PROJECT 2 EVALUATION
100 PTS

TIMELINESS: 10 POINTS

Stayed current with daily requirements and displayed evidence of time investment for each phase of the design process. Projects

FOLLOWING DIRECTIONS: 10 POINTS

Read the assignment and understood the goals of the exercise and addressed them as was outlined. Multiple executions were created for each phase. Final executions were printed and mounted based on assignment specs. A written intention statement was printed and taped to the back of the mounted execution.

APPLICATION OF PRINCIPLES: 40 POINTS

Displayed an understanding of the elements of syntax, hierarchy and grid and how to use them in conjunction with aspects of design (form/counterform, space, structure, sequence, contrast and hierarchy) in order to create successful and visually stimulating design solution. Exhibited a sensitivity for rhythm, proportion, balance and beauty. Executions were unique, original, and effectively represented the content and held true to the design concept. Typographic solutions were at the heart of the design solution, graphics were secondary.

CRAFT: 25 POINTS

Assignment was executed using a critical eye on a macro and micro level, down to fine details. Legibility was not compromised. The integrity of the text and typefaces were not compromised. Final printouts were clean and professional, and to the specs listed for the assignment. File folders on Box were orderly and used naming conventions that were easy to navigate.

PARTICIPATION: 15 POINTS

Maintained focus throughout the project and worked with intention. Displayed the ability to make positive independent decisions and listened to and accepted constructive criticism, suggestions and ideas openly from both the instructor and classmates. Used class time wisely and avoided last minute design, concept, planning, preparation and decisions. Actively participated in critiques with thoughtful and intelligent comments, justified your thinking and suggested ideas to others.