

[client ltd]

Review period

[project]

From

Rating

1. Must improve 2. Could improve 3. Satisfactory 4. Very good 5. Excellent

Creative

Understanding of brand/brand equity	1	2	3	4	5
Understanding of creative objectives	1	2	3	4	5
Understanding of marketplace	1	2	3	4	5
Understanding of audience	1	2	3	4	5
Knowledge of competition	1	2	3	4	5
Big picture thinking	1	2	3	4	5
Range / diversity of ideas	1	2	3	4	5
Strategic direction	1	2	3	4	5
Originality of ideas	1	2	3	4	5
Consideration for multiple forms of media/applications	1	2	3	4	5
Presentation of ideas	1	2	3	4	5
Communication of rationale	1	2	3	4	5
Response to feedback	1	2	3	4	5
Ability to incorporate client ideas/suggestions	1	2	3	4	5
Flexibility/responsiveness to change	1	2	3	4	5
Use of research	1	2	3	4	5
Experience of team members	1	2	3	4	5

Account management

Knowledge of business/corporate culture/brand personality	1	2	3	4	5
Understanding of industry landscape	1	2	3	4	5
Control of project scope	1	2	3	4	5
Relationship with departments/internal and external partners	1	2	3	4	5
Quality of strategic recommendations	1	2	3	4	5
Commitment to reaching and exceeding project objectives/achieving results	1	2	3	4	5
Time management	1	2	3	4	5
Cost consciousness	1	2	3	4	5
Ability to take direction	1	2	3	4	5
Anticipation of client needs	1	2	3	4	5

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Account management (continued)

Use of resources	1	2	3	4	5
Productivity (able to run efficient meetings/communicate concisely)	1	2	3	4	5
Communication/flow of information (ability to keep client informed and up to date)	1	2	3	4	5
Availability of team members	1	2	3	4	5
Senior management involvement	1	2	3	4	5

Delivery

Successful delivery of agreed creative concept	1	2	3	4	5
Delivery of results (project met client objectives / requirements)	1	2	3	4	5
Preparation of workable schedules/timelines for delivery	1	2	3	4	5
Ability to deliver project elements on time	1	2	3	4	5
Ability to deliver project elements on budget	1	2	3	4	5

Interactive

Delivery of compelling user experience	1	2	3	4	5
Alignment between execution and creative concept	1	2	3	4	5
Technical expertise	1	2	3	4	5
Knowledge of current/emerging trends	1	2	3	4	5
Usability of design	1	2	3	4	5
Communication of technical elements to non-designers	1	2	3	4	5
Understanding of accessibility requirements	1	2	3	4	5

Overall experience

1	2	3	4	5
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Comments

What experiences/elements of this working relationship stood out to you while working on this project?
 (Include positive and/or negative feedback.)

Suggestions

What would you do to improve future client-designer relationships on similar projects?

Would you work with [designer inc] again?

Yes/No
