

		Exceptional 100	Proficient 88	Basic 76	Needs Work 64	Unacceptable 0	Comments
Research	25%	<ul style="list-style-type: none"> <li>Excellent grasp of research tactics to help define theme focus; great utilization of breakout exercises to research methods; put forth the effort to dig deep into the subject and craft a unique perspective based on research findings; used class time extremely well.</li> </ul>	<ul style="list-style-type: none"> <li>Very good grasp of research tactics to help define theme focus; good utilization of breakout exercises to research methods; put forth an effort to dig into the subject and craft a perspective based on research findings; used class time well.</li> </ul>	<ul style="list-style-type: none"> <li>Adequate grasp of research tactics to help define theme focus; basic utilization of breakout exercises to research methods; put forth a basic effort to dig into the subject; used class time adequately.</li> </ul>	<ul style="list-style-type: none"> <li>Lacking a grasp of research tactics to help define theme focus; minimal utilization of breakout exercises to build research methods; put minimal effort required to finish tasks; used class time poorly and lacked focus.</li> </ul>	<ul style="list-style-type: none"> <li>No grasp of research tactics to help define theme focus; poor utilization of breakout exercises into main project; no effort put forth to finish tasks or never completed; class time was not used well.</li> </ul>	
Concept	15%	<ul style="list-style-type: none"> <li>Concept demonstrates innovative and original thinking with a clear, well-thought out plan to implement it; it also seems extremely viable.</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; it also seems very viable.</li> </ul>	<ul style="list-style-type: none"> <li>Concept demonstrates adequate original thinking with a mostly clear, thought out plan to implement it; it also has viable possibility.</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 viability or a redundant concept.</li> </ul>	<ul style="list-style-type: none"> <li>Concept fails to convey any logical thinking and there is no logical plan to implement it; NO viability or AND a redundant concept.</li> </ul>	
Strategy / Audience /Next Step	15%	<ul style="list-style-type: none"> <li>Clear, thorough analysis explaining proposed theme, objective, target audience, design strategy, deliverables needs, and timeline to achieve desired results.</li> </ul>	<ul style="list-style-type: none"> <li>Thoughtful analysis explaining proposed theme, objective, target audience, design strategy, deliverables needs, and timeline to achieve desired results.</li> </ul>	<ul style="list-style-type: none"> <li>Analysis adequately explains proposed theme, objective, target audience, design strategy, deliverables needs, and timeline to achieve desired results, but lacks a deeper exploration.</li> </ul>	<ul style="list-style-type: none"> <li>Analysis needs improvement in regards to explaining proposed theme, objective, target audience, design strategy, deliverables needs, and timeline to achieve desired results, but need a bit of work to become clear.</li> </ul>	<ul style="list-style-type: none"> <li>Analysis fails to explain proposed theme, objective, target audience, design strategy, deliverables needs, and timeline to achieve desired results.</li> </ul>	
Process / Ideation / Sketches	12%	<ul style="list-style-type: none"> <li>Your process book showcases ALL of the Breakouts, AND you have EXCEPTIONALLY showcased your process, ideation and thoughts allowing anyone to see the effort you put in.</li> </ul>	<ul style="list-style-type: none"> <li>Your process book showcases MOST of the Breakouts, AND you have PROFICIENTLY showcased your process, ideation and thoughts allowing anyone to see the effort you put in.</li> </ul>	<ul style="list-style-type: none"> <li>Your process book showcases SOME of the Breakouts, AND you have showcased your process, ideation and thoughts at a BASIC level allowing anyone to see the effort you put in.</li> </ul>	<ul style="list-style-type: none"> <li>Your process book showcases VERY FEW of the Breakouts, AND you NEED TO showcase your process, ideation and thoughts.</li> </ul>	<ul style="list-style-type: none"> <li>Your process book showcases VERY FEW to NONE of the Breakouts, AND you DONT showcase your process, ideation and thoughts.</li> </ul>	
Writing and tone	5%	<ul style="list-style-type: none"> <li>Writing and Tone is EXTREMELY clear and effective in communicating your concept and tone of your project</li> </ul>	<ul style="list-style-type: none"> <li>Writing and Tone is PROFICIENTLY clear and effective in communicating your concept and tone of your project</li> </ul>	<ul style="list-style-type: none"> <li>Writing and Tone is BASIC in communicating your concept and tone of your project</li> </ul>	<ul style="list-style-type: none"> <li>Writing and Tone NEEDS WORKS in communicating your concept and tone of your project</li> </ul>	<ul style="list-style-type: none"> <li>Writing and Tone IS MISSING in communicating your concept and tone of your project</li> </ul>	
Design	5%	<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>	<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 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 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 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>	
Verbal Prez	15%	<ul style="list-style-type: none"> <li>Clear storytelling that showcased the problem, opportunities and thorough analysis of target audience, design strategy and deliverables. Also concise.</li> </ul>	<ul style="list-style-type: none"> <li>Thoughtful storytelling that showcased the problem, opportunities and thorough analysis of target audience, design strategy and deliverables. Somewhat concise.</li> </ul>	<ul style="list-style-type: none"> <li>Adequate storytelling that showcased the problem, opportunities and thorough analysis of target audience, design strategy and deliverables. Lacks a deeper exploration.</li> </ul>	<ul style="list-style-type: none"> <li>Storytelling needs improvement in regards to explaining proposed theme, objective, target audience, design strategy and deliverables. Lacks organization and flow to convince anyone of concept.</li> </ul>	<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>	
Visual Prez	10%	<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>	<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 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 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 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>	