

Critique Guide:

Excerpts taken from Robin Landa's Graphic Design Solutions.

Refer to your design brief or written objectives.

- Does your solution communicate the intended message or information to your audience? Survey people to ascertain the message they are receiving.
- Did you fulfill the goal or did you miss the point of the original problem? At times, you may come up with an approach to a problem that does not directly answer the problem, but you like it and pursue it regardless. Be aware that sometimes it pays to let go of an approach that is not on target, even if you love it.
- How well does your solution fulfill stated objectives?
- Did you create a hierarchy of information? Can information be easily gleaned?
- Did you successfully integrate the concept with the visual elements?*
- Is it appropriate for the brand or group?
(For example, if you design a business card for a banker, you certainly would not want to create a design that conveys a whimsical or unstable spirit.)
- Is your solution appropriately executed?
Is your choice of color, paper, media, size, and style right for the purpose or goal of the problem?
- Is the audience enriched by their experience with your solution? Do they get it?
- Is your presentation clean, accurate and professional? Is your production skills and comp of good quality?

*Words to think about when assessing the integration of concept with visual elements:

Foreground/Background
Positive/Negative Space
Balance
Tension
Stability/Instability
Visual Focus
Emphasis
Movement/Rhythm
Alignment
Scale

Texture/pattern/layers
Color Appropriateness
Hierarchy
Relationship of elements
Grouping

Does the visuals match the idea?
Does the idea solve the problem?