

## Evaluate a Creative Choice



Use the matching sheet ID when checking answers.

Use the material to work through each task. Show the requested response.

1. What feeling does the designer want?

Answer: calm

2. How many main messages should receive attention?

Answer: one

3. What draft feature may conflict with the intention?

Look for:

- Connects observation and stated purpose.

One possible response: Many competing bright shapes may weaken calm or focus.

4. Sketch a revised layout.

Look for:

- Addresses focus and intended mood.

One possible response: A simpler layout with one clear message and fewer competing elements.

5. Explain how your revision responds to the brief.

Look for:

- Uses specific design choices.

One possible response: It reduces competing shapes and clarifies the message.

6. What feedback would help evaluate success?

Look for:

- Collects evidence related to the intention.

One possible response: Ask viewers what they notice first and how the design feels.

Open responses use criteria and an illustrative response. Other well-supported responses can be acceptable.