



**NORTH SEATTLE
COMMUNITY COLLEGE**
ART 101: DESIGN – Winter 2013

Self Assessment: Bad Design in Advertising Makeover

Name _____ Date _____

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In this assignment we looked at examples of good and bad graphic design and recognized the successful or missing elements of art in each. Students found examples both of good and bad graphic design and brought them into class to share with the group. From the collected bad ads, each student chose one to give a “makeover” to. Students worked with a “firm” of 3-4 of their peers to identify the main problems with their ad and to develop a solution to fix them. Students could use the medium of their choice – collage, computer design, paint, etc. to render the ad makeover. Students went through several stages of check – ins with both their firm and instructor before finishing their ad makeover.

Assignment	Criteria (How student demonstrates skills learned)	Did not complete, or did not do "0"	Attempted, but left unfinished or with little effort "1"	Met criteria with little or minimum effort "2"	Met criteria with considerable effort, time and attention to detail "3"	Professor's marks, if different
	Student fully participated in group discussion over what made designs successful or not successful (slideshow at beginning of assignment)					
	Students hunted for both good and bad examples of design in advertising and brought in one example of successful design and two examples of unsuccessful design to share with the class on day it was due					
	Student shared out loud with the group why they chose the ads they did (around the table)					
	Student chose one ad to "fix" and began brainstorming on how to solve the visual problems shown in the original ad. Student searched for multiple solutions so they could choose the best idea to pursue					
	Student partnered with a "firm" of their peers. Student fully engaged with their partners' designs. Student checked in frequently with their firm and made every effort to treat them as a resource and teammate in the assignment					
	Student shared firm's progress and vision with the class and offered feedback and ideas to classmates					
	In the final reworked design, student demonstrated an understanding of the elements of design, as compiled on the list shown and discussed in class					
	Student presented a brief explanation to describe their thought process to audience as if we were the client					
	Student continued to revise the final ad until it <u>best</u> met the criteria: demonstrate the elements of design, while satisfying the "client" and intended audience of the original design					
	Student presented final and revised					

	work on day it was due.					
Total points out of 30						

Self-reflection questions:

Who was your client?

Who (specifically) was your audience?

What was the original ad trying to do?

Do you think your original client would be pleased with your new design for their product? Do you think your firm member's original clients would be pleased with their new design? Please explain why or why not for both you and your firm member's designs.

What elements of design are strongest in your final ad? Explain what they are and how you incorporated them into your design.

Please describe your working relationship with your firm, or team. What did you learn from that experience? How did working with a group affect your creative process? Please describe the challenging and successful moments.