**Assignment 3**

EXSM 3922: Visual Design for UI

Instructor: Davis Levine

[dlevine1@ualberta.ca](mailto:dlevine1@ualbert.ca)

Assignment Grading Criteria

**Participation in online critique (15%)**

Student is commenting on other student's posted assignments during critique and is contributing to discussions.

**Professionalism (15%)**

Assignment is submitted on time and file adheres to technical specifications (size, resolution, file name, etc.)

**Grid layout (35%)**

Grid has been followed and attention has been paid to spacing and margins. Spacing is consistent when necessary.

**Narrative (35%)**

Attention has been paid to the photographs (figure-ground, lighting/shadows, composition, contrast). Narrative is clear and easy to follow.

The state of the characters and/or environment has changes between the first and last frame.

A+    96 – 100

A    91 – 95

A-    86 – 90

B+    81 – 85

B    77 – 80

B-    72 – 76

C+    69 – 71

C    64 – 68

C-    60 – 63

D+    55 – 59

D     50 – 54

F    <50

Excellent: A+/A/A-

Good: B+/B/B-

Satisfactory: C+/C/C-

Poor: D+/D