How To Look at Graphic Design

Does the piece communicate its' purpose?

Is information presented in a meaningful manner?

Text visually compliments the image

Illustrations clearly indicate flavors

Hierarchies

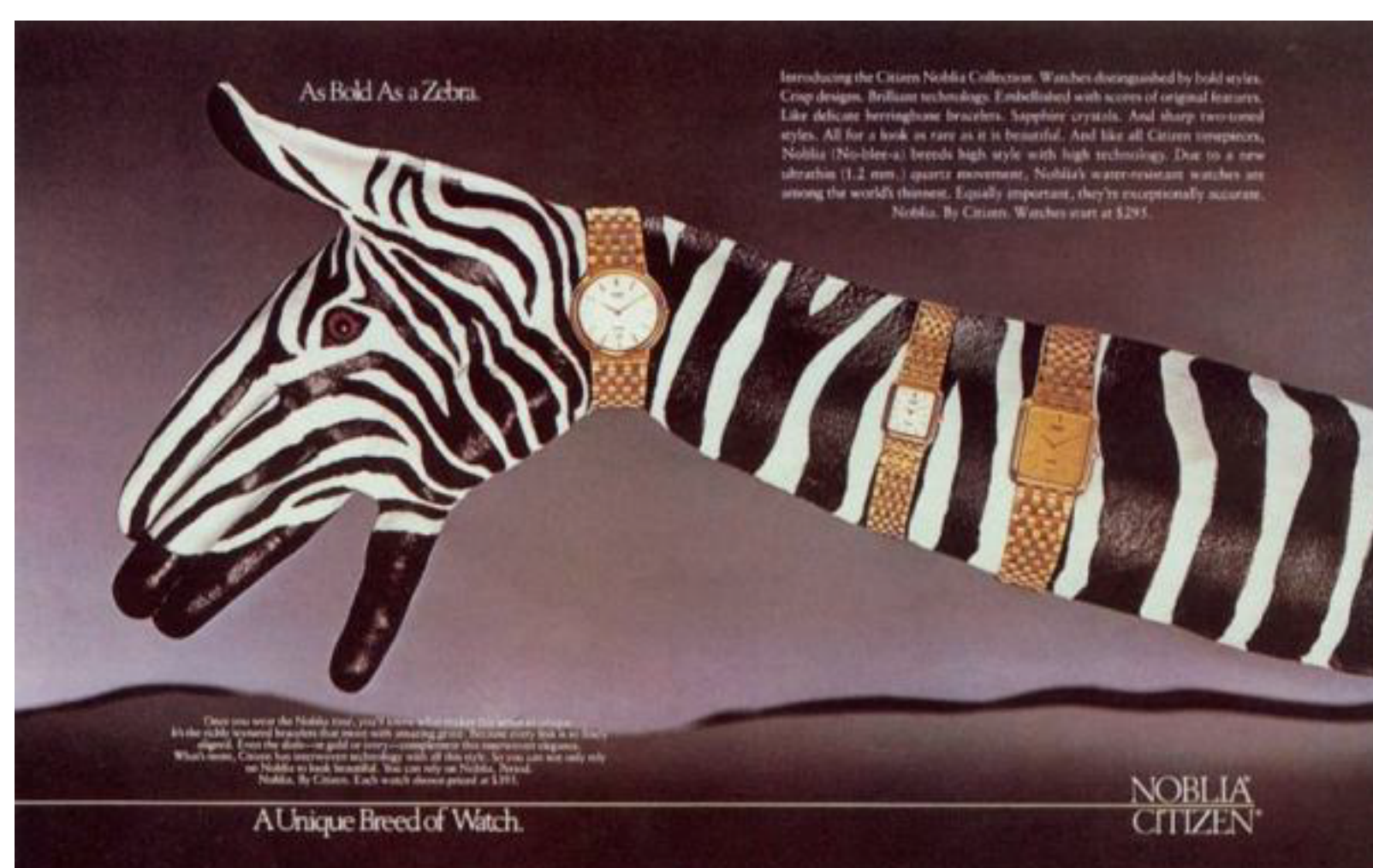**Is the information arranged to lead the viewers eye?**

A piece with lots of information can be confusing to look at unless it is arranged using a hierarchical system. Important items are emphasized. Less important items aren't

Less information can give a clean look of elegance and subliminal imagery

Elements & Principles of Design

Does it excercise the elements and principles of design in an interesting way?

Is it "cool" to look at?

What's "The Rule of Thirds"?