

EVALUATION SHEET

Objective

All the students are non-designers. Their goal was to design a wedding invitation for a hypothetical client.

Instructions

Please rate each work (wedding invitation) according to the criteria stated below and circle the number that best describes your response. Each response should be marked on a scale 1 to 5 (1 = ineffective, 2 = slightly effective, 3 = moderately effective, 4 = effective, 5 = extremely effective)

The number on the survey (Work 1) corresponds with a number on the invitation.

WORK 1***

(1 = ineffective, 2 = slightly effective, 3 = moderately effective, 4 = effective, 5 = extremely effective)

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|--|-----|----|----|--------------|---|
| 1. Rate the non-designer's use of typography | 1 | 2 | 3 | 4 | 5 |
| 2. Rate the non-designer's adherence to design principles
(balance, emphasis, unity, white space) | 1 | 2 | 3 | 4 | 5 |
| 3. Rate the non-designer's use of color | 1 | 2 | 3 | 4 | 5 |
| 4. Do you consider this work to be an effective piece?
response) | Yes | or | No | (circle your | |

*** Please note that the number on the survey corresponds with a number on the invitation.