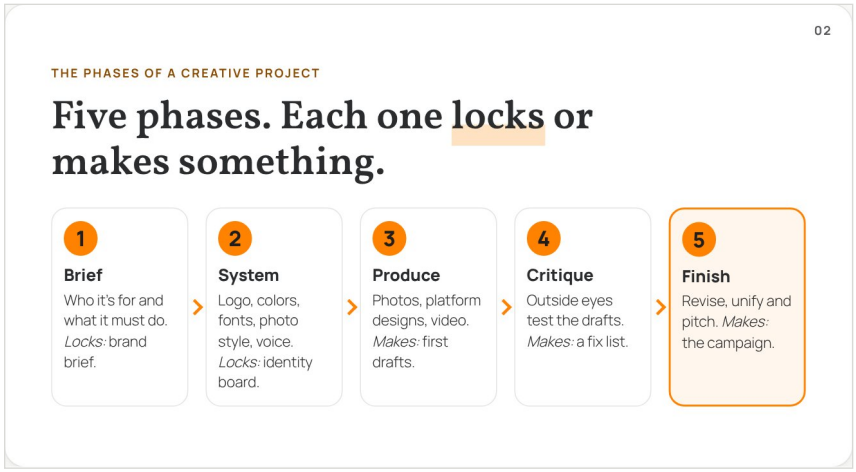
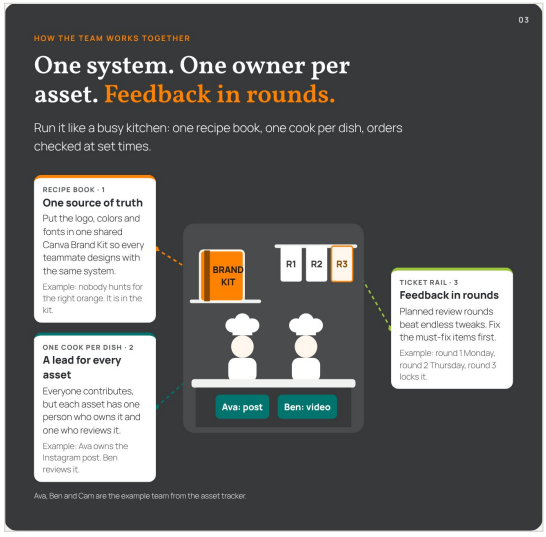


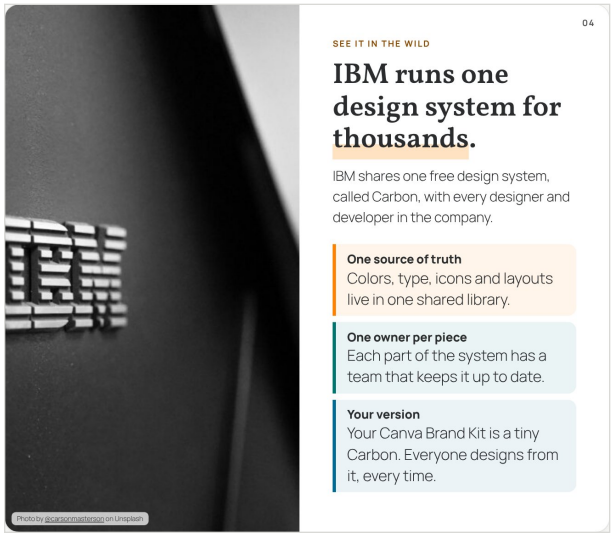
Slide 1



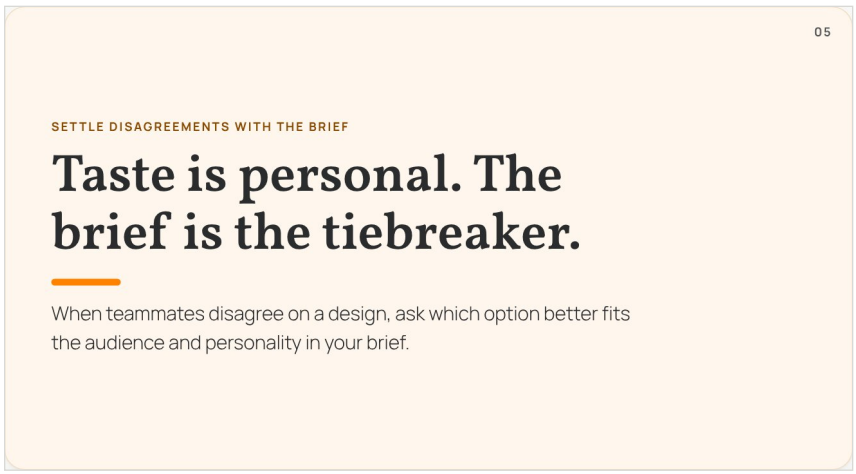
Slide 2



Slide 3



Slide 4



Slide 5



Slide 6

SEE IT IN THE WILD

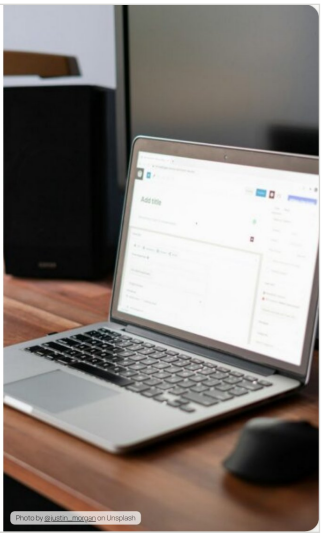
Search your own laptop for “final”.

Open your downloads folder and search for files named “final.”

What you find
final, final2, final_FINAL and final_real. Which one is it?

What pros do
Agencies use one pattern, like brand_asset_platform_v02, so anyone can find the right file.

Fix it today
Rename your last three project files with your team’s pattern.



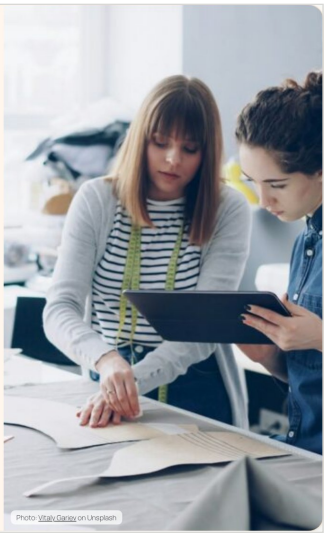
Slide 7

RUN A DESIGN REVIEW

Twenty minutes that keep the campaign cohesive.

1. Put every draft side by side on one screen.
2. Check each against the identity board: logo use, colors, fonts, photo style.
3. Name what works before what doesn’t.
4. Sort fixes into must, should and could.
5. Give each fix an owner and a date.

The Giving and Using Creative Critique topic has the full method.



Slide 8

09

SORT THE FIX LIST

Must, should or could?

Sort each fix from the review, then tap. Must-fix items come first.

Logo
The logo on the Instagram post is stretched.
TAP TO REVEAL

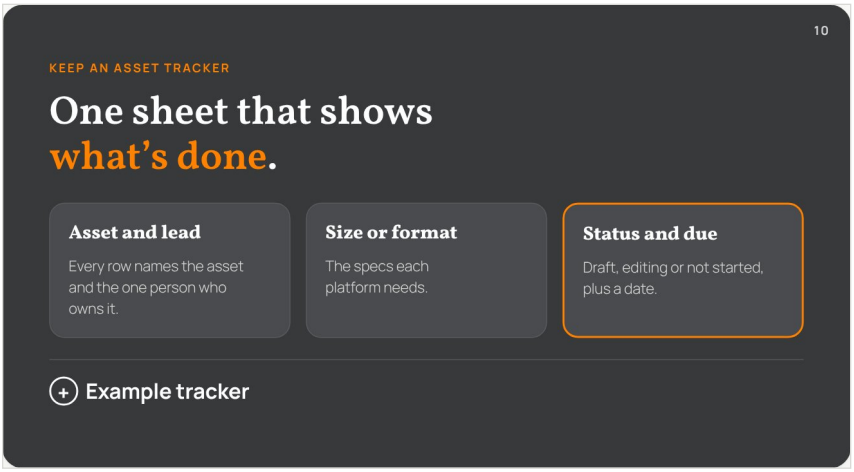
Font
The deck uses a font that is not in the Brand Kit.
TAP TO REVEAL

Warmth
Two photos look a little warmer than the rest.
TAP TO REVEAL

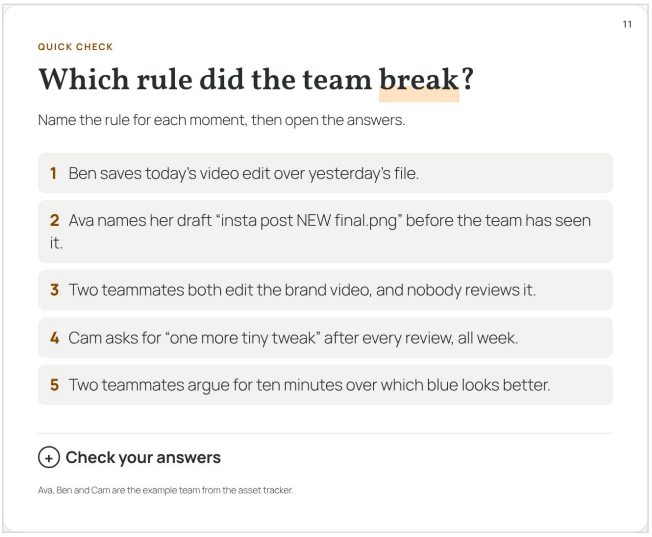
Words
One caption might read better a word shorter.
TAP TO REVEAL

Your team may sort these differently. When you disagree, the brief is the tiebreaker.

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Slide 10



Slide 11