Baseline Criteria

All projects should…

**In the visual itself:**

 Successfully merge more than one   
visual / linguistic element together

 Alter at least one image, rather than   
just copying and pasting

 Include both visual (color, size, etc)   
and linguistic (textual) elements

 Use contrast effectively to create focus

**In the artist's statement:**

 Indicate where source materials were found

 Explain the writer/designer's right to use   
source materials (e.g. fair use rationale or meeting   
the terms of a Creative Commons license)

 Reflect on the process of creating the visual:   
goals, challenges, solutions

 Make reference to design choices (e.g. contrast,   
alignment, organization, proximity, but also color,   
element, framing, sequence) made

**In the form of submission:**

 Consist of a single GitHub repository, shared with Ben

 Contain an .xcf (GIMP project) file or equivalent   
(.psd, etc) showing the “hi-fi” production environment

 Contain at least two versions of the composite visual  
exported as “lo-fi” single-medium .png files

 Include at least two meaningful commit messages

 Include original versions of all assets (images)

Aspirational Criteria

The best projects may…

 Make significant changes to a source element's meaning

 Dramatically alter an image through special effects,   
filters, or adjustments

 Include entirely new images created for this project

 Effectively target a particular audience

 Make coherent, consistent use of emphasis, contrast, alignment, organization, and proximity

 Enact the conventions of a particular genre or subgenre

 Make use of multiple tools or resources that were new   
to the writer/designer