

Critiquing Commercial Art

These questions are a start to help you begin to critique commercial art. This list is not inclusive of all the questions that could be asked.

- 1) Does the product deliver the message?
- 2) Did the product make a profit?
- 3) Does the product function properly?
- 4) If interaction is included, is it easy to interact with?
- 5) Do the colors that were chosen work well?
- 6) Does the product keep the user's attention?
- 7) How well does the product do at "targeting" the audience?
- 8) What technology (hardware & software) was used to create it?
- 9) What technology (hardware, software & plug-ins) is needed to view it?
- 10) Does every element have a purpose in delivering the message and mood?
- 11) How well was the interface designed for the audience?
- 12) Was there documentation and how well was it done?
- 13) Critique the packaging. Does it give good information, and help to sell the product?
- 14) What media elements were used and are they effective?
- 15) Look at and describe the overall composition. Is it effective?
- 16) Is there anything that could have been done better?

