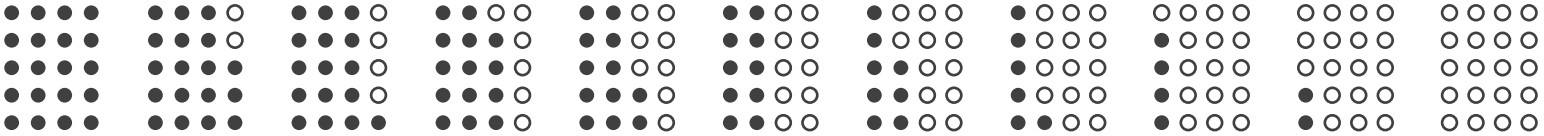
grading criteria

The following is a general guideline that will be used in grading your work during this semester. As you work on projects, it would be wise to ask yourself where your project fits within the scheme of the below outline. On every project handout, a more detailed outline of expectations will be provided.

- the design and aesthetic appeal of each piece
- the presentation of the final design
- creativeness of the piece as a whole
- following the project specs
- participation & research/process of the project

A	A-	B+	B	B-	C+	C	C-	D+	D	D-
4.00	3.67	3.33	3.00	2.67	2.33	2.00	1.67	1.33	1.00	0.67



Excellent **Good** **Average** **Passing**

the design and aesthetic appeal of each piece

- flawless design that solves the problem perfectly. there are no errors in the finished execution.
- wonderful design solution to the problem. few areas that could be stronger and pushed further if reworked.
- nice work on the design piece. the concept is there but the execution needs to be stronger. possibly a different direction needs to be explored.
- the finished design needs to be reworked. the problem has not been solved and the finished design is full of errors.
- did not attempt to solve the design problem and needs to start from the beginning of the process.

the presentation of the final design

- flawless presentation that showcases the design perfectly. if printed, cut precisely to size, if screen based, file set up properly.
- nicely presented with a stray oops in cutting or the rendering of the file for screen is not perfect.
- presented well but the edges could be cleaner and the quality of the print is not hi-res or the screen presentation is not set up with the correct settings or extension.
- the finished design should be reprinted and resubmitted because of the sizing and cutting being off or the file was not set up correctly at all.
- did not present the file correctly at all. sloppy printing and trimming or the file could not be opened because of how the file was saved for screen.

creativeness of the piece as a whole

- the design is creative in it's approach to solving the problem and brought a fresh look to the composition.
- the design is creative in concept and working well to provide a fresh/new idea but maybe relies too heavily on what already exists.
- the solution works within what is safe and already being produced. not a complete copy of what is out there but not being reworked as your own idea.
- the idea originated with what can be found already with zero effort to make it your own. this is borderline stealing of what exists.
- did not attempt to work out an original thought or concept and produced a half attempt design that fails to even compare to what already exists.

following the project specs

- the file was created to exact specs, with bleeds, trim marks, hi-res images and file saved correctly to the proper folder.
- the design is missing one part of the project spec requirements.
- the design is missing two parts of the project spec requirements.
- the design is missing three parts of the project spec requirements.
- the design is missing four parts of the project spec requirements.

participation & research/process of the project

- throughout the project, the process was followed precisely and did your research up front, this includes developing the correct number of concepts.
- worked to follow the process in developing the correct number of concepts but did not offer your input during the crit or was not ready at the start of class for the crit.
- did not follow the design process exactly and missed a couple aspects of what was required and did not take part in the class crit.
- ignored the design process and can not show your research but has a couple of different renditions that are not complete.
- did not follow any of what was asked and only have the final design to show for your work.

IMPORTANT!

You are allowed to resubmit any project after making any corrections unless the project was submitted late. You can not recover points lost for late projects.