ADV1162
Instructor: Genevieve Hitchings   Designer: _____

Purpose The goal for the Get Out the Vote campaign is to create nonpartisan poster that inspires the American public to participate in the electoral process and vote in the 2012 general election. The posters should motivate eligible citizens to register and turn out on election day.

PART I: Self-Assessment

1. _____   How many sketches did you create?

2.   Name each sketch A, B, C, etc.

3. _____   What is your favorite sketch, and the one you are thinking of developing into the final poster?

4.   If you develop sketch (#3) into the final poster which program – Photoshop or Illustrator – do you intend to use to create it (if both, explain what for what parts)?

Overall Concept
Please rate 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, using complete sentences:

2.   YN   Is the target audience for the poster clear and focused?
                         Explain why or why not it here, using complete sentences:

3.   YN   Is there evidence of a historical reference/ research?
                         Describe, and if not make suggestions:

4.   YN   Effective Title and Tagline, including voter registration info
                         Describe, and if not make suggestions:

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

6.   YN   This sketch is a very good representation of the work I am capable of.
                         Explain here if not:

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?

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PART II: Peer-Assessment (Someone in class will be asked to review your favorite sketch. Do not share Part I with them.)

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3.   YN   Is there evidence of a historical reference/ research?
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4.   YN   Effective Title and Tagline, including voter registration info
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5.   Where would this the poster appear to effectively accomplish it's
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