

## Exercise 01 – [25 points]

							CONCEPT [1–5]
0	1	2	3	4	5		Originality and clarity of idea
							TYPOGRAPHY + VISUAL LANGUAGE [1–5]
							Typesetting
							Legibility, readability, clarity
0	1	2	3	4	5		Organization, hierarchy, clarity
							Appropriate message, style, visual language
							Spelling, grammar, proofreading..
							PRODUCTION QUALITY [1–5]
							Precision and attention to detail
0	1	2	3	4	5		Final presentation of work is a hallmark of graphic design.
							Present your work in a clean, neat and professional manner.
							Ability to follow directions, quality of final output.
							PROCESS / FORM + CONTENT STUDIES [1–5]
							Produced sketches, formal ideation. Process work is a
							documentation of a thoughtful and rigorous process and
0	1	2	3	4	5		development of concept and form. Observed and evaluated
							informally over the course of the exercise, this is documented
							in process “book”.
							THESIS + PRESENTATION [1–5]
							Present your problem.
							State what the exercise represented to you.
							Explain your design decisions.
0	1	2	3	4	5		Explain your solution.
							Present a conclusion in which you determine whether
							you were successful or not.

TOTAL / GRADE

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