Design Project – Student Self-Evaluation

Student Name:

Project Overview:

Client: Marketing Material to Design:

Size: Software: Resolution: Color Mode:

Always 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):

	Incomplete	Needs Improvement	Almost Client-Ready	Client-Ready
1. Presentations & Critiques–Present your design work for critique and feedback	○	○	○	○
2. 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	○	○	○	○

3. Design work effectively delivers your message to the audience using:

	Incomplete	Needs Improvement	Almost Client-Ready	Client-Ready
Design Style (organic, expensive, natural, retro, minimalistic, playful, etc.)	○	○	○	○
Typography (Is also legible)	○	○	○	○
Color (Is also harmonious)	○	○	○	○
Photos / Illustrations / Art / Videos	○	○	○	○
Layout & Visual Flow (timing / transitions / motion, sound - when used)	○	○	○	○
Repeatable design elements / brand standards (borders, backgrounds, blends, etc.)	○	○	○	○

	Incomplete	Needs Improvement	Almost Client-Ready	Client-Ready
4. Ethics & Copyright You used copyright-free layouts, designs, fonts, photos, art, videos, and sound	○	○	○	○