ART 125 2b Final Rubric

CONCEPT & DESIGN

	50 EXCEEDS	40 MEETS	30 BELOW
Design Process *student achieved each of the steps in the design process and reached all project milestones*	❍	❍	❍
Concept *student discovered strong connections between the content and concept*	❍	❍	❍
Aesthetic *student's aesthetic outcome is unique and polished*	❍	❍	❍
Typography *appropriate selection and use of type*	❍	❍	❍

PHOTOGRAPHS

	10 YES	5 SOMEWHAT	0 NO
Composition *the trilogy was well displayed and showed the front covers, spines, and back covers*	❍	❍	❍
Craftsmanship *the books were measured, printed, trimmed, scored, and assembled perfectly*	❍	❍	❍
Quality *lighting, focus, sharpness, color balance, levels, are all of professional quality. Any flaws have been retouched using Adobe Photoshop*	❍	❍	❍

DELIVERABLES

	10 YES	5 SOMEWHAT	0 NO
Format *all deliverables turned in using the exact specifications from the project sheet*	❍	❍	❍
Design Rationale *design rationale was succinct and intelligently written with no typographic or grammatical errors*	❍	❍	❍