

		Excellent 100	Proficient 87	Basic 73	Needs Works 60	Unacceptable 0	Comments
Research	15%	<ul style="list-style-type: none"> <li>No grasp of research tactics to help define theme focus; poor utilization of lab exercises into main project; no effort put forth to finish tasks or never completed; class time was not used well.</li> </ul>	<ul style="list-style-type: none"> <li>Lacking a grasp of research tactics to help define theme focus; minimal utilization of lab exercises into main project; put minimal effort required to finish tasks; used class time poorly and lacked focus.</li> </ul>	<ul style="list-style-type: none"> <li>Adequate grasp of research tactics to help define theme focus; adequate utilization of lab exercises into main project; put forth the effort required to finish tasks; used class time adequately.</li> </ul>	<ul style="list-style-type: none"> <li>Very good grasp of research tactics to help define theme focus; good utilization of lab exercises into main project; put forth the effort required to complete tasks; used class time well.</li> </ul>	<ul style="list-style-type: none"> <li>Excellent grasp of research tactics to help define theme focus; great utilization of lab exercises into main project; put forth extraordinary effort to complete tasks as well as possible; used class time extremely well.</li> </ul>	
Concept	15%	<ul style="list-style-type: none"> <li>Concept fails to convey any logical thinking and there is no logical plan to implement it; poor command of design basics of type, composition, image use/production which makes the mockup look highly unprofessional.</li> </ul>	<ul style="list-style-type: none"> <li>Concept needs improvement developing original thinking and there's a disjointed plan to implement it; weak command of design basics of type, composition, image use/production which negates any cohesion in the visual flow.</li> </ul>	<ul style="list-style-type: none"> <li>Concept demonstrates adequate original thinking with a mostly clear, thought out plan to implement it; decent command of design basics of type, composition, image use/production which gives the mockup a mostly cohesive visual flow.</li> </ul>	<ul style="list-style-type: none"> <li>Concept demonstrates very good original thinking with a clear, well-thought out plan to implement it; great command of design basics of type, composition, image use/production which gives the mockup a cohesive visual flow.</li> </ul>	<ul style="list-style-type: none"> <li>Concept demonstrates innovative and original thinking with a clear, well-thought out plan to implement it; excellent command of design basics of type, composition, image use/production which gives the mockup a cohesive visual flow.</li> </ul>	
Strategy	20%	<ul style="list-style-type: none"> <li>Analysis fails to explain proposed theme, objective, target audience, design strategy and deliverables, project timeline and research.</li> </ul>	<ul style="list-style-type: none"> <li>Analysis needs improvement in regards to explaining proposed theme, objective, target audience, design strategy and deliverables, project timeline and research in a clear and thorough manner.</li> </ul>	<ul style="list-style-type: none"> <li>Analysis adequately explains proposed theme, objective, target audience, design strategy and deliverables, project timeline and research but lacks a deeper exploration.</li> </ul>	<ul style="list-style-type: none"> <li>Thoughtful analysis explaining proposed theme, objective, target audience, design strategy and deliverables, project timeline and research.</li> </ul>	<ul style="list-style-type: none"> <li>Clear, thorough analysis explaining proposed theme, objective, target audience, design strategy and deliverables, project timeline and research.</li> </ul>	
Ideation / Mockups / Sketches	10%	<ul style="list-style-type: none"> <li>Your process book showcase that your Ideation / Mockups / Sketches are at a Unacceptable level. You are missing are NOT showing any Ideation / Mockups / Sketches</li> </ul>	<ul style="list-style-type: none"> <li>Your process book showcase that your Ideation / Mockups / Sketches are at a Needs Work level, you are not putting in the effort needed.</li> </ul>	<ul style="list-style-type: none"> <li>Your process book showcase that your Ideation / Mockups / Sketches are at a Basic level, there should be more effort put in.</li> </ul>	<ul style="list-style-type: none"> <li>Your process book showcase that your Ideation / Mockups / Sketches are at a Proficient level, allowing us to see the effort you put in.</li> </ul>	<ul style="list-style-type: none"> <li>Your process book showcase that your Ideation / Mockups / Sketches are at a Exceptional level, allowing anyone to see the effort you put in.</li> </ul>	
Writing and tone	10%	<ul style="list-style-type: none"> <li>Writing and tone is not not acceptable. You need to dig deep to establish a tone for your project.</li> </ul>	<ul style="list-style-type: none"> <li>Writing and tone is not up to level of this class. You should dig deeper to establish a tone for your project and not sound formulatic.</li> </ul>	<ul style="list-style-type: none"> <li>Writing and tone is basic and should be more effective to properly communicate your concept and tone of your project</li> </ul>	<ul style="list-style-type: none"> <li>Writing and tone is clear and could be more effective in communicating your concept and tone of your project</li> </ul>	<ul style="list-style-type: none"> <li>Writing and tone is clear and effective in communicating your concept and tone of your project</li> </ul>	
Design	20%	<ul style="list-style-type: none"> <li>We are NOT seeing ANY clear visual direction that demonstrates original personal; expression; for your concept. This is fails to achieve any desired result for concept</li> </ul>	<ul style="list-style-type: none"> <li>We are NOT SEEING ENOUGH of a clear visual direction that demonstrates original personal; expression; for your concept.</li> </ul>	<ul style="list-style-type: none"> <li>We are SHOULD be seeing a clear visual direction that demonstrates original personal; expression; for your concept. Basic visual ideas are being explored. NEED MORE.</li> </ul>	<ul style="list-style-type: none"> <li>We are ALMOST seeing a clear visual direction that demonstrates original personal; expression; for your concept. ALMOST THERE</li> </ul>	<ul style="list-style-type: none"> <li>We ARE beginning to see a clear visual direction that demonstrates original personal; expression; for your concept. KEEP IT UP</li> </ul>	
Verbal Prez	5%	<ul style="list-style-type: none"> <li>Analysis fails to explain proposed theme, objective, target audience, design strategy and deliverables, project timeline and research.</li> </ul>	<ul style="list-style-type: none"> <li>Analysis needs improvement in regards to explaining proposed theme, objective, target audience, design strategy and deliverables, project timeline and research in a clear and thorough manner.</li> </ul>	<ul style="list-style-type: none"> <li>Analysis adequately explains proposed theme, objective, target audience, design strategy and deliverables, project timeline and research but lacks a deeper exploration.</li> </ul>	<ul style="list-style-type: none"> <li>Thoughtful analysis explaining proposed theme, objective, target audience, design strategy and deliverables, project timeline and research.</li> </ul>	<ul style="list-style-type: none"> <li>Clear, thorough analysis explaining proposed theme, objective, target audience, design strategy and deliverables, project timeline and research.</li> </ul>	
Visual Prez	5%	<ul style="list-style-type: none"> <li>You Visual PRESENTATION is failing to give us ANY a sense of the brand, company, systems you are looking to create and what the visual tone will look like. NOT designed AT ALL.</li> </ul>	<ul style="list-style-type: none"> <li>You Visual PRESENTATION is need more work to give us a sense of the brand, company, systems you are looking to create and what the visual tone will look like. Used a template that was NOT customized, design need improvement.</li> </ul>	<ul style="list-style-type: none"> <li>You Visual PRESENTATION is basic and we need more of a sense of the brand, company, systems you are looking to create and what the visual tone will look like. Feel a bit templative, basic design.</li> </ul>	<ul style="list-style-type: none"> <li>You Visual PRESENTATION is cohesive and we get a sense of the brand, company, systems you are looking to create and what the visual tone will look like.</li> </ul>	<ul style="list-style-type: none"> <li>You PRESENTATION is visually very cohesive and we get a sense of the brand, company, systems you are looking to create and what the visual tone will look like.</li> </ul>	