

## CONCEPT &amp; DESIGN

**Design Process**

*student achieved each of the steps in the design process and reached all project milestones*

50 EXCEEDS

40 MEETS

30 BELOW

**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

**Composition**

*the trilogy was well displayed and showed the front covers, spines, and back covers*

10 YES

5 SOMEWHAT

0 NO

**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

**Format**

*all deliverables turned in using the exact specifications from the project sheet*

10 YES

5 SOMEWHAT

0 NO

**Design Rationale**

*design rationale was succinct and intelligently written with no typographic or grammatical errors*