COMD3505 – FINAL Grading Rubric
Instructor: M. Genevieve Hitchings   Student Name: _____

Project 1 Exhibition Design (20% of grade) and **Project 2** Exhibition Display and Promotion (20% of grade)

<u>**Y   N**</u>
01. __ __   Three exhibit panels complete (beginning, middle and end)
02. __ __   Exhibition Title (Logo)
03. __ __   Mid-term in-class presentation of research
04. __ __   Elevation drawing(s)
05. __ __   Exhibit is rendered within the exhibition space (2 photos)
06. __ __   Exhibit Promotion Posters
07. __ __   Directional Messages: A location plan with the exhibition title directing people
                                 to location (rendered in different spaces around campus)
08. __ __   Optional: Reader Rails
09. __ __   Optional: Exhibit Labels
10. __ __   Optional: Digital Display/ Kiosk

Overall Concept (5=Outstanding 1=Needs Work)
11.   5 4 3 2 1   Concept and design: Is there a clear thesis that communicates effectively
                                 and tells a story?
12.   5 4 3 2 1   Does the exhibit demonstrate significant research and accurate content (cited sources)?
13.   5 4 3 2 1   Is there a defined audience? Does the exhibit communicate to this audience?
14.   5 4 3 2 1   Does the content (imagery and typography) effectively support the thesis?
15.   5 4 3 2 1   Has the design been effectively realized in space?
16.   5 4 3 2 1   Concept and design of promotion posters. Is there relevancy to the exhibit?
17.   5 4 3 2 1   Does the project feel finalized? Has the designer paid attention to detail?
18.   5 4 3 2 1   **Hierarchy:** Does the exhibit show a clear hierarchy of information?
19.   5 4 3 2 1   **Overall:** Is the exhibit a creative, effective, and clear visual solution?

Commitment to Refinement
5=Best 1=Worst
20.   5 4 3 2 1   Overall project is readable (carefully selected type, font size, paragraph alignment, leading)
21.   5 4 3 2 1   Overall attention to detail (typos, grammatical details, and punctuation)
22.   5 4 3 2 1   Overall attention to technical detail (software, resolution, file formats, margins, and bleeds)
23.   5 4 3 2 1   Presentation is clean and professional.
24. __ __   Project handed in on time – (final digital files due **05/21**)

If there is any additional information about your Exhibit that you would like me to know, please add your comment here: