

Evaluate a Creative Choice



Name: _____ Date: _____

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

An invented design intention

Invented practice data or scenario; not a report of a real study.
A designer wants a poster to feel calm and guide readers to one short message. The draft uses many bright shapes and several different type sizes.

- 1. What feeling does the designer want?

- 2. How many main messages should receive attention?

- 3. What draft feature may conflict with the intention?

Evaluate a Creative Choice



Name: _____ Date: _____

4. Sketch a revised layout.

5. Explain how your revision responds to the brief.

6. What feedback would help evaluate success?