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| --- | --- | --- | --- |
| Questions | Poster 1 | Poster 2 | Poster 3 |
|  | Capture |  | Capture |
| Does the poster clearly convey the issue of the animal abuse and its urgency? | Yes, my first poster shows the animal suffering clearly conveying the issue and its urgency. | Yes, my second poster show strong visuals, clear message, and urgent calls to action. | Yes, my third poster shows a good message that conveys to the animal abuse. |
| Does the poster use images, colours, or text to evoke emotions? | Yes, my first poster uses a image of a skinny dog, 3 puppies, and they are inside a cage. | No, I didn’t use colours any kind of colours for my poster. | Yes, this poster shows the message “puppy mills produce about 4.3 million puppies worldwide. |
| Does the poser guide the viewer’s eye effectively from the most critical message to supporting details? | Yes, this poster gets attention from viewer’s with a good title, making the information clear. | Yes, the layout ensures the message is prominent, followed by great supporting details. | Yes, visual elements like arrows help the viewer’s to easily follow the information flow. |
| Is the call-to-action clear, persuasive, and actionable? | Yes, the poster is clear and effectively directing the audience toward the next step. | Yes, the poster is persuasive and uses engaging language to motivate action. | Yes, the poster is actionable, providing a straightforward way for the viewer’s to respond. |
| Does the poster use colours, fonts, and graphics that are appealing, professional, and appropriate the target audience? | Yes, the poster fonts and graphics that are interesting and perfectly suited to the target audience. | Yes, the design elements, including the fonts and graphics, are acceptable and effectively engage the target audience. | Yes, the poster’s use of typography, and visuals is both good and specialized to attract the right audience. |
| Does the design appeal to the intended audience? | **Yes, the design resonates with the target audience** because it uses elements like style and operation, that corresponded with their preferences and needs. | **Yes, the design is good** because it incorporates well-balanced features, making the experience good and pleasant for the target audience. | **Yes, the design suits the audience** since it engages the user with familiar visual hints that speak to their tastes and expectations. |
| Are the images used impactful and relevant to the theme of the animal abuse? | Yes, the image shows the pain animals suffer, making the issue more urgent. | Yes, the images are tied to animal abuse, helping people understand the problem better. | Yes, the images are powerful and directly related to the theme, making the message stronger**.** |
| Is the text easy to read from a distance? Are fonts and text size appropriate? | No, the text is easy to read and understand but you can’t really read it from a distance. | The text is easy to understand, but it's a bit too small to read from a distance. | While the text is clear and straightforward, it’s not big enough to be seen from far away. |

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| Questions | Poster 1 | Poster 2 | Poster 3 |
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| Does the poster clearly convey the issue of the animal abuse and its urgency? | 4 | 4 | 3 |
| Does the poster use images, colours, or text to evoke emotions? | 3 | 4 | 2 |
| Does the poser guide the viewer’s eye effectively from the most critical message to supporting details? | 4 | 5 | 4 |
| Is the call-to-action clear, persuasive, and actionable? | 3 | 4 | 2 |
| Does the poster use colours, fonts, and graphics that are appealing, professional, and appropriate the target audience? | 3 | 3 | 3 |
| Does the design appeal to the intended audience? | 4 | 5 | 4 |
| Are the images used impactful and relevant to the theme of the animal abuse? | 5 | 5 | 5 |
| Is the text easy to read from a distance? Are fonts and text size appropriate? | 1 | 2 | 2 |
| **Total** | 27 | 32 | 25 |

Out of the three posters I think the second poster is the best one. I chose this poster because it scored the highest in important areas like design, clarity, and creativity. It’s simple, clear, and grabs attention without being too busy. Compared to the other posters, it communicates the message better and appeals to the audience more, making it the best choice. And personally, I think it is the best from all of the posters.