

Banner Ad Creation Pipeline - Checklist

IDEATION

- ☐ Define the purpose of the banner (e.g., awareness, promotion, click-throughs)
- ☐ Identify target audience and intended platform (web, mobile, email, etc.)
- ☐ Write a short creative brief (objectives, tone, key message, CTA, dimensions)
- ☐ Brainstorm key messages and calls-to-action (CTA)
- ☐ Research comparable ads or campaigns for style and impact
- ☐ Create thumbnail sketches (small layout drawings to explore concepts)
- ☐ Develop a wireframe layout (boxes for text, image, logo, CTA)
- ☐ Build a mood board or style reference (colors, type, images)
- ☐ Define brand tone, message voice, and visual style

PROTOTYPING

- ☐ Begin building a digital layout based on wireframe
- ☐ Insert placeholder or draft text, logo, visuals, and CTA
- ☐ Apply planned color palette, typography, and brand assets
- ☐ Create variations in layout, aspect ratio, or orientation as needed
- ☐ Ensure spacing, alignment, and hierarchy support readability
- ☐ Save editable source versions for revisions

TESTING AND TRIALLING

- ☐ Check clarity and legibility at different screen sizes or zoom levels
- ☐ Review contrast, balance of text/image, and focal point
- ☐ Share with others for initial feedback (peer, user, or client)
- ☐ Revise layout or message based on feedback received
- ☐ Try out multiple versions or designs (e.g., A/B style comparisons)
- ☐ Check performance factors like size, responsiveness, or load impact

EVALUATION

- [] Review whether the final product matches the original brief
- [] Assess visual effectiveness, emotional impact, and call-to-action strength
- [] Record performance data if available (click-throughs, views, reactions)
- [] Reflect on what went well and areas for improvement
- [] Prepare summary or design documentation (screenshots, notes, version logs)
- [] Archive final and source files clearly for future use