

Business Card and Portfolio Page Design Questionnaire

1. Take your preliminary designs for your business card and portfolio page template and incorporate the feedback you've been given by your peers, instructor and classmates.
2. This week, discuss your designs and concepts with a senior level **graphic design student, design professional, or graphic design instructor**. Your goals are to network and obtain additional feedback for your designs, to insure that you have not overlooked any potential problems.
3. Hand the questionnaire (furnished on the next page) to a senior-level graphic design student, design professional or graphic design instructor. Have him / her evaluate your work and complete this questionnaire, which will be due at the beginning of class next week.
4. Film students need only have the business card questionnaire completed. Animation and game art students must have both questionnaires completed.
5. Staple your questionnaires (if needed) and turn in at the beginning of class on **Week 3**.

Total Possible Points: 40

Business Card Questionnaire

Name of Evaluator: _____

Signature: _____

Name of Student: _____

Business card:

_____ 1. On a scale of 1 to 5, with 5 being the best, how would you describe the effectiveness of color contrast on the business card.

_____ 2. On a scale of 1 to 5, with 5 being the best, how would rate the effectiveness of the typography on the business card.

_____ 3. Is the type easy to read? (Y or N)

_____ 4. Does the overall card design (typography, colors, logo) match the position the student is applying for?

5. List 3 strengths of this design:

1. _____

2. _____

3. _____

6. List 3 areas of improvement you would suggest for this design:

1. _____

2. _____

3. _____

Portfolio template questionnaire on next page (for Animation students)

Name of Evaluator: _____

Signature: _____

Name of Student: _____

Portfolio Page:

_____ 1. On a scale of 1 to 5, with 5 being the best, how would you describe the effectiveness of color contrast on the portfolio page.

_____ 2. On a scale of 1 to 5, with 5 being the best, how would rate the effectiveness of the typography on the portfolio page.

_____ 3. Is the overall portfolio page consistent in its use of branding, typography, and color?

_____ 4. Is the type easy to read? (Y or N)

_____ 5. Does the overall page design (typography, colors, logo) match the position the student is applying for?

5. List 3 strengths of this design:

1. _____

2. _____

3. _____

6. List 3 areas of improvement you would suggest for this design:

1. _____

2. _____

3. _____