

CLIENT: Active Outdoor Women (my own blog)

PROJECT: Free download for site visitors

OBJECTIVE: Write & design a one-page checklist

I wanted a fun, colorful and useful checklist for beginners headed into the Boundary Waters Canoe Area Wilderness (BWCAW), a long-time personal favorite location of mine.

I pulled together some photos already published on AOW (photos taken by me or family members), asked others for their suggestions, and put them together for a one-page downloadable checklist.

A couple live links point readers to helpful information.

A graphic-heavy project like this is fun to work on, and a real asset for any website.

Readers love visuals!

This could easily be adapted into the more long, narrow format of an infographic. But I like this 8.5x11 size for ease of printing for readers.



This is the kind of checklist a beginner will find ultra-helpful and print out as a reference. The headline is clear, the purpose of the checklist is also clear.

The subheads break up the 26 points into defined sections that make it easy on the reader.

Each point is brief but helpful. When read on-screen, the live links are an extra benefit. There's no doubt what they are and what the reader should do.

I could have added more points, but didn't want to make the photos any smaller since they add nice "flavor."

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