ADV1162 – FINAL Checklist
Instructor: Genevieve Hitchings

Overall Concept (5=Outstanding 1=Needs Work)
1.   5 4 3 2 1   Rate the concept and design?

2.   5 4 3 2 1   Rate overall technical skill used to create the card?

3.   5 4 3 2 1   Does the design reflect a solid understanding of Photoshop?

4.   5 4 3 2 1   Does the design reflect a solid understanding of Illustrator?

5.   5 4 3 2 1   Commitment to refine product – does the card feel finalized? Has the designer paid attention to detail? Are curves that are meant to be smooth, smooth? Are there any spelling or grammatical errors? Provide comment if needed:

Principles of Design
5 4 3 2 1   **Focal Point:** Does the card 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 comfortable 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, effective and clear visual solution to promoting food options in the area around CityTech?