

MEASURED, NOT GUESSED

Behance Presentation Checklist

Every number in this checklist was measured from 385 projects that curators featured on Behance, across seven galleries. Tick each box while you build your deck, and publish with the same numbers behind you.

385

curator-featured projects
measured

7

galleries, each a different
format

97%

of design projects use full-bleed
images

307

decks studied for section order

■ How to use it

- ☐ Print it or fill it on screen. No software needed.
- ☐ Pick ONE target gallery first (page 2). Read that gallery column everywhere.
- ☐ Work top to bottom. Run the QC page before you press Publish.

■ What is inside

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Source. 385 projects sampled in September 2026 from the seven Behance curated galleries, each carrying a curator feature ribbon. Section order comes from 307 presentation decks. Rules from Behance's own documentation carry the **OFFICIAL** tag; everything else is measured. Numbers are shown as p25 / median / p75. Re-check them after a few months.

01 Before you start

Three decisions made now save the whole deck. Make them in writing.

- ☐ **Write your exact role on this project.** Art direction, identity design, UI design, illustration. Behance's Creative Field follows your role, not the subject. **OFFICIAL**
- ☐ **Pick ONE target gallery.** Every gallery is a different format. Never use one template for all of them.
- ☐ **Check what that gallery really contains** before you file there. See the warning below on Product Design.
- ☐ **Check you may publish it.** Nothing under NDA, and know your audience: clients, employers or peers.

■ The seven galleries in one line each

Gallery	What featured work looks like	Tick yours
Graphic Design	Image-heavy, light on text. Median 16 images.	☐
Branding	Written. Text early and again at the end as credits. Short titles, often just the brand name.	☐
UI/UX	Wordless and crop-rich. Half have zero text modules. Most collaborative (65% multi-owner).	☐
Packaging	Most text-heavy, most uniform images. Rarely uses video (20%).	☐
Motion	The video is the project: 90% carry an embed. Median only 7 still images.	☐
Product Design	Solo, render-led, landscape-dominant. Widest range, from 5 to 103 modules.	☐
Illustration	Loosest. Only 65% full-bleed, 28% open with text, smallest projects (median 8 images).	☐

Warning. Product Design on Behance is not digital product design. It is dominated by industrial design and automotive CGI (top tags: industrial design, automotive, cgi, render, car, 3d). A SaaS dashboard or a mobile app filed there is judged against car renders. **Digital product work belongs in UI/UX.**

■ Your story in four answers. No more.

1 The brief in one sentence _____ _____	2 The constraint that shaped the work _____ _____
3 The one decision worth defending _____ _____	4 What is distinctive here versus what any studio would have done _____ _____

If there is a measurable result, use it. If there is not, do not invent one.

02 Sections: what to include

Sections are earned by content, not by template. This is how often each section appeared across 307 presentation decks. Tick a row only if your project really has that content.

Include	Section	% of decks that carry it
☐	Cover	100%
☐	Mobile Showcase	54%
☐	Concept	47%
☐	Mockups: Stationery	45%
☐	Website Showcase	43%
☐	Logo Showcase	41%
☐	Print / Editorial	31%
☐	Signage, Apparel	30%
☐	Packaging	29%
☐	Colors, Typography, Outdoor	26%
☐	Moodboard / Stylescape	19%
☐	App Showcase	17%
☐	Problem / Research	13%

■ Judge every section with these four questions

- ☐ **Artifact reality.** Does this project actually have this object? No physical product means no Packaging or Mockups: Packaging section, however good the references look.
- ☐ **Register.** Does the tone of the section match the brand? A luxury look is wrong for a technical B2B product even if the composition is excellent.
- ☐ **Colour behaviour.** Does it survive in your palette, or only work because of its own colours?
- ☐ **Non-repetition.** Does it repeat a move already used earlier in the deck? Featured work varies the composition slide to slide.

Typography and Colors appear in a quarter of decks, not all of them. Add one only when there is a real type or colour story. **Problem / Research** appears in one deck in eight. Add it only if the research genuinely drove the outcome.

02 Order: scale outward from the mark

The organising logic is scale: the system first, then things you hold in your hand, then things you walk past. It is not "process, then result". Below is the median position of each section inside a deck (0 is the first slide, 1 is the last).

SECTION	FIRST SLIDE → LAST SLIDE	MEDIAN
Cover		0.00
Colors		0.28
Concept, Logo Showcase		0.29
Problem / Research		0.32
Typography		0.33
Moodboard / Stylescape		0.38
Mockups: Stationery		0.50
Mockups: Packaging		0.55
Print / Editorial, App Icon		0.56
App Showcase (flat)		0.58
Website Showcase		0.61
Mobile Showcase, Outdoor		0.64
Apparel		0.67
Signage		0.68
Merchandise		0.75
Vehicle		0.76

Deck length

Measured deck length

9 / 15 / 20

p25 / median / p75, in slides

Aim for

12 to 18 sections, each one earned by content. Behance recommends 5 to 15 images (**OFFICIAL**); only about 42% of featured projects sat in that band and over half exceeded 15. Treat 5 to 15 as the floor. Exceptions: Motion (median 7 stills plus an embed) and Illustration (median 8).

Ordering test: print the section list, cover the names, and read only the objects. It should run from the mark, to the system, to what you hold, to what you walk past.

02 Length, crops and text by gallery

Find your gallery and match its row. Do not compare yourself with other galleries.

■ Images and crop rhythm

Gallery	Image modules p25 / med / p75	Distinct crop ratios median (aim)	Full-bleed	Embed or video	Opens with text
Graphic Design	9 / 16 / 21	4 (4+)	n/a	16%	n/a
Branding	9 / 12 / 18	3 (3+)	94%	53%	8%
UI/UX	10 / 14 / 20	8 (8+)	99%	48%	5%
Packaging	8 / 12 / 17	4 (4+)	99%	20%	7%
Motion	2 / 7 / 12	2 (2+)	83%	90%	23%
Product Design	8 / 12 / 17	2 (2+)	84%	33%	18%
Illustration	6 / 8 / 13	3 (3+)	65%	13%	28%

■ Text: how much and where

Gallery	Text modules (median)	Text characters (median)	Zero text modules	Text in first 3 modules	Ends with a text block
Graphic Design	1	n/a	32%	40%	36%
Branding	2	793	13%	68%	62%
UI/UX	0	0	52%	18%	43%
Packaging	1	850	20%	60%	50%
Motion	2	256	23%	67%	32%
Product Design	2	113	30%	53%	42%
Illustration	1	205	25%	58%	42%

■ Common crop ratios (width / height)



Wide bands cluster at 2.00, 1.78 and 1.50.

Portrait slides sit between 0.5 and 0.9. UI/UX projects carry a median of 3 tall and 3 wide slides in the same project. Product Design is landscape-dominant (median 5 wide, 0 tall).

- ☐ Run images in blocks and change the crop ratio deliberately.
- ☐ No two adjacent slides with the same composition.
- ☐ Place text by gallery using the table above, not "a paragraph up top" by default.

03 Every slide

- ☐ **Full-bleed.** Every image module set to full-bleed: 97% across the five design galleries (99% UI/UX and Packaging). Only Illustration (65%) and Product Design (84%) drop below.
- ☐ **Canvas width 1400, exported @2x = 2800 px.** Every slide the same width, heights free. **OFFICIAL**
- ☐ **No captions.** 0 to 5% of projects used them in every gallery. Context goes in the description.
- ☐ **The first module is an image** (or the embed, for Motion), not a paragraph. Image first: 57 to 87% across galleries. Text first: 5 to 28%.
- ☐ **Open on your strongest frame. Close** on a final image or a short credits and contact block.

■ Label every slide: composed or captured

Composed

Built on screen in your layout tool or in HTML: type specimens, colour boards, grids, concept statements, guideline spreads, credits. Anything typographic.

Captured

A photograph, a render or a mockup: every physical application, every device shot, every environmental scene. **Never fake a captured slide in HTML.** It always reads as a web page.

■ Mockup quality bar: all seven or it goes back

- ☐ **1. One light across the whole deck.** Same direction, height and hardness on every captured slide. This is the single biggest lever. Pick it first, then match every image to it.
- ☐ **2. Material response.** Ink sits into uncoated stock and on top of coated. Fabric absorbs light. Glass refracts. Metal has a real gradient, not a grey fill. A flat surface with a logo pasted on it is the tell.
- ☐ **3. Depth of field matched to subject scale.** A business card shot has visible falloff, a billboard does not. Renders default to a shallow blur on everything. Correct it.
- ☐ **4. Deliberate imperfection.** Dust, a fibre, a fractional misalignment, an edge that has been handled. Perfect is what makes a mockup look fake.
- ☐ **5. Edges and contact.** Where the object meets the ground there is a contact shadow, not a drop shadow. Where a sheet bends, the print bends with it. Where a label wraps, the type compresses.
- ☐ **6. Type legible at final size.** Open the slide at 2800 px and read the smallest piece of brand type. If it is mush, the method was wrong: use a real mockup file or composite the artwork onto a blank photo.
- ☐ **7. No repeated scene.** The same mockup file used twice in one deck reads as a template. Use a different file, not a different smart object of the same file.

■ The finishing pass: once, over the whole deck as a set

- ☐ Grade every image to the deck's single light: temperature and contrast matched.
- ☐ Match the black point and the white point across all slides.
- ☐ Apply one grain profile to everything, at the same strength.
- ☐ Look at the deck as a filmstrip of thumbnails. Any slide that jumps out on colour or brightness is the one to fix.

04 QC before you publish

Curators review a project once. Publish it finished. Run every line, and write the slide number next to anything that fails. **OFFICIAL**

■ File checks

- ☐ Every image is full-bleed.
- ☐ Image count is inside your gallery band (page 5).
- ☐ Distinct crop ratios at or above your gallery median.
- ☐ No two adjacent slides share a composition.
- ☐ No captions anywhere.
- ☐ The first module is an image or embed, not text.
- ☐ Canvas 1400 throughout, exported at 2800 px.
- ☐ JPEG, RGB (never CMYK), each file 10 MB or less (50 MB is the hard limit).
- ☐ Zero watermarks.
- ☐ Embed present where the gallery expects one (90% in Motion, around 45% overall).

■ Eyes-on checks

- ☐ One light direction across every captured slide.
- ☐ No mockup file or stock scene used twice.
- ☐ The smallest brand type is legible at 2800 px on every slide that carries it.
- ☐ Contact shadows where objects meet the ground, not drop shadows.
- ☐ The finishing pass has run: the filmstrip shows no slide jumping on colour or brightness.
- ☐ Mobile preview checked.
- ☐ Saved manually: the editor does not auto-save.
- ☐ Distribution plan ready before you press Publish (page 9).

■ Fail log

Slide	What failed	Fixed
		☐
		☐
		☐
		☐
		☐

Do not republish to retry. Re-uploading a project resets nothing and throws away existing engagement. Fix the next project, and limit changes on a live one to cosmetic corrections.

05 The publish block: cover, title, description

■ Cover

- ☐ **1400 × 1050 px (4:3).** Minimum 808 × 632. 16:9 and 1:1 are also accepted. **OFFICIAL**
- ☐ **No text on the cover** unless the lettering is the artwork. **OFFICIAL**
- ☐ Cover exported separately, and the full-size cover included as slide 1.
- ☐ Tested at thumbnail size. It competes in a grid eight across.

Gallery	What featured covers show
UI/UX	A rendered device inside a physical environment: a hand holding a phone, a laptop on a desk, cinematic light, shallow depth of field, one focal object centred with breathing room.
Branding	One of three moves: the identity applied in the real world; the logotype as an art object filling the frame; or one saturated colour flooding the frame with the mark or a system grid.
Packaging	The product photographed as an object, a single hero unit or a tight family group, on a clean or textured ground with real light.
Product Design	A single hero render, three-quarter view, studio or environmental lighting.
Illustration	The artwork itself, cropped to its strongest passage rather than shown whole.

■ Title and description length by gallery

Gallery	Title chars p25 / med / p75	Description chars p25 / med / p75
Graphic Design	n/a	0 / 141 / 515
Branding	7 / 18 / 30	0 / 346 / 645
UI/UX	24 / 37 / 48	175 / 264 / 567
Packaging	19 / 30 / 43	0 / 251 / 525
Motion	15 / 21 / 33	0 / 72 / 330
Product Design	12 / 20 / 30	0 / 90 / 293
Illustration	22 / 30 / 38	0 / 87 / 238

- ☐ Title: 80 characters at most, keyword first, sized to your gallery median.
- ☐ Description: context lives here, not in captions. Aim near your gallery median. Zero is common in several galleries, so it is a choice, not a requirement.
- ☐ **Creative Field = your role** (page 2), and the gallery actually contains work like yours.

05 Tags, tools, credits and day 0

■ 10 project tags across five kinds (57 to 80% of featured projects use all 10)

Discipline branding, packaging, ui design _____ _____	Sector food, fintech, health _____ _____	Style minimal, bold, editorial _____ _____	Technique 3d, typography, after effects _____ _____	Format logo design, mobile app, label design _____ _____
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Most frequent tags by gallery: Branding and Graphic Design: branding, brand identity, visual identity, logo design, typography. UI/UX: ui/ux, web design, app design, dashboard, mobile app. Packaging: packaging, packaging design, label design. Motion: animation, motion graphics, 2d animation, after effects. Product Design: industrial design, automotive, visualization, render, 3d. Illustration: illustration, character design, digital art, drawing.

- ☐ **Tools Used filled** (83 to 95% of featured projects fill it). Overall: Photoshop, Illustrator, Figma, After Effects, InDesign.
- ☐ **Image tags and alt text on every image.** UI/UX projects cover every image 80% of the time, Branding only 18%. It is a free search surface most people leave empty. **OFFICIAL**
- ☐ **Collaborators credited, every account linked.** Multi-owner rate runs from 12% (Illustration) to 65% (UI/UX). Agencies are not featured unless the artist is credited. **OFFICIAL**

■ Distribution: on day 0, not after a feature

Write where the link goes the day you publish.

- ☐ Your own social profiles and portfolio
- ☐ Communities and groups you belong to
- ☐ The client and the team who worked on it
- ☐ One more place of your own: _____

■ Median days from publishing to feature

Product Design		8
UI/UX		12
Motion		14
Packaging		18
Branding		~20
Illustration		20
Graphic Design		24

Projects published in the last three months. Product Design, UI/UX and Motion can move within 48 hours. Packaging never featured anything faster than 12 days. Illustration is erratic: its all-time median lag is 128 days.

There is no engagement threshold. A Product Design project was featured at 10 appreciations and 0 comments. Never chase a number and never compare across galleries. Two or three weeks of silence means nothing.

DONE WITH THE CHECKLIST?

Want the full kit that does this with **AI** (Claude, ChatGPT, Codex)?

The BX Behance Kit by UDL takes a finished project and walks it through the same steps as this checklist: intake, direction, section plan, slides, QC against these numbers, and the publish block. It works with Claude, ChatGPT and Codex.

Join UDL, the Arabic-speaking design community, and get it here:

<https://udl.community/behance-kit>

Made by UDL (Digiclovers LLC). The numbers in this checklist were measured in September 2026 and describe featured work in seven Behance galleries. They describe patterns in featured work, not a guarantee of being featured. Behance is a trademark of its owner; UDL is not affiliated with Behance.