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ACE C&A Critique

March 24, 2013 9:23 AM

Dear Pamela,

Your C&A Award entry "Math Snacks" (2013-0647) has been critiqued in ACE C&A, but did not receive an award this year. 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)

20

The composition is clean and balanced. The use of negative space around the headline and illustration make them focal points. The formal contrasts with the casual cartoon style graphics, creating balance.

3. Creativity / originality  
Score: (20 possible)

18

The style of the illustration is reminiscent of video gaming graphics and modern comic books. The arrangement of bright colors and simple shapes is appealing. The characters lack ethnic diversity.

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

20

Appears satisfactory. Actual production results are unknown.

5. Idea effectiveness  
Score: (20 possible)

15

It is unclear what the creature is or how it relates to the people in the car. These are the questions that the poster evokes, but it doesn't connect with the "math snacks" or give the viewer a reason to find out. There is a lack of identification with the subject.

6. Typography  
Score: (20 possible)

18

The spare quantity is text is perfect for a poster. The place of the website directly under the headline draws attention to it. The style of the headline conflicts with the style of graphics, although both are attractive to younger viewers.

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

91

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

none

9. Judge's Comments:

The graphics are very well done. The logo is too small, and would be better placed a little further above the car's mirror. Not being able to tell what the illustration has to do with the subject is confusing. The colors in the headline and the background make it difficult to read. Adding a few mathematical symbols would have made it clearer. The illustration doesn't show the help the subject is supposed to provide.