

# Grading Rubric s.17

	★	●	◉	○	○	Comments	Hierarchy	Get Info	Wayfinding	Pathways
<b>CONCEPTUALIZATION</b>										
Exploration of an appropriate range of ideas as rough sketches in your sketchbook.	5	4	3	2	1			■	■	■
Articulation of a few of your strongest ideas in your Moleskine; deeper iteration through higher resolution, higher quality sketches.	5	4	3	2	1				■	■
Thorough exploration for each required task in InDesign. Quantity and diversity of solutions.	5	4	3	2	1		■			
<b>CONTENT</b>										
Correct grammar and spelling; clarity in language.	5	4	3	2	1		■	■	■	■
Clear, easy to understand, accessible information.	5	4	3	2	1		■	■	■	■
Thorough and accurate collection of interesting data and/or original material.	5	4	3	2	1					■
<b>COMPOSITION</b>										
Conscious use of negative space to bring structure to the form and clarity to the message.	5	4	3	2	1		■	■	■	■
Appropriate use of typography that enhances meaning and exhibits professionalism or appropriateness.	5	4	3	2	1		■	■	■	■
Appropriate application of color or value that supports and enhances the content.	5	4	3	2	1			■	■	■
Use of imagery or illustration that supports and enhances the content.	5	4	3	2	1				■	■
Use of a grid system.	5	4	3	2	1			■		■
Overall balance of form and function.	5	4	3	2	1		■	■	■	■
<b>CRAFTSMANSHIP</b>										
Overall attention to detail and consistency in type, written text, layout, production, and design language.	5	4	3	2	1		■	■	■	■
<b>CRITIQUE</b>										
Balance of accepting feedback and independent thinking.	5	4	3	2	1		■	■	■	■
Contributes to class critiques and provides peer feedback.	5	4	3	2	1		■	■	■	■
<b>OVERALL</b>							15%	15%	30%	30%
Project reflects excellence of functional and formal design. Met objectives and grasped principles of the assignment.	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>R</b>					
<b>ENGAGEMENT 10%</b>										
Prompt. Engaged in the classroom; effective use of time.	5	4	3	2	1	<input type="checkbox"/> Three absences → Course grade reduced by one letter.	<input type="checkbox"/> Six absences → You will be unable to pass this course.			