

DESIGN EVALUATION

NAME:

Technical considerations include:

Layers are named and grouped appropriately
Extraneous layers are removed
A 960 grid and Wireframe template is present
Files have been submitted properly

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NOTES:

Design considerations include:

Art movement

Characteristics of the art movement are applied to the design
There is a unified visual style
Effective use of whitespace - white space reflective of the art movement
Imagery & iconography are reflective of the movement (do not use actual artworks)
Typography (fonts, sizing, contrast, etc.) is effective and reflective of the movement
Colour reflects the movement and does not impact the content negatively

Anatomy

All relevant and necessary components are present (ex: header, logo, navigation)
The grid has been used effectively (alignment, proportion, whitespace)

Content

There is an effective hierarchy present (whitespace, contrast, size, etc.)

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Rationale submitted as a separate Word doc and printed/handed in

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TOTAL

/100