

ADV 3662 Interactive Animation

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Designer: _____

Reviewer: _____

Project Feedback

A good PSA campaign focuses on service to the public. The goal is to create a compelling central message, clearly presented with a simple call for action.

Please carefully review your classmate’s ad and answer the following questions in complete sentences. To be handed in at the end of next class:

- 1. What is the banner ad about? What is the proposed message?

_____ -

- 2. Who is the target audience?

_____ -

- 3. Does the banner make sense to you from beginning to end?

_____ -

- 4. If you were to click on the ad what would you expect to learn?

_____ -

- 5. What is the call to action? Do you feel it is effective? Would you be inclined to click?

_____ -

- 6. Where would this ad appear to effectively accomplish its mission?

CHECK LIST: Commitment to Refine Product

- ___ Attention to detail within composition
- ___ Presentation is clean and professional
- ___ All content has been proofed and contains no grammatical/ spelling errors
- ___ Attention given to maintaining quality of photos (PNG or JPEGs –resized in Photoshop)
- ___ Type is readable and legible

- ___ Design is well thought-out and feels complete -> Ready to move into production
- ___ Design needs fine-tuning. Explain: