**What is Evaluation?** Evaluation is the skill of being able to look at a piece of work and know what is right or wrong with it. It is an instinctive skill but one that you can develop by increasing your knowledge and understanding of design through studying the work of other artists and designers.

**Why do you evaluate your work?** You evaluate your work to find out what works and what doesn't. It is also important to understand what you have learned from doing the work. What are the new skills, techniques, and concepts that have you grasped through your involvement with the creative process? Each piece of work that you undertake should build upon your knowledge and understanding of art and design leaving you better equipped for your next challenge.

**How do you evaluate your work?** When you are evaluating your designs you should consider the following:

* **Images**
* **Fonts**
* **Layout/composition**
* **Target Audience**
* **Technique**

**Your Images**: Consider their suitability for the subject, their style, proportion, arrangement and colour. Could any of these be improved upon by making any adjustments?

**Your Fonts**: Consider their suitability for the subject, their legibility, style, proportion, arrangement and colour. Could these be improved upon by making any adjustments?

**Your Layout**: Consider the proportions, arrangement, alignment, and colour relationships of the various elements in your design.

**Your Target Audience**: (your client, buyers, users, readers) Does your design speak in a language, colour and style that appeals to your target audience?

**Your Technique**: does your use of media, software, quality of finish and presentation need to be improved upon?