

# DESIGN ANALYSIS - CRITERIA TABLE

Note: we provide an example based on a flyer for a school event just to guide you how to complete this table.

## To submit:

- Individual work. Select 2 or 3 pages on a magazine to analyze.
  - You can select a [paper magazine or a web magazine](#)
- Insert screenshots of your magazine pages you have selected regarding this design analysis work.
- Replace the last column with your design analysis.
  - You can write in [Khmer or English](#)



CATEGORY	CRITERIA	EXAMPLE OF ANALYSIS
<b>FONT</b>	The <b>fonts</b> , the <b>font size</b> , and style are well selected and create a visual <b>interest</b>	<p>The design uses a bold and eye-catching font for the event title, and the main point also has bold too, but the main point has a different font size and the body text uses a small font that is difficult to read.</p> <p>The font style is consistent throughout the design.</p>
<b>COLOR</b>	The <b>color palette</b> is well selected and creates a visual <b>interest</b>	<p>The design uses a color scheme that complements the News feed colors and creates visual interest.</p> <p>Have a lot of color on the text body. Not good.</p>
<b>COMPOSITION</b>	The layout of the design is well-organized and <b>easy to follow</b> , with a clear <b>hierarchy</b> of information	<p>The layout of the design is well-organized and easy to follow, but having a picture between the body text makes it hard to read.</p>
<b>CONTRAST</b>	Is there sufficient <b>contrast</b> between the different elements of the design to <b>make them stand out</b> and create visual interest	<p>The use of contrast in the design is good. By including big font and bold.</p> <p>The event title stands out but the body text is difficult to read. And it has a lot of groups too.</p>
<b>BALANCE</b>	Is the design <b>balanced</b> in terms of its use of space, text, and graphics	<p>The design is well-balanced in terms of its use of space, text, and graphics. Includes color background.</p>

<b>PROXIMITY</b>	Are related elements of the design <b>grouped</b> together to create <b>visual unity</b> and <b>hierarchy</b>	The related elements of the design are grouped together effectively, with the event title, date, and location presented in a clear and organized manner.it well
<b>REPETITION</b>	Is there consistent use of design elements (such as fonts, colors, and graphics) throughout the design to <b>create visual unity</b>	<p>The design does not make consistent use of design elements throughout the flyer, which could have helped to create visual unity. But it use only font style.</p> <p>For example, the use of the background color on the left and the background color could have been repeated throughout the design.</p>
<b>WHITE SPACE</b>	Is there sufficient white space (or negative space) in the design to create <b>visual breathing room</b> and balance	<p>The design makes good use of white space to create visual breathing room and balance.</p> <p>The use of white space also helps to highlight important information.q</p>