



Checklist 5 - Create A Cover Art For Your Podcast

Project Name: _____

Date: _____

Yes No

A cover art provides the first impression of your podcast when people browse different directories. Further, the cover art is the first image people see when you share your podcast on social media. As such, it is vital to have an attractive cover art that stands out.

- 1 The imagery, artwork, and color of the cover art should reflect the theme/style of your podcast.

- 2 Ensure your podcast is within the basic limits and requirements set by the directories.

- 3 Check that the format of your cover art is at par with the directory limitations.

- 4 Decide whether to use a picture or a drawing for your art work.

- 5 Select either a JPEG or PNG format.

Notes

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- 6 Ensure that the cover art is in the RGB color space.
- 7 Select a color temperature that reflects the mood of your podcast.
- 8 Go with warm colors to depict a vibrant podcast or warm colors to depict the peaceful and calm nature of your podcast.
- 9 Design the cover art for a variety of sizes to maintain quality across different mediums and platforms.
- 10 Make sure the resolution of the cover art is high and easy to read in different dimensions.
- 11 Use design tools such as Canva, Desygner, and Snappa among others to create your cover art.
- 12 If outsourcing, look for designers from platforms such as Fiverr and Upwork.

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- 13 Pick a style for your cover art in terms of lines, shape, texture, and shape.
- 14 Avoid using images that have been overused.
- 15 Search for images from platforms such as Pixabay and Pexel.
- 16 Ensure the cover art is unique and catchy to grab the attention of your listeners.
- 17 Avoid using too many words on your cover art.
- 18 Avoid using more than two fonts on the cover art for legibility.
- 19 Harmonize your words with your cover art.
- 20 Select a typography that matches the personality of your brand.

Notes



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