

**PROVISIONAL SHOWCASE - RATING FORM**

NAME \_\_\_\_\_

**RATING CRITERIA:**

Please rate the design from 1 to 5, where 5 represents the strongest possible use of each criteria.

Comments are optional, however your feedback is valuable in identifying specific areas for improvement.

Please keep in mind that a copy of this rating form will be provided to the reviewee.

**CREATIVITY:**

**1 2 3 4 5**

Originality of Concept:

Comments:

Visual Impact:

Comments:

Overall Creativity:

Comments:

**TYPOGRAPHY:**

Type Selection:

Comments:

Overall Typography:

Comments:

**DESIGN:**

Use of Colour:

Comments:

Balance / Contrast:

Comments:

Grid Use and Layout:

Comments:

Visual Heirarchy:

Comments:

Image Use / Selection:

Comments:

**ADDITIONAL COMMENTS:**