

Graphic Design Print and Video 1.2						
ART 218 Graphic Design I			Conceptual Message and Media Form Assignment			
Criteria	Criteria Captions	Exemplary	Competent	Acceptable	Unacceptable	Not Attempted
Graphic Design Print and Video ART 218 Graphic Design I Conceptual Message and Media Form Assignment	Concept Development and Documentation (20%)	Extensive evidence of brainstorming notes, diagrams, samples, and inspiration. Clear relationship between the message, idea and output, including but not limited to, color, image, layout, typeface selection, and language.	Significant evidence of brainstorming notes, diagrams, samples, and inspiration. Relationship is present, but difficult to discern between the message, idea and output, including but not limited to, color, image, layout, typeface selection, and language.	Some evidence of brainstorming and relationship between elements. Solution may be too obvious, redundant, or cliché.	Little brainstorming present. Relationship between message and output is not clear.	Not attempted.
	Output (20%) SSAE 8, 14	All assigned parts and content is presented in the appropriate location and form.	Approximately three-fourths (3/4) of the assigned parts and content is presented in the appropriate location and form.	More than one-half (1/2) of the assigned parts and content is presented in the appropriate location and form.	Less than approximately one-half (1/2) of the assigned parts and content is presented in the appropriate location and form.	Not attempted.
	Solution: Principles of Design (10%) SSAE 5	More than four identifiable principles in use.	Three to four (3-4) principles in use.	Two (2) principles in use.	One (1) principle in use.	Not attempted.
	Solution: Elements of Design (10%)	More than four identifiable elements in use.	Three to four (3-4) elements in use.	Two (2) elements in use.	One (1) element in use.	Not attempted.
	Solution: Typographic Principles (10%)	Entire solution set maintains impeccable typeface selection, size, spacing and compositional attributes.	Approximately three-fourths (3/4) of the solution set maintains impeccable typeface selection, size, spacing and compositional attributes.	More than one-half (1/2) solution set maintains impeccable typeface selection, size, spacing and compositional attributes.	Less than approximately one-half (1/2) solution set maintains impeccable typeface selection, size, spacing and compositional attributes.	Not attempted.

	Solution: Visual Consistency (10%)	All individual solutions have a consistent visual that compliments the entire set.	Approximately three-fourths (3/4) of the solutions have a consistent visual that compliments the entire set.	More than one-half (1/2) of the solutions have a consistent visual that compliments the entire set.	Less than approximately one-half (1/2) of the solutions have a consistent visual that compliments the entire set.	Not attempted.
	Solution: Usability (10%)	Entire solution is legible, readable and logical. Mechanical features work without flaw.	Approximately three-fourths (3/4) of the solution is legible, readable and logical. Mechanical features work without flaw.	More than one-half (1/2) of the solution is legible, readable and logical. Mechanical features work without flaw.	Less than approximately one-half (1/2) of the solution is legible, readable and logical. Mechanical features work without flaw.	Not attempted.
	Solution: Craft (10%) SSAE 8	Entire solution is error free and ready for professional presentation in portfolio. No spelling, digital production, printing, cutting or assembly errors.	Approximately three-fourths (3/4) of the solution is error free and ready for professional presentation in portfolio. One to two (1-2) spelling, digital production, printing, cutting or assembly errors.	More than one-half (1/2) of the solution is error free and ready for professional presentation in portfolio. Three to four (3-4) spelling, digital production, printing, cutting or assembly errors.	Less than approximately one-half (1/2) of the solution is error free and ready for professional presentation in portfolio. Four or more (4+) spelling, digital production, printing, cutting or assembly errors.	Not attempted.