

Project:
Advertisement Design

Name: **Student**

Date: 6/4/2010

Artistic DESIGN 80%

	Excellent	Good	Average	Inadequate	POINTS
	[18 - 20]	[13 - 17]	[6 - 12]	[0-5]	
Graphics: Clear, Relevant & Original	Graphics are <i>completely</i> original (content & form); graphics are creative and well-executed. Graphics are clear (easy to understand and not pixelated) and are intentionally used. The graphics help to 'sell' the product. The final product significantly deviates from the tutorial.	Most graphics are in focus and purposeful. One or two of the graphics or effects used on the design reflect student creativity in their creation and/or display. Most of the information is easily understood/read. The final result somewhat deviates from the tutorial.	Choice of graphic(s) could use improvement; graphic is confusing or misleading, borrowed graphics have a source citation. Graphics are made by the student, but are based on the designs or ideas of others. The final closely resembles a tutorial.	Graphics are not carefully chosen or work <i>against</i> the design or purpose. The graphics are difficult to 'read.' Graphics are someone else's: traced or stolen and are not credited to the original artist.	20
Line, Shape & Color	The use of shape, color and line create a design that is eye-catching and engages the interest of the viewer. Color was used in a clear and deliberate way to lead the viewer through the design. All of the design elements help to convey the proper sentiment.	The majority of the shapes and colors are purposeful and meaningful to the overall design. The line, shape and color support the overall feel/intention of the product being advertised.	The lines, shapes and colors do not quite work together; they visually compete with one another. The colors may seem muddy or overwhelming or jarring. Attention is taken away from the product.	The shapes, colors and line work (and other graphics) do not create a pleasing design. Too many different effects create a confused, unfocused design.	20
Compostition	The placement of the graphics and text on the advertisement are purposeful; the design has a clear focus and leads the viewer through the work. There is a clear hierarchy in the text and imagery.	The artist/designer thought about the composition and experimented with the placement of the graphics. The hierarchy of text and imagery works well enough, but is not entirely clear.	Parts of the design seem randomly placed and do not clearly lead the viewer through the design. The placement of the graphics appear haphazard and the composition needs to be reworked. There is no clear hierarchy of text and/or images.	The design is poorly executed, creating unintended tension and/or confusion. Graphics and/or art components compete for the attention of the viewer and create confusion as to the design's focus.	20
Artistry, Design & Concept Development	All of the design choices work together to create a professional-looking, attractive, advertisement. It is clear what kind of product is being promoted. Clever & strong concept based on personal design development. Different parts of the design look like they fit together. Student can explain his/her design decisions. All requirements and specifications met.	Design has some strong and some weak elements. The audience somewhat gets an understanding of the event being promoted through the design elements in the poster. There was limited personal research and concept development. Craft-work is strong. Student can explain 1-2 design decisions.	Design elements are not carefully chosen or applied. The overall design is not visually appealing/appropriate and not well-crafted/carefully considered. Student unable to fully explain 1 design decision.	Design elements do not work together; work is dirty/sloppy, in the wrong format, little research or concept development. Student unable/unwilling to explain any design decisions.	20
Total Points					80

Artistic PROCESS 16%

	Excellent	Good	Average	Inadequate	
	[4]	[3]	[2]	[1]	
Experimental & Exploratory	Tried many approaches to the assignment, gained new knowledge through personal experimentation & exploration.	Did some experimenting with materials, processes and/or ideas.	Little exploration or experimentation, had to be pushed to experiment & explore.	Did not experiment with or explore materials, process or ideas.	4
Effort & Will	Focused, willing to revise/rework, gave & received feedback, pushed oneself. All requirements met. Followed all instructions.	Worked to potential, was focused. Most instructions followed.	Did minimum to complete the assignment. Instructions not closely followed.	Showed little or no interest in the assignment or in learning something new; little effort given.	4
Skillful Use of Materials & Technologies	Worked independently, successfully used a variety of skills, materials and approaches learned in class.	Used 1-2 new materials or approaches.	Materials not cleaned/handled properly	Unable to successfully apply skills learned in class independently	4
Time Management	Work was on time; worked well in and out of class, helped others, punctual.	Majority of the work was on time, stayed on task most days.	Reminders given, unable to structure one's own work time.	Work was not on time, was a distraction to others, needed to be kept on task.	4
Total Points					16

Artistic MERIT 4%

Bonus	Exceeded the expectations of the assignment
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Creative/clever advertising surface used

GRADE 100
