

Name of Reviewer...	Read Me: Simply write in, "yes" or "no" based on your own observation. This scoresheet is intended as a means for me to assess your ability to identify Flash concepts and principles. Be honest and accurate. It will not be used to grade the work!																			
Overall Graphic and Design Quality Vector Graphics 1. Did the vector graphics look original or complex? 2. If photos were brought in, did they maintain their quality? Visual Design 1. Was the overall piece aesthetically appealing to you? 2. Was there good and unique usage of colors, fonts, sizing, contrast and perspective?	station 1	station 2	station 3	station 4	station 5	station 6	station 7	station 8	station 9	station 10	station 11	station 12	station 13	station 14	station 15	station 16	station 17	station 18	station 19	station 20
Effectiveness of Animation/Motion Animation and motion 1. Did you see evidence of good animation principles? 2. Was the motion appropriate or added value to the presentation? 3. Did the animations effectively create anticipation, action or follow-through? Production and techniques 1. Were there other Flash techniques applied? 2. Were there any unique or exceptional effects created? 3. Did you experience any technical issues that marred the eCard's presentation?																				
Messaging Concept 1. Was this concept unique or presented in a creative or original manner? 2. Was the presentation of the eCard engaging or entertaining? Delivery 1. Did the eCard's message stay consistent from start to finish? 2. Did you find the overall intent successful?																				
Bonus... Any level of unique or experimental animation or scripting used? Did you find yourself thinking, "Wow, how'd they do that?" (add 2 points if "yes" and 0 points if "no")																				

Additional notes here...