

Peer Review from Project 5:

These reviews were sent through two different Word docs; therefore, I copied and pasted them into one document for easier access and organization.

Peer Review from Lacy Kitchin:

Lacy Kitchin

November 22, 2022

ENGL 5182

Peer Editing Review for Dorothy Knosby

Hi Dorothy,

I think your brochure looks great. You have a consistent layout that is similar among each column. I like the red and yellow frames to bring out the bright colors of the cakes. I also like that you used bullet points to highlight the information that customers would commonly look for. The addition under the “My Baking” section is also a nice touch that makes it feel more personal. The photos you included are nicely done and cropped well. I think they show off a variety of skills by the business owner.

The spacing between your columns looks great. Everything is evenly divided and distributed among the columns. The font for the headers is interesting and fun. I like that you designed it in an eye catching color! I also like the inclusion of logos next to the contact information. I’d suggest adding a social media site dedicated to the business. An Instagram would probably be best and would serve as a more complete showcase of works.

My only suggestions for the design is to maybe change the background to a soft white or off white. I think it would make the images pop more than on a solid white background. Also, the wording includes some interesting choices. I think a lot of it comes off as fun and relatable, but I might change some it. Instead of “Best Hits,” I’d probably change it to “Best Sellers” or something similar. I gather that it’s a local business, but we live in a very diverse area. I don’t

know if the phrase “give me a holler” would necessarily translate to people from any culture outside of the southeastern U.S. It would be great for any type of local advertisements within a close-knit community. In all, I think it looks great and will be a nice brochure for the business owner.

Peer Review from Keely Carlson:

Hey Dorothy,

Your brochure looks amazing. I think the simplistic design really allows the content to shine. The white background allows the images to grab the viewers’ attention and brings a nice pop of color to the brochure.

Recommendations:

- Add the name of the business owner.
- Enlarge the name of the business (Bomb Baked Goods)
- On what will be the “back”, it may create more continuity to make the frame around the rainbow cupcakes more oval shape to match the others.
- It may make the bio easier to read if you add spacing between the lines of text.

Overall, I think this is a great first draft.