

Design Project – Student Self-Evaluation

For Craig Kunce's Classes

Complete this form as you progress through your design project. Use it as notes when you present to class and hand it in with your work for a final grade.

Project Overview:

Client: _____ Marketing Material to Design: _____

Size: _____ Software: _____ Resolution: _____ Color Mode: _____

Other considerations: _____

Be prepared to explain how your design work delivers your message visually to your audience

Type, art, photos, video, color, layout, brand standards: _____ Message (3–5 words): _____

Where and how will it be used? _____ Audience (location, age, interests, lifestyle): _____

Grading scale design examples: craigkunce.com/student-self-evaluation-forms/	Incomplete	Needs Improvement	Almost Client-Ready	Client-Ready
1. 10 Thumbnails / Sketches Get sketching! Create ideas for your project. Attach a copy. Hand-drawn or digital.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Presentations & Critiques —Professionally and influentially present your work 1. Present your design work to class for critique and feedback 2. Present your design work to class for critique and feedback	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Followed Instructions —Appropriate software & equip, specs, size, color mode, resolution, brand guidelines Production quality —is accurate, neat, clean, organized, and professional Content —You included enough design elements to deliver your message	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Design work effectively delivers your message to the audience using: Each element listed below should harmonize with the others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Design Style (Fits all other design elements listed here)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Typography (Is also legible)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Color (Is also harmonious)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Photos / art / video	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sound	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Layout / flow / timing / transitions / motion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Repeatable design elements / brand standards	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Ethics & Copyright You used copyright-free layouts, designs, fonts, photos, art, videos, and sound	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Final Project Presentation —Professionally and influentially present your work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Critique feedback from instructor and other students.

How can you improve your use of type, art, photos, video, layout, color, and sound:

Reflection Questions

What are the two most important things you learned from this project?

- 1.
- 2.

What two areas still need improvement?

- 1.
- 2.

What two aspects of this project are you most proud of?

- 1.
- 2.

Soft Skills – Reflection Question

Briefly explain how you have improved this soft skill: _____:

(1-10) Before this project, I was a _____, now I feel I'm a _____.