

**COMD 1127: Project 3
Essay (30%)**

Student: _____

Topic: _____

Unsatisfactory ←————→ Excellent

	Category	Criteria	1	2	3	4	5	6	7	8	9	10
1	Research depth	(20 points): the thoroughness and depth of the research conducted on the selected typographer/designer; the variety and quality of sources utilized										
2	Analysis	(20 points): the ability to analyze and interpret the significance of the typographer's work within the context of typography and design history; insightful connections and critical thinking										
3	Originality & creativity	(10 points): the original and creative approaches demonstrated in the essay, such as unique insights, perspectives										
4	Personal voice	(10 points): student's unique take on the designer/typographer and personal reflection										
5	Content clarity	(10 points): the clarity and coherence of the essay's content, including the organization of ideas, accuracy, and logical flow										
6	Writing quality	(10 points): the overall quality of writing, including grammar, spelling, punctuation, and sentence structure; effectiveness to communicate the intended message										
7	Citation	(10 points): the accuracy and completeness of citations and referencing throughout the essay; proper attribution of sources and adherence to Chicago Manual Style										
8	Adherence	(10 points): the overall fulfillment of assigned requirements outlined, including length and formatting										
Final grade (out of 100)												

Feedback:

COMD 1127: Project 3 Presentation (30%)

Presenter: _____ Topic: _____

Unsatisfactory ←————→ Excellent

	Category	Criteria	1	2	3	4	5	6	7	8	9	10
1	Content	Accuracy: ensure the content provides accurate information about the chosen typographer's life, work, and impact										
2		Research: evaluate the breadth and depth of research conducted, considering the variety and relevance of sources utilized (5-7 resources)										
3		Analysis: assess the presenter's analysis or critical response of the typographer's style, innovations, and techniques										
4	Presentation	Organization: evaluate the presentation's clarity, coherence, and logical flow of information										
5		Visual engagement: assess the effectiveness of visuals, slides, and other aids in engaging the audience and enhancing understanding										
6		Engagement: evaluate the presenter's ability to engage the audience through clear speech, confidence, interaction, and engaging/creative techniques										
7		Use of examples: assess the effectiveness of examples presented during the presentation										
8	Brochure	Execution: evaluate technical aspects such as design layout, composition, printing quality, and attention to detail										
9		Information accessibility: assess how effectively the brochure communicates information about the typographer and their work										
10		Aesthetics: evaluate the visual appeal, creativity, and coherence of the brochure's design with respect to the chosen typographer's style										
Final grade (out of 100)												

Feedback:

**COMD 1127: Project 3
Designed Essay (40%)**

Student: _____

Topic: _____

CRITERIA	Excellent	Very Good	Good	Marginal	Unsatisfactory	Unacceptable
PRESENTATION, PARTICIPATION & PROFESSIONALISM 20	<ul style="list-style-type: none"> Solicited informative materials beyond expectations. Professional, well-structured and exceptional delivery. Exceptional public speaking skills and ability to explain concepts. Final work is well presented, visually comprehensive, and neatly organized. Excellent in-class engagement, punctuality and peer support. 	<ul style="list-style-type: none"> Solicited informative materials. Professional, well-structured and interesting delivery. Great public speaking skills and ability to explain concepts. Final work is carefully presented, visually comprehensive, and neatly organized. Full in-class engagement. 	<ul style="list-style-type: none"> Utilized appropriate research materials. Solicited basic research to enhance presentation. Professional and interesting delivery. Good public speaking skills. Final work is carefully presented. Partial in-class engagement. 	<ul style="list-style-type: none"> Initiative to utilize resources effectively was marginal. Little or no fact gathering on the topics. The delivery was unprofessional or poorly structured. Below average public speaking skills. Final work is not mounted; work is disorganized. Lack of in-class participation. 	<ul style="list-style-type: none"> Initiative to utilize resources effectively was not satisfactory or below expectations. Evidence of investigation and research was not clear or below expectations. Did not research the facts. Poor delivery. Sloppy presentation. 	<ul style="list-style-type: none"> Did not present during final critique. Submission late. Did not meet project requirements.
PROCESS & RESEARCH 20	<ul style="list-style-type: none"> Went above and beyond to research new ideas. Solicited informative materials in the process work beyond expectations. Brought personal ideas, experimentation, and information. 	<ul style="list-style-type: none"> Very good research. Solicited informative materials in the process work to enhance project. Brought personal ideas, experimentation, and information. Completion of interim deadlines. 	<ul style="list-style-type: none"> Utilized appropriate research materials. Solicited informative materials in the process work to enhance project. Brought some personal ideas and did some basic experiments. 	<ul style="list-style-type: none"> Initiative to utilize resources effectively was marginal. Little or no fact gathering on the topics. No demonstration of process work. 	<ul style="list-style-type: none"> Initiative to utilize resources effectively was not satisfactory or below expectations. Evidence of research was not clear or below expectations. Information presented was misleading to the audience or mostly inaccurate. 	<ul style="list-style-type: none"> Very little or no research and process work provided.
CONCEPT & DEVELOPMENT 20	<ul style="list-style-type: none"> Overall concept is above and beyond design scope. Professional level concept is exceptionally creative and original – critical thought is evident in concept. Interim participation and work is beyond expectation. Exceptional evidence of ideation and brainstorming. 	<ul style="list-style-type: none"> Overall concept meets objective and design scope very well. Professional level concept is creative and original – critical thought is evident in concept. Interim participation and work is excellent. Very good evidence of ideation and brainstorming. 	<ul style="list-style-type: none"> Overall concept meets objective and design scope well. Professional level concept is creative and original – critical thought is evident in concept. Good evidence of ideation and brainstorming. 	<ul style="list-style-type: none"> Overall concept somewhat meets objective and design scope. Concept is marginally creative and original – concept lacks critical thought. Did not complete interim deadlines. Little evidence of ideation and brainstorming. 	<ul style="list-style-type: none"> Project does not meet objective or design scope criteria. Not a professional level concept, lacks creativity and originality – concept lacks critical thought. Did not complete interim deadlines. No evidence of ideation and brainstorming. 	<ul style="list-style-type: none"> Very little or no concept development submitted. Concept does not meet standard level or concept is completely off point. Did not complete interim deadlines.
EXECUTION 40	<ul style="list-style-type: none"> Design demonstrates exceptional creativity, design skill, and highly professional quality work. Technique is exceptional, exceeds standard for the following criteria: <ul style="list-style-type: none"> technical skill overall appeal personal voice All facts are precise and explicit. Submission instructions were followed accurately. All deliverables submitted. 	<ul style="list-style-type: none"> Design demonstrates excellence in creativity, design skill, and professional quality work. Technique is very good, exceeds standard for the following criteria: <ul style="list-style-type: none"> technical skill overall appeal personal voice All facts are precise. Submission instructions were followed accurately. All deliverables submitted. 	<ul style="list-style-type: none"> Design demonstrates creativity, design skill, and professional quality work. Technique meets standard for the following criteria: <ul style="list-style-type: none"> technical skill overall appeal personal voice All facts are precise. Submission instructions were followed accurately. All deliverables submitted. 	<ul style="list-style-type: none"> Design is basic in its level of creativity, design skill, and professional quality work. Technique is marginal for the following criteria: <ul style="list-style-type: none"> technical skill overall appeal personal voice More than a few inconsistencies or errors in the information. Submission shows major inaccuracies. One deliverable is missing. 	<ul style="list-style-type: none"> Design lacks a sufficient level of creativity, design skill, and professional quality work. Technique is poor and does not meet standard for the following criteria: <ul style="list-style-type: none"> technical skill overall appeal personal voice Several errors, below program standard. Submission instructions were not followed. Two or more deliverables are missing. 	<ul style="list-style-type: none"> Very little or no organization.
GRADE:						