



Midterm Rubric

PROJECT CRITERIA

10 EXCEEDS
7 MEETS
4 BELOW

Research <i>the student conducted ample inquiry into the project parameters and relevant content</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sketching <i>the student used sketching to explore conceptual design directions</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Concept <i>student discovered a strong connection between the content and concept</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aesthetic <i>student conducted ample exploration to uncover a distinct visual solution</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Appropriate <i>design outcomes and deliverables were appropriate for the client and audience</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Typography <i>appropriate selection and proper use of type</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prepared <i>student was prepared for the small group critique and the mid-term critique according to the proposal</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Polished <i>when presented, the deliverables were refined to a professional level</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Technical <i>the students utilized industry-relevant software and showed control over the tools available</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Craftsmanship <i>the student demonstrated refined motor skills in the creation of their physical work</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>