Champions

Document Design										
Textual Components	Visual Components	Cohesiveness of Text and Visualizations	Consistency	Navigation and Reference Tools	Use of Space	Assignment Goals	Creativity			
90.48	92.86	95.24	94.05	91.67	86.90	91.67	89.29	**Subtotal**	**91.52**	

Presentation			
Organization	Subject Knowledge	Eye Contact	Elocution
86.90	84.52	80.95	88.10

Subtotal   **85.12**

88.32   **Final**

Textual Components	Visual Components	Cohesiveness of Text and Visualizations	Consistency	Navigation and Reference Tools	Use of Space	Assignment Goals	Creativity	Document Design	
								features/elements that worked well and why:	**features/elements that did NOT work well and why AND how they could be improved:**
6	6	6	6	6	6	6	6	FRONT: The overall design of the package using the metaphor of an 80s TV was original and a good way to suggest the audio and visual capabilities of the mixport. The location of the mixport itself was clever—it always helps to be able to see the real device. Dials showing the different capacities as well as the different media types was clever—and fit in line with the overall package.. The ribboning of the font for the device name was a nice detail—it connects with the tape of the cassette.

TOP: Nice placement of the logo—almost looks like rabbit ears.

SIDE: The text that shows what the device could be used for was clever and fun—like it was totally rad usage of awesome 80s' slang. The way you highlighted/outlined the text for the media type was another clever way to suggest/explain to audience what the device is for as well as act as reference tools (headers). The other side, Features, again kept with your theme while being concise and helpful. The switch-up in fonts for the format was a subtle way to draw attention (anything flashier would have been lost in the "flash" of the rest of the package—sometimes less is more…). And the Bombdiggity side was…well…bombdiggity. It was probably my favorite use of font color, creating a natural frame for the text that worked to highlight it at the same time. Very nice.

BACK: the instructions was a very good balance of image and text—the alignment in particular was a nice way to create columns, thereby connecting them together. The additional detail of the red arrow next to the mixport was very clever. | SIDES: The blue font color for the text on the sides is difficult to read—especially against that wood grained background. That's partly why the outlined text worked so well. It might have been just the printer because it looked good in your electronic copies. |
| 6 | 6 | 6 | 6 | 6 | 5 | 5 | 5 | You could easily tell that the package was about the mixport. The way they did the instructions was really good I like how they put the words and images to help give a better understanding of how work the mixport. | Could have used more images of the actual item. The font looked good but the color could have been changed on some of them to make it a little more easy to read. |
| 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | The creativity on the options are great. The knob works well with the overall theme of the TV to show the consumer can select what capacity | The font was somewhat hard to read where it said "bombdiggity multimedia sharing" because the dark blue blended in with the |

								Text 1	Text 2
								USB options are available. The second knob giving a single "option" of choosing all three media files would definitely make the consumer feel like they were getting a nice deal. The instructions on the back of the package have a very simple design. This gives the impression that the mixport is simple and quick to use. This can easily appeal to the less technologically savy people	wood too much. This is an easy fix by switchin gout the blue with a lighter color.
6	6	6	6	6	6	6	6	Incredible project. The attention to the words like "dweeb" and "bodacious" really unified the theme of the project. Every detail was covered. The wood paneling on the tv really gave it an old school feel. The volume knob to select the different storage capacities kept with their theme and was creative. The idea of the TV being an audio, video, and picture device ,just like the mixport, was a great idea.	The only thing that I can see changing is the knob with the pictures representing audio, video, and picture. It makes it look like you have to choose one, but the mixport does all three. I can see how they tried to make it known that it can do all three by putting the knob pointing at all of them, but it could still be confusing.
6	6	6	6	6	6	6	6	The text was right on point. The wording was groovy to say the least. It merged the older generation with the newer generation today that would be reading the text for this product. The idea of the television was awesome too. Thinking in depth about it, it would be like a video, recorded on the mixtape, would be playing through the television screen. I think it worked really well for this project.	The only problem I could see about the package, is the dimensions. They made it like that to retain the look of a television, but where would you put that up for sale in a store with a box that big? Possibly something like Bestbuy; however, the proportion of the Mixport to the box was too off in my opinion. The tape is too small for the huge box. If they could've scaled it down somehow I think I would've been sold.
6	6	6	6	6	5	6	5	I think the design of the package was very innovative.Since,their intended audience were people from 80's the design for the packaging was perfect.Also,I think they were successful in including all the required information.They included the features,the pictures,the capacity,the warning ,the directions and a little paragraph for their older audience which was impressive and comprehensive.	I really liked their package and I have nothing in specfic that I did not like.However,the font they used for mixport in the front is a little distracting.The elongaton of the letter M and T makes the word look like as if it resembles a fish rather than some digital equpment.They could have tried some other font styles.
6	6	6	6	6	5	6	6	The whole theme of the 80's was well displayed on the package, but didn't overpower the purpose of the packaging. The information was cleverly presented and relevent to the Mixport, using the dials as examples for GB size and functionality. The text describing the Mixport were fun and kept to the theme, but also remained techincal and got the point across to the customer.	The color choices on the back and side paneling seemed to clash a little and all looked very dark after it was printed out, but it wasn't extremely hard to read, perhaps having more contrasting colors would have elminated any issues with that though. I also found that the text crowded the back and one side of the tv panel, but not the other. I think that could have been balanced out on the sides with more information about the mixport and how "Rockin" it is! Great job yall!
6	5	5	5	5	5	4	5	One feature element that worked well with this document was the shape of their box. The shape resembled a older style television set which i thought was pretty neat. Also i liked the wood grain look that they went for, which gave it that old style feel. There font selection as well as use of diction was also extremely thoughtful and quite eye catching. I found that even when trying to read only a portion of their package, I would end up reading literally every word on it because it was so catchy and funny.	One thing that i believe did not work particularly well is the the font color. They could of maybe went with a White font color that would of really popped off of the page and been more readable. However with that being said i believe the blue font style actually worked just fine, changing it to white would be a very minor improvement on a nearly flawless box.

4	5	6	6	5	4	5	6	1) The project was really well done one thing I liked about it was how it played on the nostalgia of the old tv with a new and creative idea. This works because it brings something new to something old. 2) Another thing that really worked well with the document was how the information was presented throughout the package it was presented clear and concise and really used the space well around the package.	1) One thing that I felt that did not work with the project was how the theme seemed like it went a little to far back and seemed like it committed to a theme that was long ago almost in the 50's or the 60's. The way I would have fixed this would have been to make sure that the theme fit what they were trying to go for. 2)The other thing I found that did not work so well was how the box had so many colors on it, it really detracted from the eye and made it hard to follow on the package at some points. The way I would fix this would be to make sure that in all parts the colors make sense and do not confuse anybody.
4	4	4	5	5	5	5	4	Making the package look like an old time tv takes the idea to bring the old into the new like the mixport is trying to achieve. The knobs and things like that help connect the mixport to the package while keeping the tv the outer shell. Also, the wording worked really well with the package. This will keep the reader interested and help them connect with old times.	Some of the text are hard to read with the background like "bombdigity." It could have been shadded a little differently or made the background a little lighter. Also, they didnt need the box outline for open, passport, and share. They could have taken it out so the words can flow better.
5	6	6	6	5	5	5	6	It was a creative idea that actually came out looking awesome. I felt like I was looking at a replica of a mini tv. It was all organized very well. The information was delivered in a concise way fitting to the audience.	Their could have been more information, and I didn't really find the knobs to be necessary, but they were a good space user.
5	5	5	5	5	5	5	5	Starting off with their mixport label in the front of the table that looks like tape being pulled out of the casette player was a nice play on what the idea of the mixport came from.	Just using the side that had the picture of the title mixport with the casette tape needed the usb piece attach to it.
5	5	6	5	5	4	6	6	The overall creativity of the project was amazing. The idea of an older style tv was great. The whole design of the project was creative. Using the nobs on the tv as ways to show the usage and memory of the mixport was important. Keeping the idea of an older style tv was great while also incorporating the mixtape and the ideas of the mixtape on the project.	One problem was that it didnt follow the dementions that were given to us at the beginning. The box around the "open, transport, and share" part was actually needed bc it was all already all lined up and straight.
5	6	6	5	5	6	6	3	This group got really creative and I think they created something really unique, part of what the mixport tape can do is hold video so a television as a package really is appropriate and something I never would have thought of so kudos to them. The choice of the package also gave them a lot of space to work with which I think they did really well, they didn't try to shove too much information at the audience instead they used the space to spread out the information. This group also used dialect such as "bodacious babe" and "gnarliest" and seeing as the creaters of this product are aiming towards nostalgic people, the use of this kind of language would really help to sell the product.	Some of the font and color choices made the information a little dificult to read and understand which is really not a good thing when people need to know about what their purchasing. The box, although aesthetically pleasing and very creative, is way too large for the product it's just not practical to sell such a small product in such a large box.

Organization	Subject Knowledge	Eye Contact	Elocution	features/elements that works well and why	features/elements that did NOT work well and why AND how they could be improved:
					Presentation
6	6	5	6	Excellent breaking up of speaking time as well as organization of speakers. Most everyone spoke loud, clear, and knowledgably. The group's enthusiasm for the project also helped to really engage your audience.	Although the presentation was fine, there were some parts of it where it didn't seem like the speaker had their own information to discuss--that is, it was more of repeating what others had already said. But that may have had more to do with the mechanics of work distribution on the project itself.
6	6	6	6	They answered all questions right away so they new about the project well. They all took equal part in talking. Most of them talked loud enough to hear them and also talked very clear.	They could have been a little louder.
5	5	4	5	The overall speaking was divided up very well. I typically think of Frank and Armante as the quiet ones in class, but their presentation role was large enough to be rememberable. Explaining the diction worked well because not living through an earlier generation, I was not able to identify which generation the vocabulary came from.	The only thing that could have improved would be to engage the audience a bit more. This can be done by interacting with the class to see if they can guess the era the theme came from.
5	5	5	5	Again, the enthuasium that people had for their projects was great. They seemed like they had rehearsed before and everyone knew what section they would be presenting on. At first I didn't understand the TV concept, but they explained their ideas and really brought everything together in the presentation.	One person in the group was talking a little low, but other than that the presentation was perfect.
6	6	6	6	I think I made this reference earlier in the class semester, but Camille seemed to be like Vanna White up there showing off the product. She did the text portion and keep it light and entertaining, but at the same time getting the point across to the audience. Gauge and Armonte have worked well together for the whole semester. They have gotten to the point it seems that they are comfortable enough to take weight off of each other and notice when to do it.	Frank didn't really seem to know what he wanted to talk about or how to go about talking about it. However, I still think that is just him being nervous in the spotlight, which is completely normal.
6	5	6	6	I think everyone maintained eye contact.All of them were confident.They divided the portion equally and they went in sequence.It showed that they had a little prep up before the presentation.	Some of the members were talking very slowly and it was very unclear.It looked like the person did not know what he was talking about.Also,one of the members interrupted the person who was talking slowly to talk loud which was a little distracting to me.I think they should have prepared their own portion beforehand.
5	6	6	6	Once again, the group had distributed the information evenly and they all talked about the parts that they worked on, so you knew everyone worked together on the project.	I found that they often started repeating some stuff, for instance Gage said something about the dials on the front of the TV and why they were there, and then someone else said the same exact thing shortly after. It reiterated the importance, but also sounded a bit redundant.

				What worked well	What did not work well
5	4	4	4	What worked really well for this group during presentation is the fact they they did such an elaborate job on their package, most of the class was able to answer or figure out exactly what they were shooting for with each design choice. This to me was a sign of accomplishment, the class was able to relate the text to picture relation as uniform and complimentary to one another when talking about "Open", "Transport", and "Share". Also the choice of diction was read aloud by the group to show the audience that they were targeting was being done in a very logical diction. Overall this group had a great package as well as presentation.	A thing that did not work well for their presentation was the fact that the shape of their box was never properly defended. Although they had permission to go outside of the set dimensions, I believe they could of accomplished the same exact goal with some minor modifications. Also they did not explain how impractical the shape of their box was. When thinking in terms of being able to ship something, you really don't want a box with that many corners on it, do you? I believe if they would have been able to defend these design choices and dimensions and still achieve their overall goal that they would have succeeded in being able to actually sell this package.
4	4	4	4	1) One thing I found that really worked well for the presentation was the overall awareness taken in presenting the information. The group walked up to we are CHAMPIONS by queen which was fitting because the group name was CHAMPIONS. This added a bit of flare to the presentation. 2) Another thing I thought worked well was the cassette into the box with the usb attached to it. This really made the package pop and was able to really allow everything to come together in one final package.	1) One thing I found that did not work well was some members of the group were not to sure on what they were supposed to be speaking about and this does not fit well with a cohesive presentation. The way I would fix this would be to make sure that each group knew exactly what they were supposed to talk about. 2) This is knit picking but some of the colors on the package could have been different to fit the theme that was trying to be conveyed. The way I would fix this would be to make sure that package fits the theme that is trying to be conveyed.
5	5	4	5	Everyone in the group was able to speak and this was good so everyone could have a turn. Also, they seemed to know what they were talking about whenever they talked abuot their project.	Some of the participants were not sure when to speak at the beginning. It could have been a little more rehearsed. Also, there were some mumbling with some presenters. They could have spoken up a little more.
5	5	4	5	The presentation was very good. Everyone spoke equal parts and even the usually quiet people spoke up for some parts.	Some people didn't make eye contact. Some people didn't really know what they were talking about.
5	5	5	6	The use of combining different generations from the tv to casette to the present day usb was appealing to all age groups.	The presentation itself didnt have any need for improves
5	4	5	5	Out of some of the people who did talk, they did speak clearly and look at the audience as they talked. They also knew their material without having to look back at the slides.	Some people didnt know all the material like the others. It made the presentation not flow as well. Those who also didnt know as much material as the other didnt speak as loud and also didnt make as much eye contact with the audience.
5	5	4	5	The group made sure to show and discuss each side of the package, which was required. But they seemed very organized and knew which elements they wanted to make sure to point out.	I'm sure there are things that I could find to say bad about the presentation but that is just because I dislike one of the members very much so I'm just gonna leave it at this group did a good job.