Name: Michael Mahoney   Peer Editor: Evan Bradbury   Period: 5

Peer Editing: Getting feedback is EXTREMELY important. Your editor may catch something you missed or provide you with an idea that you wouldn't have considered. Open your three flyers, switch seats with your peer editor & type your responses to the following questions on his/her computer.   Return to your computer and read your peer-editor feedback.   Go back to your seat and **SAVE your peer editing sheet to your H-Drive**. **Save EACH PAGE of this as a JPEG and upload to your Weebly portfolio under Term 1.**

Flyer # 1: (Template)

- *Does the topic work for a windshield flyer?*

     ~Yes it does.

- *Design: Is the flyer eye catching? List 2 design choices your peer made that work to create visual interest (color, contrast, diagonal text, fonts, borders, etc.…)*

     ~The design is done well to catch your eye. It's very "eye friendly" The Template and placement of the text helps keep the flyer neat and organized.

- *Text: Is all necessary information included (Who What Where When Why How)? Can you read the information easily? Do the fonts coordinate with the flyer topic/demographic?*

     ~Yes, all the needed information is there. The demographic is young teens to adults who enjoy Michael Jordan and basketball. The text is simple so its easy for anyone to read the information.

- *Layout: Is the information arranged in an interesting way (not in one big paragraph)?   List at least one suggestion you have that would help improve the flyer (the design, the layout, text alignment, etc).*

     ~Its all easily visible in the middle. To accent the text the use of a text box may help the text pop out a little more.

- *Editing: Are there any spelling or grammatical errors? Is anything confusing or unclear?+*

     ~NO everything is very neat and organized, and text is all well written.

Flyer # 2: (Blank Document- Landscape Oriented)

- *Does the topic work for a windshield flyer?*

  ~yes, I could see this as a large poster or billboard

- *Design: Is the flyer eye catching? List 2 design choices your peer made that work to create visual interest (color, contrast, diagonal text, fonts, borders, etc.…)*

  ~Honestly I enjoy this flyer. The design really fits the Superman look. And as a fellow Superman fan it caught my eye quickly. The design of having Superman in the center really helps you immediately know what the point of the advertisement is.

- *Text: Is all necessary information included (Who What Where When Why How)? Can you read the information easily? Do the fonts coordinate with the flyer topic/demographic?*

  ~Yes. The font colors with Superman's color scheme (Red, White, and Blue) really help catch your eye to the main theme.

- *Layout: Is the information arranged in an interesting way (not in one big paragraph)?   List at least one suggestion you have that would help improve the flyer (the design, the layout, text alignment, etc).*

  ~The layout is very smart. The fact that Superman is in the middle helps draw your eyes to the center. Then you see all the red, white, and blue text around him, which then draws your eyes to the information.

- *Editing: Are there any spelling or grammatical errors? Is anything confusing or unclear?*

  ~Everything is all correct, and everything is clear

Flyer # 3: (Re-design Flyer 1 or 2 using only Black and White)

- *Does this flyer include the SAME INFORMATION as flyer 1 or 2? Is it COMPLETELY re-designed?*

  ~Flyer three Includes the information from Flyer 1. Yes it is completely re-designed

- **Design***: Is the flyer eye catching even without color? List 2 design choices your peer made that work to create visual interest (color, contrast, diagonal text, fonts, borders, etc.…)*

  ~Yes it's pretty eye catching. I like the Michael Jordan's 23 jersey in the background. And I like the fact that the text is in different styles

- **Text***: Is all necessary information included (Who What Where When Why How)? Can you read the information easily? Do the fonts coordinate with the flyer topic/demographic?*

  ~Yes all of the needed information is included. Though everything is black and white I can still easily read the text.

- **Layout***: Is the information arranged in an interesting way (not in one big paragraph)?   List at least one suggestion you have that would help improve the flyer (the design, the layout, text alignment, etc).*

  ~It's a big paragraph, but with that said it's not a boring one. The different font types and sizes are still eye catching.

- **Editing***: Are there any spelling or grammatical errors? Is anything confusing or unclear?*

  ~Everything is still correctly spelt, and everything is still visible.