

# Reflection sheet

Hint: Please take at least ten minutes to reflect critically on the collection of communication material.

**First impression – please shortly state what you first thought when looking at the collection:**

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**Now take a closer look, touch the individual items, check them out superficially or in detail where wanted – then try to assess their design aspects:**

	<b>Consistency &amp; uniformity</b> Are the used elements consistent across different communication channels?	<b>Rationale &amp; logic</b> Is the use of the elements logical? Does the usage follow a rationale or is it just random? Is the choice connected to key messages?	<b>Understandability &amp; intelligibility</b> How easy is it for the target group to understand the design aspect? What would be the likely target group's impression?
Use of <b>colors</b>			
Use of <b>logos</b>			
Use of <b>fonts</b>			

	<b>Consistency &amp; uniformity</b> Are the used elements consistent across different communication channels?	<b>Rationale &amp; logic</b> Is the use of the elements logical? Does the usage follow a rationale or is it just random? Is the choice connected to key messages?	<b>Understandability &amp; intelligibility</b> How easy is it for the target group to understand the design aspect? What would be the likely target group's impression?
Use and style of <b>graphical elements</b>			
Use and style of <b>pictures</b>			
Use of <b>language</b> (language choice, style & complexity, spelling)			
Use of <b>formats</b> (paper formats - for print only)			
Use of <b>material</b> (where appropriate - material type, quality, tangibility)			

Feel free to use the back page of this sheet to provide more thoughts and details or keep notes of learning / action points!