Comprehensive Graphic Design: SDG Poster–Student Self-Grading Rubric)

Complete this form, use it as notes when you present to class, and hand it in with your work for a final grade.   Craig Kunce

Overview: For this project, you will design one 24" x 36" poster illustrating how Western Technical College currently implements sustainability on our campuses. Choose one topic (out of 10), design your poster to include the provided headline, subhead, facts, and SGD emoji. Use the poster template provided, use Illustrator to draw in vector, CMYK, 300 ppi. Choose the best color pallet that fits your design and topic. Use Western brand colors and Global Goals colors as inspiration. Participate in class presentations and critiques.

Be prepared to explain how your design work uses the list below to deliver your message visually to your audience.

Briefly describe your project: Message (3–5 words):

Where and how will it be used?   Audience (location, age, interests, lifestyle):

Grading scale design examples: craigkunce.com/student-self-evaluation-forms/	Incomplete	Needs Improvement	Almost Client-Ready	Client-Ready
1. 10 Thumbnails / Sketches Get sketching! Create ideas for your SDG poster. Attach a copy. Hand-drawn or digital.	○	○	○	○
2. Presentations & Critiques–Professionally and influentially present your work				
• Presentation and Critique 1 - (Two nearly complete poster designs done in Illustrator)	○	○	○	○
• Presentation and Critique 2 - (At least half of your final poster design done in Illustrator)	○	○	○	○
3. Followed Instructions–Appropriate software & equip, specs, size, color mode, resolution, brand guidelines	○	○	○	○
Production quality–is accurate, neat, clean, organized, and professional	○	○	○	○
Content–You included enough design elements to deliver your message	○	○	○	○
4. Design elements effectively deliver your message to the audience?				
Each element listed below should harmonize with the others	○	○	○	○
Design Style (Fits all other design elements listed here)	○	○	○	○
Typography (Is also legible)	○	○	○	○
Color (Is also harmonious)	○	○	○	○
Photos / art / video	○	○	○	○
Sound	○	○	○	○
Layout / flow / timing / transitions / motion	○	○	○	○
Repeatable design elements / brand assets	○	○	○	○
5. Ethics & Copyright You used copyright-free layouts, designs, fonts, photos, art, videos, and sound	○	○	○	○
6. Social Media Graphic–Adapt one of your poster facts into a social graphic	○	○	○	○
7. Brand Guidelines Page–Create a brand guidelines page using the template	○	○	○	○
8. Final Project Presentation–Professionally and influentially present your work	○	○	○	○

Critique feedback from instructor and other students. How you can improve:

Reflection Questions

What are the three most important things you learned from this project?

1.

2.

3.

What three areas still need improvement?

1.

2.

3.

What three aspects of this project are you most proud of?

1.

2.

3.