Name: Olivia Caledonia\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Peer Editor: Ally Jackson\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Period:\_\_\_S\_\_\_

**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, this works as a windshield flyer.*
* ***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.…) I find the flyer eye catching because I like that some of the text is diagonal, and I like how there is symmetry with the two black cats.*
* ***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? The flyer includes all the necessary information, and the information is easy to read. The fonts coordinate with the topic, especially the one in the center with all 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). The information is in one box, so maybe it could be in different places around the flyer, but it isn’t just in one paragraph which is good.*
* ***Editing****: Are there any spelling or grammatical errors? Is anything confusing or unclear? (Hyphens)* There are no spelling or grammatical errors in the flyer. Nothing is confusing or unclear.

**Flyer # 2: (Blank Document- Landscape Oriented)**

* *Does the topic work for a windshield flyer? Yes this flyer works for a windshield flyer*
* ***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 flyer is very eye catching, and I really like the color choices, and the font that was used. And I really like the border at the bottom.*
* ***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? All of the necessary information is included, and the information is very easy to understand because it is all labeled. The fonts do coordinate with the flyer topic.*
* ***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 information is arranged in an interesting way because it is spread out around the flyer. One suggestion I may have is just to put the name of the business or brand of the cookies at the top of the page just so right away when you see the flyer you know the name.*
* ***Editing****: Are there any spelling or grammatical errors? Is anything confusing or unclear? There are no spelling or grammatical errors in the flyer, and nothing is confusing or unclear.*

**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? The flyer includes some of the same information, but I think it just isn’t finished yet. This flyer is completely redesigned from the first flyer.*
* ***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 is eye catching even without color, and two design choices that I really like are the background being a picture, and the font used.*
* ***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? Most of the information is included. The information is easy to read because the font color is different from the shape color.*
* ***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 information is arranged in an interesting way. One thing I would maybe suggest would be to add a couple more pictures, but I don’t think the flyer is finished yet, but so far it looks really good.*
* ***Editing****: Are there any spelling or grammatical errors? Is anything confusing or unclear? There are no spelling errors, and the information is easy to understand and is not confusing.*