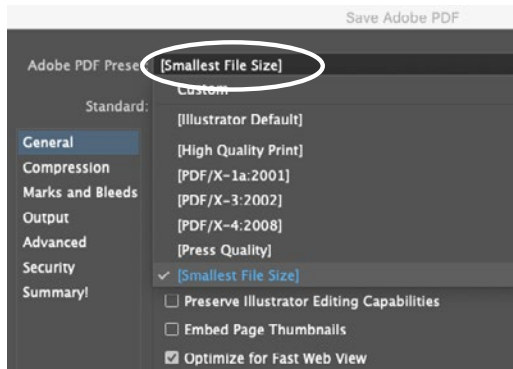


PEER CRITIQUE OF VACATION COMPS

First, make sure that you have saved your pdf as a small file (it'll usually be under 1 MB). If you've forgotten this step, delete your file and upload the new, small one:

- From Illustrator, select SAVE AS, then change the format to PDF. In the next window, change the Adobe PDF Preset from "Illustrator Default" to "**Smallest File Size.**" Then upload it to this link (it's different than the last one):
<https://drive.google.com/drive/u/0/folders/1ngzfebWRZ3B7FwjAZ3rDbmyFdCH10cna>



CRITIQUING

1. Between 3:30 pm and 5:50 today*, view each uploaded PDF, and comment on your peers' work by answering the questions below. To make comments, double click on a peer's file. In the top right, click on the comment icon. Then select an area and type your comments.



2. View each page of the uploaded PDFs. *If not very many designs are uploaded here, check the first draft folder and make your comments there:*

<https://drive.google.com/drive/u/0/folders/1fy87M1xEUaVXPPCWEdKEpiF-e0hBAGU3>

Look for 2 students' designs where the feature area text has sufficiently strong contrast, and write a comment on both of those students' comps saying where the contrast is successful.

3. Then, find **at least 2** places (can be the same or different students) where the contrast of the feature area text is **not** sufficient and write comments in these locations saying so. Be honest, as this will help your peers when they edit them after the critique.

Continue >

4. Now look for places throughout everyone's designs, where an image has been modified particularly well and/or placed particularly well (i.e. placing the photo subject off to one side, rather than right in the middle). Write **at least 2** comments stating what is successful and where.
5. Now, make **at least 2 comments** on anyone's designs describing where an image could be modified better or placed better. (i.e. "Try placing the model all the way to the left side so the text doesn't overlap her face.")
6. You probably have already noticed places in the designs that appear less boxy than others. Find **at least 1** place where a student has successfully used a creative method for avoiding boxiness, and write a comment there saying what is successful. (Note: boxy means too much repetition of rectangles. This is not to say you can't have rectangles; we should just avoid having several one right after another or having boxes within boxes.)
7. Write **at least 2** more comments throughout anyone's comps, stating where one of these things could be improved: color, typography, white space, image placement, or alignment. Remember that honesty will be helpful to your peers as they will edit them after this critique.

After this critique, **make edits to your own designs by Tuesday**. I will be adding a few comments too. Feel free to email me if you get conflicting feedback from students and you're not sure which advice to follow.

**If your work schedule or family care prevents you from using this time period, just complete this as soon as you're able.*