

GRA3611**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

Product Name _____

How many sketches did you create? Name each sketch A, B, C, etc. _____

1. Describe your product.

2. What differentiates it in the market place?

3. Where will it be sold?

4. Who it will buy it (who is your target audience?)

5. Who is your competition?

6. YN My product rendering is a very good representation of the work I am capable of.
 Explain here if not:

Reviewer: _____

PART II: Peer-Assessment

Please provide some clear and helpful feedback for how they might improve their work.

Please rate 5=Outstanding 1=Needs Work

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

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 YN Is there evidence of a historical reference/ research?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

3. _____ How much would you expect to pay for this product?

4. _____ Would you buy this product? Why or why not, explain:

5. 5 4 3 2 1 Is product name effective? Explain why or why not. Provide
alternative suggestions

6. _____ Which is your favorite logo sketch?

7. Y N Are the logo sketches effective in representing the product? Explain
why or why not.

8. 5 4 3 2 1 In your opinion is the product rendering complete? Does the
designer demonstrate a solid understanding of Illustrator based on
looking at their rendering to date?

9. 5 4 3 2 1 **Overall:** Is the concept for the product redesign progressing nicely?
What rating would you currently assign to the work-in-progress?