Grading Criteria

The following is a general guideline that will be used in grading your work during this semester.
As you work on projects, it would be wise to ask yourself where your project fits within the scheme of the below outline.

	A	B	C
Quality of Project Uniqueness of Conception and Execution of Final Design	Overall project exceeds expectations. Excellent concept and developed project to the highest quality. Zero flaws in typographical skills and properly executed overall intention. From conception to completion, the project goes above and beyond.	Very good design and solid concept. Final project meets expectations and none or very little errors in typographical elements. Possibly does not stand out as being the best work in class. Maybe conceptually, the project could had been stronger.	Decent design and concept could had been stronger. Overall execution could had been handled more effectively. Errors are apparent and need to be fixed. Concept is weak and/or execution needs to be stronger.
Effort and Level in which project stands against other work Not only other students within this class but also in comparison to past projects you have done yourself.	Student has set the bar for oneself very high and project stands apart from other work being created. Work continues to improve as semester progresses.	Project is comparable to all other work being developed. Level of design is the same straight across the board.	Project lacks the designers capability and falls short of other projects and past projects. Far more effort needs to be committed to project.
Participation in Critique The ability to not only rationalize your own design choices but also able to comment on classmates work.	Excellent verbal skills and highly participating in critique. Not only the explanation of self's work but also opening dialogue with other students about their own design.	Good participation is class critique and decent verbal skills. Learning to explain your rational in your own design but also in seeing how another student could benefit from your own view.	Very little if any participation in class critique. Must learn how to verbally discuss your own design decisions.

During this semester you will be given both projects as well as assignments. Assignments generally are conducted during class that lead into a project. They are worth less than projects but can have an impact on your final grade. If you miss class during a class assignment, it is your responsibility to have that assignment done for when you return to class.