COMD1162 – FINAL EXAM Instructor: Genevieve Hitchings		Designer:	·····			
		Reviewer:				
Peer Assessment Please carefully review the poster and answer the questions as thoroughly and honestly as you can. As a reviewer you want to provide constructive feedback so the designer can produce their best possible work.						
Assignn	ment: Final Poster					
Please	fill-out all questions carefully:					
1.	Describe the completed poster. What	does the message convey?	What is the design solution:			
2.	Who is the target audience? Be specif will be viewed?	ic. Who is this poster design	ed for? Where do you imagine i			
3.	Based on your answer for #2 do you fo be improved?	eel this poster is effective? V	What works well and <u>what</u> could			

4. From the list of designers presented in class whose work would you most relate this designer's work to and why?

Overall Concept (4=Outstanding 1=Needs Work)				
1.	4321	Rate the concept and design?		
2.	4 3 2 1	Rate overall technical skill used to create the card?		
3.	4321	Does the design reflect a solid understanding of Photoshop?		
4.	4321	Does the design reflect a solid understanding of Illustrator?		
5.	•	Commitment to refine product – does the poster feel finalized? Has the designer of detail? Are curves that are meant to be smooth, smooth? Are there any spelling errors? Provide comment if needed:		

## 6. Principles of Design

4 3 2 1	Focal Point: Does the poster have a focal point?
4321	<b>Balance</b> : 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.
4321	<b>Proximity /Unit:</b> Is there a feeling of harmony between all parts of the artwork creating a sense of focal point.
4 3 2 1	<b>Proportion</b> : Does the layout feel well proportioned (all parts relate well to each other)?
4321	<b>Alignment</b> : 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.
4321	<b>Rhythm</b> : Does the layout create a feeling of organized movement? Repeating design elements and consistent use of type help to create positive rhythm in design.
4321	<b>Emphasis</b> : 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.
4321	Legible and Readable: Is the type readable as well as legible?
4321	Overall: Is the design a creative and effective visual solution?

7. If you were the client, would you be satisfied with the designer's solution? Explain why or why not. Be as detailed as possible.