




Name	Product 1	Group	Date
<b>Type of product</b> e.g. poster, web page, packaging		<b>Product 2</b>	<b>Product 3</b>
<b>C r e a t i v e   p l a t f o r m</b> – answer for each product			
<b>1. What's its purpose?</b>			
<b>2. Who do you think its target audience or consumer is?</b>			
<b>3. What's its basic message?</b>			
<b>4. How does the designer want the audience to respond?</b>			
<b>5. Where is the product displayed?</b>			
<b>6. How would you describe its visual style or graphic elements? Give a star rating 1-5 and add a comment.</b>			
<b>a) Graphic types</b>  What graphics or other images does the designer use? Are they appropriate?	★ ★ ★ ★ ★	★ ★ ★ ★ ★	★ ★ ★ ★ ★
<b>b) Typography (font style and size)</b>  How many different fonts are used? Can you name any? What does the font style suggest? Is it appropriate? Is the message easy to read?	★ ★ ★ ★ ★	★ ★ ★ ★ ★	★ ★ ★ ★ ★
<b>c) Colour scheme</b>  What are the main colours used? Are they complementary, contrasting, harmonious or monochromatic? What message or mood do they suggest? Is it appropriate?	★ ★ ★ ★ ★	★ ★ ★ ★ ★	★ ★ ★ ★ ★

<p><b>d) Layout</b> Is there a clear visual hierarchy from largest/most important to smallest/least? What's the most eye-catching element? Are type and graphics well-balanced? Is there a strong underlying design e.g. vertical or diagonal blocks. How is text grouped and aligned?</p>	<p>★ ★ ★ ★ ★</p>	<p>★ ★ ★ ★ ★</p>	<p>★ ★ ★ ★ ★</p>
<p><b>e) Match to audience/consumer</b> How appropriate is the product's design to the target audience?</p>	<p>★ ★ ★ ★ ★</p>	<p>★ ★ ★ ★ ★</p>	<p>★ ★ ★ ★ ★</p>
<p><b>f) Communication</b> How clear is the message?</p>	<p>★ ★ ★ ★ ★</p>	<p>★ ★ ★ ★ ★</p>	<p>★ ★ ★ ★ ★</p>

**Write a short review** of the product that tops your list from the three you evaluated above explaining why you think it was successful.

**Key words**

purpose   aim   target audience   message   visual style   display location   graphics   typography/font  
 layout   colour scheme   communicate

 My top graphic product is ...

 I think it's successful because ...