

**ABSTRACT/PAPER REVIEW FORM
2018 DCA CONFERENCE**

Abstract Number: 61

Abstract/Paper Title: GREY _ The Visual Identity Scale

Please mark the appropriate column and add mandatory written feedback below. The right hand column is for ranking by numeric number (1 being lowest and 10 being highest) for each row. Please add total.

	YES	Needs Work	NO	Please rank by a numeric number below for each row, 10 being highest 1 being lowest
1. Proposed abstract/paper addresses the conference theme or sub-themes	X			10
2. The content contains some original ideas and contributes to research, or teaching, or practice.	X			5
3. The purpose of the paper is stated clearly.		X		5
4. The paper is well organized and contains all the relevant sections.		X		5
5. The content shows evidence of sufficient background reading and state-of-the-art research and topic.		X		5
6. The research study methods are sound and appropriate.		X		5
7. The writing is clear, concise and interesting.		X		5
8. The references and quotations are clear. The bibliography is updated and relevant.		X		5
9. The conclusions or summary are accurate and supported by the content.		X		5
10. Proposed paper will likely be of interest to conference participants and attendees		X		8
Please Add Total Points from All Rows: 58				

Reviewer General Comments and Suggestions (mandatory written feedback):

Confusing and many topics.

Discusses the artist and architect as the same, but doesn't explain the differences.

Reviewer Recommendation:

Please indicate which of the following actions you recommend.

1. **Recommended** (no significant changes suggested)

2. **Recommended with Reservation** (suggest changes to the manuscript as specified in this review)

3. **Not Recommended**

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	YES	Needs Work	NO	Please rank by a numeric number below for each row, 10 being highest 1 being lowest
1. Proposed abstract/paper addresses the conference theme or sub-themes			x	3
2. The content contains some original ideas and contributes to research, or teaching, or practice.		x		5
3. The purpose of the paper is stated clearly.			x	3
4. The paper is well organized and contains all the relevant sections.			x	3
5. The content shows evidence of sufficient background reading and state-of-the-art research and topic.			x	3
6. The research study methods are sound and appropriate.			x	3
7. The writing is clear, concise and interesting.			x	3
8. The references and quotations are clear. The bibliography is updated and relevant.			x	3
9. The conclusions or summary are accurate and supported by the content.		x		5
10. Proposed paper will likely be of interest to conference participants and attendees			x	3
Please Add Total Points from All Rows: 34				

Reviewer General Comments and Suggestions (mandatory written feedback): The authors seem to attempt present a hypothesis on the design process. However, the abstract is vague and lacks coherence that makes meaningful critique difficult.

Reviewer Recommendation:

Please indicate which of the following actions you recommend.

1. **Recommended** (no significant changes suggested)

2. **Recommended with Reservation** (suggest changes to the manuscript as specified in this review)

3. **Not Recommended**

**ABSTRACT/PAPER REVIEW FORM
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Abstract Number: 061

Abstract/Paper Title: GREY _ The Visual Identity Scale

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	YES	Needs Work	NO	Please rank by a numeric number below for each row, 10 being highest 1 being lowest
1. Proposed abstract/paper addresses the conference theme or sub-themes	X			7
2. The content contains some original ideas and contributes to research, or teaching, or practice.		X		5
3. The purpose of the paper is stated clearly.			X	3
4. The paper is well organized and contains all the relevant sections.			X	3
5. The content shows evidence of sufficient background reading and state-of-the-art research and topic.			X	2
6. The research study methods are sound and appropriate.		X		3
7. The writing is clear, concise and interesting.		X		3
8. The references and quotations are clear. The bibliography is updated and relevant.			X	4
9. The conclusions or summary are accurate and supported by the content.			X	2
10. Proposed paper will likely be of interest to conference participants and attendees		X		3
Please Add Total Points from All Rows:				3

Reviewer General Comments and Suggestions(mandatory written feedback):

The abstract paper talks generally about some issues but does not deal with certain idea or an argument, moving from one point to the other without cohesion.

Reviewer Recommendation:

Please indicate which of the following actions you recommend.

- 1. **Recommended** (no significant changes suggested)
- 2. **Recommended with Reservation** (suggest changes to the manuscript as specified in this review)
- 3. **Not Recommended**