AI ARTWORK FOR MARKETING

Quality-Control Sheet

A quick visual checklist to review AI-generated images before you publish.



1 Anatomy and realism



- [ ] People, animals and objects look natural and consistent
- [ ] No extra or missing limbs, fingers or distorted features
- [ ] Proportions, scale and perspective are believable

2 Text and signs



- [ ] No unintended text, letters or numbers
- [ ] All text is correct, readable and spellt accurately
- [ ] Logos, labels and signs are clear and intentional

3 Objects and details



- [ ] Objects are complete and function as intended
- [ ] No strange or misplaced elements
- [ ] Details look consistent and logical

4 Trademarks and brand elements



- [ ] No third-party logos, brand names or copyrighted designs
- [ ] Generic products and packaging only
- [ ] Check for unintended brand resemblance

5 Colour, lighting and tone



- [ ] Colours are consistent and intentional
- [ ] Lighting and shadows look natural
- [ ] Image matches the mood and style of your brand

6 Cropping and composition



- [ ] Main subject is well framed
- [ ] No awkward cut-offs
- [ ] Balanced composition with clear focal point
- [ ] Works in intended formats (e.g. 1:1, 4:5, 16:9, 9:16)

7 Resolution and quality



- [ ] High enough resolution for intended use
- [ ] No unwanted noise, blur or pixelation
- [ ] Details remain clear after resizing and compression

8 Accessibility and inclusivity



- [ ] Avoids harmful stereotypes
- [ ] Inclusive and respectful representation
- [ ] Good contrast and visibility for text or key elements
- [ ] Alt text can be written easily

9 Final review

- [ ] Image supports the intended message
- [ ] No legal, ethical or reputational concerns
- [ ] Reviewed and approved for publishing

READY TO PUBLISH?
Tick all checks before using the image in your marketing.