

- 1 113 7 - I would not be encouraged to read on - "going Places" looks moderately interesting but so what
- 1 114 3 - it looks sort of like a menu
- 1 115 8 - I found it intriguing and sophisticated, as opposed to the "Bon Voyage" which I found maybe a little patronizing
- 1 116 7 - if I were a business person I'd be a little more drawn to it than if I were on a vacation
- 1 117 8 - I don't think that superimposing "Places" on top of "Going" works at all - GENERAL AGREEMENT
- 1 118 7 - with so much on it, as a taxpayer I'd be a little irate about my money going to this fancy little brochure
- 1 119 1 - the lettering is very aesthetically pleasing but I don't know if it gets the message across in a brochure - as an ad it'd be very catchy
- 1 120 6 - maybe just scrap the idea of the chessboard altogether
- 1 122 1 - this one, "Going Places" is much more sophisticated
- 1 123 7 - the crayon effect kind of catches me - visually pleasing
- 1 124 5 - we're all talking about the picture and the message is lost - it doesn't stand out enough - maybe they should change the colour or use bold letters
- 1 125 3 - or use "Start Smart" as opposed to "Going Places" for the slogan
- 1 126 4 - maybe if they made better use of the white space in "Going Places"
- 1 127 3 - isn't "Going Places" already a travel magazine somewhere? - it seems awfully familiar, like it already exists somewhere - SOME AGREEMENT
- 1 135 7 - I would give a 7 to "Going Places - prepare for takeoff"
- 1 147 4 - I give "Going Places" a 6 - it's nice without the chessboard
- 1 148 5 - I think it could be quite effective if the writing stands out more, maybe centre the picture in the frame a little better - it works on the large scale but not if you condensed it down to a smaller pamphlet - I'd give it a 7
- 1 149 6 - I'd also give it a 7, although I find it a little bit too much like a magazine cover
- 1 150 3 - I would give it a 3 - I miss the point of the visual
- 1 151 8 - I really like it - I'd cut off the bottom and change the logos, but I rate it highly - I think it's intriguing and eye-catching - I'd give it a 6 now and an 8 if it were modified
- 1 152 7 - I like the back more than I do the front - I'd give the front a 4 and the back an 8