

ADV1162

Instructor: Genevieve Hitchings

Designer: _____

Reviewer: _____

PART II: Peer-Assessment Someone in class will be asked to review your poster draft. Show them your sketches and your mood-board.

Reviewer please fill-out all questions carefully:

_____ Number of sketches

Y N Mood-board

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 Is the Title and Tagline effective?
Describe, and if not make suggestions:

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

4. Y N Is there a clear and obvious user profile clear?
Explain the evidence or lack thereof:

5. Does the mood-board effectively represent the client's goals?
Explain why or why not:

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.