

MMP460 - FINAL PRESENTATIONS FEEDBACK

QUESTION	ANSWER
Name of the campaign you are reviewing	
Is the social cause the campaign is focused on clear? Can you describe it in your own words?	
Is the target audience clearly defined? Do you understand why it was chosen?	
Can you list the different media elements the campaign uses to promote their cause?	
What is your favorite media element and why?	
What words come to mind when you look at the color palette (<i>colorful, minimalist, neutral, cute, soothing, natural, violent, energetic etc.</i>)? Does it fit the cause/campaign?	
What words come to mind when you look at the typography (<i>classical, modern, familiar, playful, chaotic, fun etc.</i>)? Does it fit the cause/campaign?	
What words come to mind when you look at the logo (<i>fun, playful, serious, retro, minimalist, chaotic, mysterious etc.</i>)? Is it legible? Does it clearly represent the cause/campaign?	
Are all the proposed elements cohesive (follow the same style - visually and tonally)? If not, which one(s) would you change?	
As a user for this campaign what "call to action" would you follow? Are any of them too demanding? Not of interest?	
Is the language clear? Is it appropriate for the target audience? Can you point to a piece of text that should be revised?	

Was the presentation organized and pleasant to look at? What would you change?	
Was the presentation well rehearsed? Did every team member seem equally involved?	
What was your favorite part of the presentation/campaign? Why?	
What was your <i>least</i> favorite part of the presentation/campaign? Why?	
Use this space to provide any further comments/suggestions.	