ADV1162 Raster & Vector Graphics
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www.artorium.com/instruction   Designer: _____

PART I: Poster Self Evaluation (In-class critique)
Please rate based on each Principal of Design
5=Best 1=Worst

5 4 3 2 1   **Focal Point:** Does the poster have a focal point?
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.
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.
5 4 3 2 1   **Proportion**: Does the layout feel well proportioned (all parts relate well to each other)?
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 breathing room.
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.
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.
5 4 3 2 1   **Overall:** Is the design a creative and effective visual solution in encouraging eligible citizens to go out and vote? Is the content clear and easy to read?

Please rate based on technical application
5=Best 1=Worst

5 4 3 2 1   **Illustrator:** The poster demonstrates a competent understanding of what we have covered to date in Illustrator?
5 4 3 2 1   **Photoshop:** The poster demonstrates a competent understanding of what we have covered to date in Photoshop?

Please rate based on commitment to refine product
5=Best 1=Worst

5 4 3 2 1   Overall layout is readable (comfortable font, font size, paragraph alignment, leading)
5 4 3 2 1   Overall attention to detail

<u>Y   N</u>
__ __   Effective use of typography
__ __   Effective use of Title
__ __   Date and location of voting registration
__ __   AIGA Banner

__ __   Materials and project dimensions are correct (Margins, Bleeds, Crop Marks)
__ __   Presentation is clean and professional.
__ __   Content contains no errors (grammatical/punctuation).
__ __   Project was handed in and printed on time – (digital files and printed)