**Package Design Evaluation**

**What product did you choose?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**6 outside design panels are created using available computer software (Adobe** *Photoshop*) and demonstrate learned knowledge and skills

STUDENT:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ /25

\_\_ \_\_Work demonstrates strong computer software skills

\_\_ Your design file was named properly

\_\_ \_\_ Designs were flattened and saved as .jpg files before submitting them

\_\_ \_\_All panels are created the correct size for the package (proving correct use of rulers in software

program and providing extra space on all sides of the white page for printing requirements)

\_\_ \_\_Work demonstrates strong sense of colour and use of imagery

\_\_ \_\_ Composition is organized (alignment, sizing of different text, placement of elements)

\_\_ \_\_Panel designs help convey important information

\_\_ \_\_ Information is spread out logically and all important information is easy to find

\_\_ \_\_Panel designs demonstrate understanding of marketing appeals (slogans, etc.)

\_\_ \_\_ Product was interpreted well; package design and name suits the product chosen by the student

\_\_ \_\_Product name appears prominently on the package and is seen several times

\_\_ \_\_All work done on the design is originally produced

\_\_ \_\_No spelling, grammar, or punctuation mistakes

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