

Evaluate a Creative Choice: Explore and Explain



Name: _____ Date: _____

Explore the material. Talk through your reasoning with suitable support.

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?
