

DESIGN SURVEY

Based on your design, circle the number it matches up against these characteristics

Write a few words about why you or the person you interview) chose that number. Because of a color, typeface/font, layout, image/illustration, or some other factor.

Is the design more 1, 5, or in between?						Why?	
Feminine	1	2	3	4	5	Masculine	_____
Young	1	2	3	4	5	Mature	_____
Luxurious	1	2	3	4	5	Economical	_____
Modern	1	2	3	4	5	Classic	_____
Playful	1	2	3	4	5	Serious	_____
Loud	1	2	3	4	5	Quiet	_____
Simple	1	2	3	4	5	Complex	_____
Subtle	1	2	3	4	5	Obvious	_____
Cool	1	2	3	4	5	Warm	_____