

Cougs Speak Campaign Submission Checklist (2025-2026)

Overall Requirements

- I submitted no more than three designs for the competition.
- I used only photos/images that allowed for use (no copyrighted materials, no WSU logos).
- I included at least one norm from the Social Norms Data Sheet.
- I watched the Social Norms Video prior to making my designs.

Color and Contrast

- I used no more than 3–4 colors total.
- My color choices support the tone (calm, trustworthy, positive).
- Text and background have strong contrast.
- Color is not the only way I convey meaning (icons or text also support the message).

Fonts and Text

- I used only two complementary fonts (one header, one body).
- My text is large enough to read easily from a distance or on a small screen.
- Headings, subheadings, and body text follow a clear hierarchy.
- There is enough spacing between lines and text blocks for easy reading.

Layout and Composition

- My design has a clear visual hierarchy (main idea visible at a glance).
- I left enough white space around text and images.
- Elements are aligned neatly (consistent margins, use of guides).
- My source citation is placed consistently and legibly.

Images and Graphics

- I used high-quality, copyright-free, or approved images.
- Images represent diverse and inclusive populations.
- Filters or tones are consistent across all images.
- Text placed over images remains clearly legible.

Branding and Accessibility

- I maintained a consistent design style.
- My visuals are accessible (contrast, readability, clarity).
- If digital, I added alt text and captions for accessibility.

