

Evaluate a Creative Choice: Practice Independently



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 draft feature may conflict with the intention?

2. Sketch a revised layout.