



# Final Rubric

## PROJECT CRITERIA

### **Ambitious**

*your project was ambitious and you delivered all the project proposal items*

10 EXCEEDS

☐

7 MEETS

☐

4 BELOW

☐

### **Appropriate**

*design outcomes and deliverables were appropriate for the client and audience*

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### **Typography**

*appropriate selection and proper use of type*

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### **Prepared**

*student was prepared for the small group critique and the final critique according to the proposal*

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### **Polished**

*when presented, the deliverables were refined to a professional level*

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### **Technical**

*the students utilized industry-relevant software and showed control over the tools available*

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### **Craftsmanship**

*the student demonstrated refined motor skills in the creation of their physical work*

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### **Materials**

*the student used appropriate print and digital arenas to best present their work*

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### **Aesthetic**

*the visual outcome is unique, engaging, and appropriate for your client*

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### **Portfolio**

*the final project was clearly captured for inclusion in your portfolio and website*

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