For each poster draft, choose one critique item in each category (1), (2), and (3).

1. Overall/Thematic

The client seeks an ad with a single clear message about learning to code.
The client desires an ad that is simple, readable, consistent, and deliberate.
The client is looking for a creative and clever ad.
The client is looking for a professional and tasteful ad.
The client wants an exciting and visually appealing ad.
The client wants an ad that reaches out to people who are not traditionally programmers.
Use graphics/images that support the overall message. What message are you trying to convey?
Use colors/fonts that support the overall message. What message are you trying to convey?

2. Composition & Layout

Visual Flow and Balance
Try to create a visual flow for the viewer—what should the viewer see first?
Think about the proximity of different elements. How close together or far apart elements are placed suggests a relationship (or lack thereof) between otherwise disparate parts.
Contrast the position of elements to draw the viewer's attention to the most important parts.

Spacing and Alignment
Align text and graphics to create more interesting, dynamic, and appropriate layouts.
It's ok to break alignment only to draw the viewer's attention to important elements in the ad.
Use space—the absence of text and graphics—to provide visual breathing room for the eye.
Consider playing around with different ways to justify the text (e.g., center, left, or right-justified).

Emphasis & Hierarchy
Think about the visual hierarchy of the different elements (texts, images, colors, etc) of the ad. What is the most important?
Use elements with visual intensity or color for emphasis.

3. Fonts, Colors, Images

Font Type
Use large, bold font/graphics to create focus or emphasis on the ad design.
If using text over an image, make the text bigger and darker than normal; make sure it is readable.
Try not to over emphasize text elements. (ex. a font does not need to be large, bold, and italic).

Images
Use large, bold graphics to create the focus of the ad design.
Consider using fewer images.

Color
Use color to create emphasis, to separate different elements, or to categorize content.
Avoid really light, bright colors.
Avoid colors together that look too similar (ex. brown & grey).
Try to use different colors that go well together.
Avoid complicated backgrounds.