



Evaluation Criteria | Visual Communication Design

CDA Visual Communication Design Competition is open to both concept stage and executed applications including branding and packaging design, Illustration, Type design, UI/UX and finally digital media projects proposed by creative designers worldwide. The jury considers a range of criteria to assess the quality, creativity, and overall impact of the designs reflecting a harmonious blend of artistic innovation, technical skill, and effective communication. Find below the key jury criteria for the Visual Communication Design projects, the weighting will be left to the jury.

A. Innovative expression: The design displays a remarkable manifestation of originality, creativity and innovative thinking through its unique design concept, process, novel solutions where it encompasses the exploration of uncharted territories, the introduction of fresh perspectives, and the integration of unconventional techniques, technology or materials. This emphasis on innovation encourages creators to push boundaries, challenge established norms, and engage in experimental practices, ultimately leading to the development of new visual languages and experiences

B. Relevance to the intended audience: Effective communication lies at the heart of visual communication design, serving as a bridge between the designer's creative vision and the audience's understanding. The Communication to relevant audience and the message behind it should well conveys its intended message and evokes emotional responses from viewers or users.

C. Visual Impact: The proposal should have strong Visual impact which is considered a cornerstone of design, captivating viewers and leaving a memorable impression. The design presented captivates and engages the audience through various visual elements including Aesthetic Appeal, Typography, creative Color Palette, and Spatial Harmony.

D. Execution and Presentation: The proposal should present a successful execution of a concept and its effective presentation play pivotal roles in determining the impact and resonance of a design. The execution and presentation of the proposal should pay attention to details, design quality, technical proficiency and how the designer translated their creative vision into a tangible and engaging visual communication output.

	J1	J2	J3	Total Average
Innovative expression				
Relevance to the intended audience				
Visual Impact				
Execution and Presentation				