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