

COMD 2400 – CHECK LIST (Grading Rubric)
HITCHINGS

CONCEPTUALIZATION STRATEGY: 5 4 3 2 1

The ability to establish a clear and concise concept for the proper audience, using the appropriate channel. *I know why you created this.*

QUALITY ROUGH: 5 4 3 2 1

The ability to represent design elements on the page in a clear way.
I understand the rough.

LAYOUT/DESIGN: 5 4 3 2 1

To organize and design a creative solution in a way that adheres to visual standards (e.g.: grids, hierarchy, typography, contrasts, size, etc.)
It's feels well designed and looks like you have a creative vision.

COPY: 5 4 3 2 1

Ability to use your words to characterize the voice and tone of the client.
It sounds like them, or who they want to be.

MESSAGE: 5 4 3 2 1

A clear understanding of what you want your audience to do and how it was presented to them. *You know and "get" them.*

CREATIVITY: 5 4 3 2 1

You have gone beyond the scope of the brief to try something unique.
Wow, that is a great concept — it resonates.

DEVELOPMENT RESEARCH + IDEATION: 5 4 3 2 1

You have done enough research to identify a target audience, objectives and learn more about the client. *I see you understand the client and reasons for this campaign. There are clear indications of working through your ideas. Multiple sketches and layouts have been explored. You didn't settle for the first idea.*

PROCESS: 5 4 3 2 1

There is a logical compilation of all of the work that went into your campaign/ solution. *This includes, but not limited to sketches, research, layouts, headlines, image references, attributions and links. You show us how you arrived at your visual solution.*

PRODUCTION: 5 4 3 2 1

You created a full campaign, adhered to specs and properly named the file for submission. *Attention to details.*

PRESENTATION: 5 4 3 2 1

Were you able to properly explain the reasoning behind your solution? Did you make it easy for others to understand your idea. *You sold your concept and convinced people of its value.*