

CREATIVE DEPARTMENT PERFORMANCE EVALUATION

EMPLOYEE NAME:

EMPLOYEE TITLE:

REVIEWED BY:

HIRE DATE:

DATE:

JOB KNOWLEDGE AND APPLICATION

EXCEEDS
REQUIREMENTS

MEETS
REQUIREMENTS

REQUIRES
IMPROVEMENT

NOT
APPLICABLE

- Generates and executes strategic design solutions
- Demonstrates enthusiasm regarding design and its value.
- Demonstrates command of applicable software.
- Understands Marketing and Branding objectives.

CREATIVE PROCESS

- Capable of identifying key insights applicable to creative concepts.
- Incorporates research into the creative process.
- Spots potential problems and works toward solutions.
- Develops analytical and strategic solutions.
- Sets realistic goals and objectives.
- Plans work detail appropriately.
- Creates and maintains orderly art files.

USE OF RESOURCES

- Exercises economy in use of available resources.
- Meets deadlines.
- Demonstrates initiative.
- Effectively manages time.
- Constantly looks for ideas/insights to meet company goals.
- Performs under pressure.

COLLABORATION

**EXCEEDS
REQUIREMENTS** **MEETS
REQUIREMENTS** **REQUIRES
IMPROVEMENT** **NOT
APPLICABLE**

- Enjoys the collaborative process and willingly engages others.
- Welcomes feedback and critique from others.
- Utilizes team members effectively.
- Works well in a team.
- Earns confidence and respect.
- Demonstrates leadership capability.
- Maintains interpersonal relationships.
- Maintains positive attitude.

COMMUNICATION

- Communicates effectively during informal discussions.
- Writes clearly with attention to detail and accuracy.
- Listens effectively.
- Consistently communicates ideas/concepts.
- Keeps supervisor informed.
- Makes effective formal presentations.

DEVELOPMENT

- Actively shares knowledge with others.
- Adapts to required changes in work environment.
- Develops others.
- Continues self development.
- Maintains knowledge of the industry & situations faced by our company.
- Maintains required job skills.
- Strives to learn new skills and stay current on industry trends.

COMMENTS AND/OR AREAS FOR IMPROVEMENT:

EMPLOYEE’S SIGNATURE:	DATE:
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MANAGER’S SIGNATURE:	DATE:
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