

**ADV1162 Raster & Vector Graphics**

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Designer: \_\_\_\_\_

Reviewer: \_\_\_\_\_

**PART II: Poster Peer Assessment** review classmate's poster.

Do not share Part I with them. Show them your sketches, your mood-board as well as the poster draft.

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Reviewer please fill-out all questions carefully:

\_\_\_\_\_ Number of sketches

Y N Mood-board

Y N Poster Draft

**Overall Concept**

Please assess poster draft 1 (5=Outstanding 1=Needs Work)

1. 5 4 3 2 1 Is the message clear and effectively communicated?  
What is the main idea? Describe it here:

2. Y N Is the target audience for the poster clear and focused?  
Explain why or why not? Who is the target audience?

3. Y N Effective Title and Tagline, including voter registration info?  
Describe, and if not make suggestions:

Please assess mood-board (5=Outstanding 1=Needs Work)

4. Y N Is there evidence of a historical reference/ research?  
Explain the evidence or lack thereof:

5. Where would this the poster appear to effectively accomplish it's mission? Write it here, using complete sentences:

## 6. Principles of Design

5 4 3 2 1

**Focal Point:** Does the poster have a focal point?  
If below #5, explain here:

5 4 3 2 1

**Balance:** Does the layout feel balanced (asymmetrical or symmetrical)? If the layout was on a scale these elements should be balanced to make a design feel stable. If below #5, explain here:

5 4 3 2 1

**Proximity /Unit:** Is there a feeling of harmony between all parts of the artwork creating a sense of focal point. If below #5, explain here:

5 4 3 2 1

**Proportion:** Does the layout feel well proportioned (all parts relate well to each other)?  
If below #5, explain here:

5 4 3 2 1

**Alignment:** Does the layout feel cluttered? Designs that try to cram too much text and graphics onto the page are uncomfortable and may be impossible to read. The allotted amount of negative space gives a comfortable breathing room. If below #5, explain here:

5 4 3 2 1

**Rhythm:** Does the layout create a feeling of organized movement? Repeating design elements and consistent use of type help to create positive rhythm in design. If below #5, explain here:

5 4 3 2 1

**Emphasis:** Is there an effective feeling of contrast in the layout? Big and small elements, black and white text, squares and circles, can all create contrast in design. If below #5, explain here:

5 4 3 2 1

**Overall:** Is the design a creative and effective visual solution encouraging eligible citizens to go out and vote?

7.

As the client, are you satisfied with the direction the designer is moving in? Explain why or why not. Be as detailed as possible.