

Design Project – Overview & Self-Evaluation

For Craig Kunce's Classes

Student Name:

Course:

Project Overview: Design and Marketing Fusion

Client and Marketing Campaign (New product launch, seasonal, sale?) :

Audience (Lifestyle, location, age, interests?):

Marketing Material to Design	Size	Color Mode	Resolution	Software	Deliverable	What are the goals of the marketing material? What problem is solved for your client?	How is Success Measured?

Student Self-Evaluation

	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. How well does your design work effectively deliver your message to the audience using:				
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.)	☐	☐	☐	☐
4. Ethics & Copyright				
You used copyright-free layouts, designs, fonts, photos, art, videos, and sound	☐	☐	☐	☐