

Design Analysis Quick Check

How do you rate the design of this project?

Project Name: Motivational/Inspirational Magnet

Design Principles Met?	Yes	No
1. Is there a concept? <i>(What message, story, or idea is presented? Is there a clear message?)</i>		
2. Is the design appropriate for the audience? <i>Who do you think the audience is? _____</i>		
3. Is there a maximum of two typefaces used?		
4. Is the typeface readable?		
5. Are the colors purposeful? <i>(Do they help give meaning to the audience?)</i>		
6. Is there a good balance of negative (white) space?		
7. Do the elements in the design complement each other?		
8. Is there good contrast between elements? <i>(Text is readable on a selected background)</i>		
<u><i>If you were the designer, what would you have done differently?</i></u>		
RATE IT: Overall do you think this is a good design? <i>On a FIVE star rating – how many stars?</i> ★ = Needs Help ★★★★★ = Average ★★★★★★ = Top Notch Design		

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