

Discussion Points / Topics

Concept

- **Does a concept exist?**
- What is its goal?
- Is the goal being met by the design?
- Is the concept worthwhile? Will the viewer care?

Communication

- Is it clear what I'm viewing?
- Will I understand what you're trying to convey?
- Is it clear what I can do here, if anything?

Structure

- What are the design's visual priorities?
- Are design elements working in contrast, complement, or conflict?
- What elements do you consider foreground? Background?
- How will the design accommodate variability in browser width?
- Does what's actually visible 'above the fold' make sense?
- Is transparency, if used, used appropriately?

Aesthetic

- Is the design beautiful/striking/remarkable?
- Does the design aesthetic relate to the concept?
- Is the aesthetic consistent?
- Is the aesthetic driving the concept, or vice-versa?

Execution

- Are type size/color/face/treatment choices helping or hurting?
- Are images presented with sufficient resolution, and without unintentional distortion or compression artifacts?
- Have image edges all been considered and managed?
- Will elements such as fonts transfer as intended to the browser environment?
- Can you build it?