

Name			Assignment	
Date:	Exceeded Criteria	Met Criteria	Approached Criteria	Did Not Meet Criteria
<b>Concept</b>	Solutions are outstanding, distinctive and unexpected. Projects exhibit the process of creative thinking and the development of an individual style.	Original and creative concept that fulfills parameters of assignment.	Basic understanding of assignment; offers common solution.	Limited understanding of assignment is apparent.
<b>Design Composition</b>	Strong, unexpected choice of images, and exciting composition that attracts the viewer and presents the information in a coherent way.	All design elements support the hierarchy and overall composition.	Basic understanding and application of a hierarchy and composition.	Limited understanding of hierarchy as part of visual communication.
<b>Design Development</b>	Student completes all phases of assignment, and goes beyond what is asked for, pushing the limits of the assignment.	Student completes all phases of assignment demonstrating an understanding of the assignment	Student completes some phases of the assignment.	Student completes few phases of the assignment.
<b>Typography</b>	Unexpected and original type choices and design. Attention to detail exceeds that of a student.	Type choice and design support the overall concept; all elements relate to each other.	Type choice was given consideration, however does not relate to other elements within the design concept.	Text appears word-processed.
<b>Color</b>	Color choice supports overall concept; and creates visual impact beyond the level of graduating AAS students.	Color choice supports overall concept; shows understanding of color theory.	Color choices were made, however there is only a limited understanding of the impact of color on design.	Limited color choices are apparent.
<b>Research</b>	Research is excellent. Sources are unique and unexpected.	Research is adequate. Sources are standard.	Limited research is apparent.	Research is below college level.
<b>Technical Skill</b>	Execution is flawless. Understanding of program is evident and shows versatility.	Execution is of good quality. Understanding of program is evident.	Execution needs improvement. Understanding of program needs improvement.	Execution is sloppy, unprofessional. Understanding of program is limited.
<b>Professionalism</b>	Student is an asset to discussions. Comments demonstrate understanding of topic, beyond that presented in class.	Student is active in discussions. Student is always organized and prepared for critiques or in-class work.	Student speaks little in discussions and critiques.	Student rarely speaks in class.
<b>Class Participation</b>	Attendance is 100%. Work is always on time.	Attendance is 90%. Work is always on time	Attendance is 75%. Work is sometimes late.	Attendance is less than 75%. Work is often late.
<b>Notes</b>				<b>Final Grade</b>