

Comprehensive Graphic Design: Student Choice—(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.

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Overview: This project will allow you valuable time for personal development and growth. You'll be creating new marketing pieces that fill voids in your portfolio, focus on your career goals, and hopefully take you out of your comfort zone a little bit. Choose challenging marketing pieces that will really impress a potential employer. Showcase your many talents and skills in multiple areas of graphic design. Try to round out your portfolio while still focusing on your strengths and passions. Participate in class presentations and critiques. (7-Week Project)

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.		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Presentations & Critiques —Professionally and influentially present your work					
• Presentation and Critique 1 - (Two nearly complete poster designs done in Illustrator)		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
• Presentation and Critique 2 - (At least half of your final poster design done in Illustrator)		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Followed Instructions —Appropriate software & equip, specs, size, color mode, resolution, brand guidelines		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Production quality —is accurate, neat, clean, organized, and professional		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Content —You included enough design elements to deliver your message		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Design elements effectively deliver your message to the audience?					
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"/>
5. Ethics & Copyright					
You used copyright-free layouts, designs, fonts, photos, art, videos, and sound		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. Final Project Presentation —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:

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.