

PROJECT GRADING			
DESIGN	10 POINTS	40 POINTS	70 POINTS
CONCEPT	Cliche, off-concept, uninspired.	Appropriate, but unexciting or undeveloped.	Fresh, engaging, inspired.
OBJECTIVES	Barely meets objectives, if at all.	Adequately meets project objectives.	Exceeds project objectives.
DESIGN: Impact, attention to detail, color, contrast, white space.	Little or no impact or attention to detail. Lack of creativity	Overall Impact is flat and expected. Adequate, but room for improvement. Concept is somewhat creative and engaging	Extreme attention to detail. Decisions resonate with concept.
PROFESSIONALISM	1 POINTS	15 POINTS	20 POINTS
PROFESSIONALISM	Does not meet deadlines, poor use of studio class time, unprofessional interactions with instructor	Meets deadlines, uses class time effectively.	Finishes work early and has time to seek additional input and rework if necessary. Highly motivated student.
PRESENTATION	1 POINTS	5 POINTS	10 POINTS
CRAFTSMANSHIP	Poorly trimmed, poorly mounted, measurements are off, visible eraser or pencil marks. No name on the work. No accompanying print.	Presentation meets all requirements that were described in the project description.	Immaculate; portfolio quality presentation.