**1.01 Design Critique Activity**

**Directions:** The first thing that most people do when they look at a design is say "I like it" or "I don't like it." However, our statements and guesses need to be more educated. An educated discussion about a design is called a "Critique." Using the design assigned to you by your teacher, complete the following design critique.

1. **Collect Information:**
   1. Who is the target audience?
   2. What is the goal or purpose of the design?
   3. What type of design is it? (advertisement, flyer, cover, etc.)
   4. Does the design appeal to the target audience? Does the design achieve the intended goal?
2. **Analysis**. This is where you use your knowledge of typography, and elements and principles of design. Tell what you see, not what you think.
   1. Describe the designer’s use of typography.
   2. Describe the designer’s use of the elements of design.
   3. Describe the designer’s use of the principles of design.
   4. Describe the designer’s use of color.
   5. Describe the designer’s use of grids, z-pattern, and/or optical center?
3. **Interpretation**. Tell what you think.
   1. What does the spread mean to you personally?
   2. Does the designer evoke any emotion from you?
   3. Can you make any connections to the design?
4. **Judgment** **Time**. By now, you should be able to give some educated reasons why you like or do not like a design. Back up what you say based on your knowledge of typography, design elements, and design principles. Do not allow your criticism to outweigh your positive comments. It’s “ok” to like the design, but you must justify your answer.
   1. What do you think about this layout? Is it successful or not?
   2. Did the designer use what you have learned about design effectively?
   3. What would you change?
5. **Final Thoughts and Future Development.** Discuss some of the layout’s strong points that you’d like to use in your designs in the future. Example: “Use of a (color, lines) in this layout is appealing, and I definitely think I would repeat this in future assignments.”