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ACE C&A Critique

March 24, 2013 9:22 AM

Dear Pamela,

Your C&A Award entry "Don't Be Gross" (2013-0635) has been critiqued in ACE C&A and has received an Honorable Mention in this category. Reviewer comments are included below.

Please do not hesitate to contact me via email (holly.young@unh.edu) with any questions that you may have.

Thank you again for submitting your work to ACE C&A.

Best regards,

Holly Young, Becky Koch
ACE C&A

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REVIEWER COMMENTS:

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Reviewer #1:

1. Judge's Name:
Mary Hoffelt

2. Composition / layout / design
Score: (20 possible)

15

The simplicity of the layouts makes them very effective. The headlines are large and visually interesting. The use of color changes and shadowing the letters adds impact. Although the specific subjects of each poster are different, the repetition of the logo as a focal point increases recognition of the concept. One of the posters becomes very tight on space and too cluttered.

3. Creativity / originality
Score: (20 possible)

20

The use of subtle color changes and textures within the illustrations add visual interest. Presenting partial figures in unusual perspective emphasizes the specific theme of each poster.

4. Production / printing / image quality
Score: (20 possible)

19

Appears satisfactory. Actual production results are unknown.

5. Idea effectiveness
Score: (20 possible)

20

The bright colors and large design elements are appealing to the teenage group targeted by these posters. Using a high contrast cartoon style encourages visitors to visit a website for additional information.

6. Typography
Score: (20 possible)

20

The simple typefaces used in the spare amount of text are easily readable. Using colors identified for traffic signals (red, yellow, and green) in sequence, and embellishing the type with outlining to suggest layering increases interest without sacrificing clarity.

7. Total Score: (100 possible, no ties)

94

8. Award: (gold, silver, bronze {no ties} or honorable mention)
Honorable Mention

9. Judge's Comments:

Very effective presentation. Turning the type into a logo provides a recognition factor that is emphasizes the overall message. Placing the block of illustrations at the bottom instead of in the center of the first poster would make it easier to understand. Moving the logo in the center poster down so there is space between it and the shoes could help make the center of that poster feel less crowded.