

Animator Name: _____

Poster for: _____

Critiquing a Poster

Consider . . .

Advice . . . (circle)

Comments . . . 3 Fave Things + What/How to Improve

	Rethink/ Improve!	Could be polished some!	Nice!	Wow! Jealous :)	1) Explain what's not working so animator can address it . . . 2) Also note your favorite 3 things in this animation! . . . Use back of page if necessary.
Content is appropriate for target audience and purpose.	1	2	3	4	
Content is immediately recognizable and needs no clarification.	1	2	3	4	
There are no connotations that might confuse people about the purpose or give off a negative vibe.	1	2	3	4	
There are no kissing edges that should be overlapped or have space added around them. Items either have plenty of space around them or they are overlapping other items or cropped, rather than kissing the edge of the poster or other items.	1	2	3	4	
Text is large enough.	1	2	3	4	
Design is not too complicated.	1	2	3	4	
In grayscale, the design is still balanced. Light/dark is effective.	1	2	3	4	
The composition allows the eye to travel through it and the center of interest is clear.	1	2	3	4	
The hierarchy of information is clear. Proximity and size and other means of emphasis make it clear. Items that have to do with each other are placed closer to each other.	1	2	3	4	
Color scheme is pleasing and fits the purpose.	1	2	3	4	
Fonts chosen create the right style and feeling for the poster. Don't use Papyrus or Comic Sans or other overused fonts.	1	2	3	4	
Areas with multiple lines of text are NOT centered.	1	2	3	4	
Photos and shapes are proportional, not squished or stretched. When correcting these issues, use the Shift key to prevent issues with losing your proportions/aspect ratios.	1	2	3	4	
Images are crisp, not blurry or pixelated or low in contrast.	1	2	3	4	
Nothing is messy or has jagged edges that need to be cleaned up.	1	2	3	4	
Alignment is used, making the piece look more professional.	1	2	3	4	
Repetition of elements provides unity.	1	2	3	4	
Variety of elements provides interest without complicating the design. Contrast (of any/all kinds) is used effectively.	1	2	3	4	
Overall, this poster is appealing for the target audience and professional-looking.	1	2	3	4	

Reviewer Name: _____

General Comments:

Reviewer Date: _____