ADV1160
Instructor: Genevieve Hitchings   Designer: _____

PART I: Poster (In-class critique)
Please rate based on each Principal of Design
5=Best 1=Worst

5 4 3 2 1   **Focal Point:** Does the cover have a focal point?
5 4 3 2 1   **Balance**: Does the layout feels balanced (asymmetrical or symmetrical). If
                   the design was on a scale these elements should be balanced to make a
                   design feel stable?
5 4 3 2 1   **Proximity /Unit:** Is there a feeling of harmony between all parts of the
                   artwork creating a sense of focal point.
5 4 3 2 1   **Proportion**: Does the layout feel well proportioned (all parts relate well to each other)?
5 4 3 2 1   **Alignment**: Does the layout feel cluttered? Designs that try to cram too
                   much text and graphics onto the page are uncomfortable and may be
                   impossible to read. The allotted amount of negative space gives a
                   comfortable breathing room.
5 4 3 2 1   **Rhythm**: Does the layout create a feeling of organized movement?
                   Repeating design elements and consistent use of type help to create
                   positive rhythm in design.
5 4 3 2 1   **Emphasis**: Is there an effective feeling of contrast in the layout? Big
                   and small elements, black and white text, squares and circles, can all
                   create contrast in design.
5 4 3 2 1   **Overall,** layout is a creative and effective visual solution.
5 4 3 2 1   **Color**: use of color in layout is effective

Y   N
__ __   Effective typographic exploration of the nine circles of hell
__ __   Effective use of a quote from the poem within the poster
__ __   Effective use of Title: The Divine Comedy: Dante's Inferno
__ __   Date and location of event
__ __   Logo of the Public Theater
__ __   The poster must be designed in InDesign using only type and color (no photography).

__ __   Materials and project dimensions are correct (Margins, Bleeds, Crop Marks)
__ __   Presentation is clean and professional.
__ __   Content contains no errors (grammatical/punctuation).

5 4 3 2 1   Overall layout is readable (comfortable font, font size, paragraph alignment, leading)
5 4 3 2 1   Overall attention to detail