**COMD 3662 Interactive Animation**   
**Instructor:** Genevieve Hitchings 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.

To be handed in at the end of next class:

1. Who is the target audience?

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

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What is the call to action? Do you feel it is effective? Would you be inclined to click? Is there a clear focal point? Is the content readable?

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

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1. 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 -> Move into production

\_\_\_ Design needs fine-tuning. Explain: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
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