

BACKGROUND

- Product sector/competition
- Target audience/consumer group
- Brand identity
- “Feel” and communication of product concept

STANDOUT

- Which candidate provides greatest standout
- against other design candidates?
 - against competitor products?

IMAGERY AND TONE

- Which candidate provides
- the right voice (serious, fun, healthy, luxurious, young, etc.)?
 - resonance with the target audience, evoking a positive response?

BRANDING

- Which candidate
- best represents and promotes the brand’s properties?

BELIEVABILITY

- Which design is most believable
- looks the part?
 - doesn’t look out of place?

GRAPHIC LAYOUT

- Which design candidate follows design “rules” in terms of
- appropriate use of typography, type sizes?
 - alignment of text and graphic elements?
 - readability?
 - providing focus on important elements, yet balances the visual elements?
 - effective use of color?
 - effective use of photography/illustration?

AESTHETICS

- Which design looks the most
- communicative?
 - elegant?
 - exciting?
 - enticing?
 - balanced?

PRACTICAL AND TECHNICAL ISSUES

- Which designs
- are transferrable to other products?
 - are easy to manufacture?
 - are environmentally friendly?
 - package the product in an appropriate material (paper, metal, etc.)