

INSTRUCTOR: Chris Gargiulo	COURSE: ART XXX Title of Course <i>KCC New Media Arts</i>
-----------------------------------	---

Student Name

PROJECT: Project Title

SCALE 0 to 20 points

Did not complete/Poor	Below Average/Fair	Average	Good	Excellent
0-11	12-13	14-15	16-17	18-20

CRITERIA FOR GRADING

<p>THE DESIGN PROCESS PREPARATION, RESEARCH, PROCESS & PROGRESS How successful was your progress and time/project management? Did you come to class prepared and ready to work? Did you present homework on the due dates and make/show weekly progress such as research, writings, sketches, storyboards, drawings, digital/printed studies as evidence of going through the full design process? How receptive were you to feedback?</p>	<p>Score: Notes:</p>
<p>CONCEPTUAL DESIGN CONCEPT & ORIGINALITY How well does your design demonstrate a creative, original, and clearly considered concept? How well does it match your written component and/or design brief and/or your verbal expression/intentions of that concept? How well does it match the primary goals/needs of your client or assignment specifications?</p>	<p>Score: Notes:</p>
<p>VISUAL EXECUTION COMPOSITION & VISUAL DESIGN How well does your assignment demonstrate knowledge of design theory and principles including visual unity, variation, scale, proportion, hierarchy, framing, typography, typesetting, color, contrast, and other compositional considerations? How successfully does your assignment meet and go beyond the basic design requirements?</p>	<p>Score: Notes:</p>
<p>TECHNICAL EXECUTION TECHNICAL CONTROL, TECHNIQUES USED, & PROBLEM SOLVING How successful was your technical skill and control of the tools used in the digital production of your finished piece? How successfully does your assignment meet or go <i>beyond</i> the basic technical requirements? How successfully did you apply problem-solving skills? If there is coding involved, is your code well formed and semantic? Does the code validate? Is there any redundant or unnecessary code? If there is no coding, how successful was your technical control of the software?</p>	<p>Score: Notes:</p>
<p>SYNTHESIS & PRESENTATION FINAL DELIVERABLES, COMMUNICATION, & PARTICIPATION How well did your final project and presentation synthesize the concepts and skills required? How complete were you in submitting all the required elements? Did you communicate and articulate your project in a professional and clear manner (as if presenting to a client) demonstrating an understanding of art and design terminology? Was your work coherently organized in a professional manner adhering to high quality standards? Did you participate as an active member during class critiques? LATE & INCOMPLETE PROJECTS: Was your project submitted on time? All late projects will receive the equivalent of one letter grade off the total score. Incomplete assignments will be docked points based upon the level of completion. BONUS POINTS: Did you do any bonus projects for extra points? (instructor pre-approval needed)</p>	<p>Score: Notes:</p>
<p>TOTAL PROJECT SCORE:</p>	<p>xx/100 = L</p>

COMPREHENSIVE CLASS GRADE: xx.x% = L
(INCLUDES ALL OTHER CLASS GRADING CRITERIA)

Grading Rubric (points in parentheses)

	Poor (0-11)	Fair (12-13)	Average (14-15)	Good (16-17)	Excellent (18-20)
THE DESIGN PROCESS	Demonstrates little to no evidence of going through full design process. Conducted no research, demonstrated no progress, and did not receive or implement feedback.	Demonstrates below average evidence of going through full design process. Conducted little research, made little progress, and did not receive and implement feedback well.	Demonstrates average evidence of going through full design process. Conducted basic research, made average progress, and received and implemented basic feedback.	Demonstrates good evidence of going through full design process. Conducted good research, made good progress, and received and implemented feedback well.	Demonstrates exceptional evidence of going through full design process. Conducted through research, made strong progress, and received and implemented feedback exceptionally well.
CONCEPTUAL DESIGN	Demonstrates little to no evidence of a creative concept. Does not meet the primary goals/needs of the project.	Demonstrates below average evidence of a creative concept. Partially meets the primary goals/needs of the project.	Demonstrates average evidence of an basic creative concept. Meets the primary goals/needs of the project.	Demonstrates good evidence of a good creative concept. Does a good job meeting the primary goals/needs of the project.	Demonstrates exceptional evidence of a strong creative concept. Does an excellent job meeting and exceeding the primary goals/needs of the project.
VISUAL EXECUTION	Demonstrates little to no evidence of design principles or compositional considerations.	Demonstrates below average evidence of design principles and compositional considerations.	Demonstrates average evidence of design principles and compositional considerations.	Demonstrates good evidence of design principles and compositional considerations.	Demonstrates exceptional evidence of design principles and compositional considerations.
TECHNICAL EXECUTION	Demonstrates little to no technical control or problem solving skills. No evidence of proper use of technology.	Demonstrates below average technical control and problem solving skills. Does not use technology effectively.	Demonstrates average technical control and problem solving skills. Use of technology is basic and meets the minimum requirements.	Demonstrates good technical control and problem solving skills. Use of technology is good and meets most requirements.	Demonstrates exceptional technical control and problem solving skills. Exceptional use of technology that exceeds the requirements.
SYNTHESIS & PRESENTATION	Demonstrates little to no synthesis of concepts and skills. Did not present or demonstrate a vocabulary of art terminology. Did not submit any required elements. No participation during critiques.	Demonstrates below average synthesis of concepts and skills. Demonstrated poor communication skills. Showed little evidence of a vocabulary of art terminology. Submitted some of the required elements. Some participation during critiques	Demonstrates average synthesis of concepts and skills. Demonstrated basic communication skills. Showed average evidence of a vocabulary of art terminology. Submitted most of the required elements. Average participation during critiques.	Demonstrates good synthesis of concepts and skills. Demonstrated good communication skills. Showed evidence of a vocabulary of art terminology. Submitted all of the required elements. Good participation during critiques	Demonstrates exceptional synthesis of concepts and skills. Demonstrated clear communication skills. Showed strong evidence of a vocabulary of art terminology. Submitted more than the required elements. Strong participation during critiques