

Quality of visual work
Does the work stand out?
Does it look good? Why?

Quality of written
work, is it just
descriptive? Or is
it analytical?

Does the work
look creative?
Is it personal?

How well
has
Photoshop
been used?
is it highly
developed?

Page design
– is the page
full? Can you
see many
gaps? Or is it
'busy'?

