# GRAPHIC DESIGN FINAL PIECE Evaluation :
# Guide Help Sheet

Please use this to help make notes & then write up.

Please separate your evaluation into paragraphs

The question & your idea:

**What brief did you choose and what appealed to you about it ?**

- Did you have to adapt & change the idea as the design evolved ?
- "I aimed to create…."…. how you integrated your idea for the brief & the Artist's work with your own?
- How did any artist's work influence your piece ? Did the style evolve far from the artist's style ?

EG: *My initial brief was to design posters for Netflix based around the plot of a missing person. I aimed to create these with my artist's style (Barbara Kruger) in mind as her work has a shock feel to it & usually feature a person.  Her work is very structured so I felt that the format would follow a poster series well.  The bold headlines she also uses would translate well to the title also.  I felt that the initial title of Persona was too short so I explored the idea of Krugers statements to devise a longer title  / slogan for the series.*

**How did you refine & modify your designs ?**

- Explain the journey of your ideas from first ideas to mock ups to final pieces
- What did you reject / what did you keep ? What worked / what didn't? Acknowledge parts / processes that didn't work.
- Were you able to build the ideas into a series of posters / animation etc ? What were the challenges here ?
- *If appropriate :* How did taking primary images help ? How did the lighting affect the photos ?

**What message does your design convey ?**

What is the "big idea" behind the pieces - how did the idea evolve for you; explain the journey.

Who is it aimed at ? What is the tone of voice ?

**How have you used colour ? What feelings does it evoke?**

- Are they harmonious/ opposite , limited palette, modern , composition of colour
- Why did you choose these colours? (symbolic ? used by the artist?)

# GRAPHIC DESIGN FINAL PIECE Evaluation :

# Guide Help Sheet

- How do colours help to convey the mood – ( Shocking, powerful, feminine, masculine, dreamlike , dynamic, edgy, controversial/ joyful/ humorous/ intriguing ?  – do these appeal to the audience you are aiming for?) Do the colours set the tone ?
- Backgrounds & Textures – what did you use and why?
- Does the media you used fit the piece ? (Ie is it hand rendered / digital  etc  ? ) Why did you use hand rendered (authentic feel? retro feel ? More tactile ?)

## What techniques did you use

- Did you discover / try any new media or techniques that worked (screenprint ? Ink & bleach? paint? marbling ? Collage ? Spraypaint?)
- What did you do to help the piece move forward - what refinements did you make ?
- How did the software help ? Did you use any software to help such as Photomosh or the space type generator ? How did these help ?
- If you created an animation , how did you have to adapt your design to enable the piece to flow - did you add sfx ? Discuss timings & transition etc

## How does your font choice & typographic <u>arrangement</u>  impact within the piece ?

What feeling / message did you want the typography to convey ?

- How did you weave the typography & image together ?
- Is there typographic hierarchy ?
- What adaptations did you have to make to the fonts ? Kerning / leading ? Warping? distorting?
- Did you design your own font ? How ? to what effect ? Did you use hand made fonts & distort these to create an effect ?

## Insitu ideas:

What ideas did you consider for the placement and insitu of the piece ? Will your designs be shown at large scale / smaller scale - or both ?

Will they be social media or on poster sites ? Why ?

How do these ideas connect the message / ideas of the pieces?

# GRAPHIC DESIGN FINAL PIECE Evaluation :

# Guide Help Sheet

(think about the audience ...are they more likely to see social media posts or posters ? Will you use both for maximum exposure?)

Have you had to adapt the designs to fit the different formats ?

Did this compromise your design ?

**Do your pieces have a "call to action"**

ie  If its a Netflix campaign , do they know what date it launches ?

If it's a Mental Health campaign, do they know where to get help ? Mind logo / hashtag etc

If it's Depop , is there a link to the website ?