

<b>INSTRUCTOR:</b> Janice Hathaway	<b>COURSE:</b> ART 291 Computer Graphic Design I
<b>STUDENT NAME:</b>	
<b>PROJECT 1 Client Brand</b>	
<b>C R I T E R I A   F O R   G R A D I N G</b>	

**CREATIVE BRIEF | GROUP RESEARCH**

How fully did you participate as an active, contributing member of your group?	1    2    3    4    5
How well written and carefully considered is your written content?	1    2    3    4    5
How complete and well styled is your Creative Brief Word document?  This includes: <ul style="list-style-type: none"> <li>• Paragraph Styles.</li> <li>• Logos placed in a table.</li> <li>• Headlines and subheads that demonstrate visual hierarchy.</li> <li>• Complete written content.</li> </ul>	1    2    3    4    5 6    7    8    9    10

**SYMBOL & LOGO DESIGN**

How successful are your <b>experiments</b> with different <b>symbol</b> design through sketching and digital design with a minimum of two full pages of sketches?	1    2    3    4    5 6    7    8    9    10
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How successful are your <b>experiments</b> with different <b>font</b> choices, both upper and lower case and caps to determine the most appropriate choice?	1    2    3    4    5 6    7    8    9    10
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<b>Symbol – non-representational</b> How well does your symbol demonstrate the design principles emphasizing unity with variety?	1    2    3    4    5 6    7    8    9    10
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<b>Signature with non-representational symbol</b> How well does your logo and tagline relate and enhance your symbol?	1	2	3	4	5
	6	7	8	9	10

<b>Symbol – representational</b> How well does your symbol demonstrate the design principles emphasizing unity with variety?	1	2	3	4	5
	6	7	8	9	10

<b>Signature with representational symbol</b> How well does your logo and tagline relate and enhance your symbol?	1	2	3	4	5
	6	7	8	9	10

### TECHNICAL CONTROL

How well organized is your Illustrator document used for developing your symbols and logos?	1	2	3	4	5
	6	7	8	9	10

### PORTFOLIO STATEMENT

How complete is your Portfolio Statement?	1	2	3	4	5
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### PRESENTATION

<p>How well organized and clearly identified is your digital presentation? How complete were you in submitting all the required elements in your presentation?</p> <p><b>Required items:</b></p> <ol style="list-style-type: none"> <li><b>1. Creative Brief   Group Research</b> Microsoft Word or PDF – each student submits a Creative Brief with information compiled by everyone in the group.</li> <li><b>2. Symbol &amp; Logo Illustrator document</b> Illustrator document with final symbol and logo combinations.</li> <li><b>3. PDFs of Illustrator document</b></li> <li><b>4. Scanned drawings</b></li> <li><b>5. Portfolio Statement</b></li> </ol>	1	2	3	4	5
	<b>SCORE:</b> Total available - 100 points				

<p><b>LATE PROJECTS:</b></p> <ol style="list-style-type: none"><li>1. Projects that are not shown at the critique will receive a ten-point reduction.</li><li>2. Projects may be revised after the critique and must be submitted one week after the deadline. Projects will only be graded once.</li></ol>	