WEB 2890 Project Feedback Form

Name of Student being Reviewed: Kelli Jeske

Name of Reviewer:Debra McInelly

Company/Position: Graphic Designer

Contact information (phone, email): 801-367-4985/rdmcinelly@gmail.com

Relation to Student (check one):   Client [   ]   Friend [   ]

Acquaintance [   ]   Professional [x]

Web/UX professor [   ]   Weber State professor [   ]

Weber State staff [   ]   Other, please specify: <u>Graphic</u>

<u>Designer</u>_____

Part 1 - Questions for Client Only:

1. Were the requirements/objectives of the project met by the student?

[x] All requirements were met

[   ] Most requirements were met

[   ] Some requirements were met

[   ] No requirements were met

Add Comment:

Kelli has been at the top of her class and has exhibited a desire to continue learning in her field. She will be an asset to any company.

2. How satisfied were you with the communication during your project's completion?

[   ] Very Satisfied   [x] Satisfied   [   ] Neutral   [   ] Dissatisfied   [   ] Very Dissatisfied

Add Comment:

Kelli shows an aptitude for understanding what her client wants and gives creative suggestions

3. What is your impression of the student's knowledge and skill level based on your experience working with him/her?

[   ] 5 (High)   [x] 4   [   ] 3   [   ] 2   [   ] 1 (Low)

Add Comment:

Kelli will benefit from doing actual work in her field and is willing to learn what is required from her employer at a company. She is a fast learner and creative.

4. How effective was the student in solving problems and making decisions during the completion of the project?

[x] Very Effective   [   ] Somewhat Effective   [   ] Not sure   [   ] Ineffective   [   ] Very Ineffective

Add Comment:

Kelli has some great ideas and was able to solve all problems presented with creative ideas. She works well on her own and will be an asset to any place of employment.

5. How likely are you to use the project in its final format (i.e., print and mail a marketing card to customers, add video or images to website, have business cards or letterhead printed with new logo)?

[x] Very Likely   [ ] Somewhat Likely   [ ] Not Sure   [ ] Unlikely   [ ] Very Unlikely

Add Comment:

6. How likely are you to ask this student to complete another project for you?

[x] Very Likely   [ ] Somewhat Likely   [ ] Not Sure   [ ] Unlikely   [ ] Very Unlikely

Add Comment:

Kelli was willing to give creative suggestions to help the client improve and understand their vision for the project

Comments from All Reviewers

Please provide ratings and comments on the following project criteria (1 = low and 5 = high):

1 2 3 4 5   **Overall project quality** 5

Comments:

Very high quality and something many people will want to use

1 2 3 4 5   **Level of creativity and originality demonstrated in the project** 5

Comments:

Original designs with many options and the ability to have help customizing your own designs

1 2 3 4 5   **Project contains an appropriate amount of information to meet its objectives. 5**

Comments:

Yes. With homemakers wanting to make their own products there are many options for them to choose from.

1 2 3 4 5   **Quality of elements making up project (HTML/CSS, photos, vector graphics, video, audio, animation, web objects/elements) 5**

Comments:

Kelli understood what was needed and didn't use designs that were unappealing or unnecessary

1 2 3 4 5   **Project design (color, fonts, typography, layout/composition). The overall concept/theme/unified look of the website is effective.** 5

Comments:

Loved the colors and layout. The theme was cohesive

Do you feel this project is appropriate to include in the student's portfolio considering skill-level demonstrated?

Comments:

Very much so. It shows Kelli's understanding of what a client would want from a designer

Did you experience any technical difficulties as you navigated through the website or displayed the project?

Comments:

No. The website is well designed and easy to navigate.

What are the main strengths of the project?

Comments:

The ease of navigation

The beautifully designed labels for various projects

The option for customers to customize their information for the labels provided or the ability to customize their own labels.

The ease of ordering

What are the main things that could be improved with the project?

Comments:

Overall the project was very aesthetic and easy to navigate. The designs and variety of labels are clear and beautifully done.