be confused with links).



Color and Contrast

- ☐ Ensure **sufficient color contrast** between text and background (minimum 4.5:1 for normal text).
- ☐ Avoid using **color alone** to convey meaning (e.g., red for “error”).
- ☐ Use Canva’s **accessibility contrast checker** (available in the color picker) to verify contrast

Images and Graphics

- ☐ Add **alt text** to images when exporting or uploading to platforms that support it (Canva itself does not currently support alt text natively).
- ☐ Avoid using **text embedded in images** unless it’s also included in the design as selectable text.
- ☐ Use **decorative images** sparingly and ensure they don’t distract from the main message.

Charts and Infographics

- ☐ Label all **axes, data points, and legends** clearly.
- ☐ Use **patterns or textures** in addition to color to differentiate data.
- ☐ Provide a **text summary of the chart’s key message** in the design or accompanying content.



Multimedia (for Canva Presentations or Videos)

- ☐ Include **captions or subtitles** for any spoken content.
- ☐ Provide **transcripts** for video or audio elements.
- ☐ Avoid **auto-playing animations or transitions** that may distract or disorient users.

Exporting and Sharing

- ☐ When exporting to PDF, ensure **text remains selectable** (not flattened into images).
- ☐ Add **alt text and tags** manually in Adobe Acrobat or another tool after exporting, if needed.
- ☐ For social media posts, include **image descriptions** in the caption or alt text field of the platform.

General Best Practices

- ☐ Test your design on **multiple devices and screen sizes**.
- ☐ Ask for feedback from users with disabilities or use **accessibility review tools**.