

### **Projects in the A range:**

**Creativity:** The piece is an interesting and sophisticated response to the problem. The main idea is clear.

**Process:** Shows a work process that exceeds the minimum project requirements. I am looking for many ideas/sketches as part of your problem-solving process.

**Organization and Coherence:** Has a logical structure appropriate to the subject, purpose, audience, and discipline.

**Design Style:** Has clear and concise command of hierarchy, typography, color schemes, and layout.

**Craftsmanship:** Contains few—if any—errors in spelling, punctuation, or grammar. Mounting is precise and clean. A design grid was established and followed. The work utilized the computer program(s) efficiently and typography relationships are appropriate and lined-up.

### **Projects in the B range:**

**Creativity:** The piece is a clear response to the problem. The central idea is clearly stated, but is handled in a less sophisticated way than an “A” project.

**Process:** Shows a work process that goes slightly above what was asked for as a minimum. The student’s ability to follow instructions plays an important role here. Shows development, but could be expanded.

**Organization and Coherence:** Has a logical structure appropriate to the subject, purpose, audience, and discipline, but may have some haphazard elements detracting from the overall design organization.

**Design Style:** Has a good command of hierarchy, typography, color schemes, and layout. The style fits the audience and purpose. The elements are varied, yet well-structured and focused, yet there may be an occasional awkward or ineffective construction.

**Craftsmanship:** May contain a few mechanical errors. Contains few errors in spelling, but they do not impede understanding. Mounting is neatly completed. A design grid was established and followed. The work utilized the computer program(s) efficiently and typography relationships are mostly appropriate and lined-up.

### **Projects in the C range:**

**Creativity:** The piece responds to the problem, but presents its central idea in general terms. Does not strike an appropriate level of sophistication and precision.

**Process:** Exhibits only a basic comprehension of source material, with some lapses in understanding. The design elements lack clarity and relevance. Lacks in development and should be explored further. The work level is at the basic minimum of the assignment.

**Organization and Coherence:** Arranges ideas ineffectively or illogically.

**Design Style:** Has an unclear hierarchy. The design is unfocused and cumbersome—lacking a command of typography and basic layout.

**Craftsmanship:** Contains a few mechanical errors. Contains a few spelling/grammar errors that begin to detract from the understanding. Mounting may be somewhat sloppy. Design grid may have been established, but not followed throughout.

### **Projects in the D range:**

**Creativity:** Does not respond to the topic adequately—its central idea is unclear. Does not strike an appropriate level of sophistication and precision.

**Process:** Exhibits only a basic comprehension of source material, with some lapses in understanding. The design elements lack clarity and relevance. Lacks in development and should be explored further. The work level is at the basic minimum of the assignment.

**Organization and Coherence:** Arranges ideas ineffectively or illogically.

**Design Style:** Has an unclear hierarchy. The design is unfocused and cumbersome—lacking a command of typography and basic layout.

**Craftsmanship:** Contains many mechanical errors which impede the understanding of the piece. Format may be inappropriate and/or may indicate neglect or misreading of project specs.