

# Design Fundamentals: Social Media Graphic—(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:** The continued popularity of social media brings with it the need for social media graphics. Many graphic designers are asked to create graphics and banners for their company's and client's social media sites. For this project, you will design a social media graphic for our real client, the La Crosse area Habitat for Humanity. Size: 1080 x 1080 pixels. Software: Illustrator, RGB, 72 ppi. Stock photos: unsplash.com, pexels.com, pixabay.com. Save your final graphic for the web as an optimized 1080 x 1080 pixel .png. Participate in class instructor and peer critiques of your work. Present your final work to the class.

## 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: <a href="http://craigkunce.com/student-self-evaluation-forms/">craigkunce.com/student-self-evaluation-forms/</a>	Incomplete	Needs Improvement	Almost Client-Ready	Client-Ready
<b>1. Presentations &amp; Critiques</b> —Professionally and influentially present your work • Present your completed social graphic to class for critique and feedback	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>2. Followed Instructions</b> —Appropriate software & equip, specs, size, color mode, resolution, brand guidelines <b>Production quality</b> —is accurate, neat, clean, organized, and professional <b>Content</b> —You included enough design elements to deliver your message	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>3. Design elements effectively deliver your message to the audience?</b> Each element listed below should harmonize with the others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Design Style (Fits all other design elements listed here)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Typography (Is also legible)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Color (Is also harmonious)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Photos / art / video	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sound	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Layout / flow / timing / transitions / motion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Repeatable design elements / brand assets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>4. Ethics &amp; Copyright</b> You used copyright-free layouts, designs, fonts, photos, art, videos, and sound	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>5. Final Project Presentation</b> —Professionally and influentially present your work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

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## **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.