



Brief yourself on the project you will critique. Take several minutes to read the project description and observe the artwork and reflect on the questions below.

Name project creator and project title: Sammy Cordero

Name of designer giving critique: Nathan Yampolsky

QUESTIONS pt 1: Clarification and Intent

► *What problem was the designer trying to solve or what goal were they trying to achieve?*

The designer was trying to solve the nutrition problem within City Tech. He goes on to mention that there are not enough healthy options within the schools cafeterias. Sammy's goal is to revamp the schools menu to offer more nutritional options.

► *How did the designer try to solve that problem or achieve that goal?*

Via information about the nutrition on the schools website and displays within the cafs that provide information about healthy eating options.

► *How effective is what the designer did at solving the problem or achieving the goal?*

The problem here is quite grandiose so this initiative would be a great step in curbing unhealthy eating habits. The key here is informing, and Sammy's proposal would indeed accomplish the task of informing the student body and faculty alike about healthy eating.

► *Why is or isn't what the designer did effective?*

Where this initiative might falter is with its ability to influence and attract. I think once directed the individual will be informed, but getting there could be tricky. I think the proposal is very effective in educating the user, but might lack in getting the users attention to begin with. Maybe offer an incentive to use the service?



QUESTIONS pt 2: Digging Deeper

► *Are there any problems the designer could or should have solved, but didn't?*

As far as informing the student body the designer does an excellent job, there may be space to improve with some more accessibility.

► *Do any new problems arise as a result of the choices the designer made?*

The only problem I see present here is something that would plague an internet reliant proposal. If there is a network issue then students will not have access to the nutritional information.