

Student Project Evaluation - Craig Kunce

WOW! (Unity)

Does your concept grab the viewer's attention? Does it all go together? Is it clever? New? Do they have to work for it?

Message

What are you trying to say? Must be clear, concise, and helpful to the customer.

Audience

Do you know who they are? What they want? Need? Where are they? How can you reach them?

Design Style

Minimalistic? 1950s nostalgic? Does it reinforce your message and appeal to your audience?

Emphasis (Rhythm)

What is seen first? Second? Third? How do you direct your viewer's eye?

1.

Did you design
COOL
MARKETING
& ADVERTISING
material?

Layout (Balance)

Did you use an underlying grid or template? Is it repeatable and consistent? Balanced?

Chunking

Is your information delivered in small chunks? Use type, color, art, design elements...

Art / Photos

Did you direct/crop your art and photos to reinforce your message and target your audience?

Color

Do you own one brand color? Is it free to use? Does it reinforce your message and audience?

Typography

Legible? Proofed? 1-2 brand typefaces? Do they help deliver your message to the audience?

2 Are you appropriately using design software?

- *appropriate software*
- *color mode / resolution*
- *tabs / kerning / leading / etc.*
- *efficient workflow*

3 Did you follow a design process?

- *research* • *define*
- *summarize* • *sketch*
- *critiques* • *proof*
- *design* • *present/sell*

4 Practice legal & ethical standards? Deadlines?

- *original creative work*
- *images/fonts free to use*
- *deadlines met*

5 Explain and sell your creative solutions?

- *group critiques*
- *1-on-1 critiques*
- *present/sell to class*
- *present/sell to client*

Two areas done well

- 1 _____
- 2 _____

Two areas to improve

- 1 _____
- 2 _____

Project Name

Points

Grade

Done?

What's Due

_____	/	<input type="radio"/>	<input type="radio"/>
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Hours Worked

Effort

1 2 3 4 5 6 7 8 9 10

Comments