Assignment 02 – [50 points]
Design a Deck / Presentation / Project 01 Brief

1 2 3 4 5 6 7 8 9 10

CONCEPT / TYPOGRAPHY + VISUAL LANGUAGE [1–25]
Originality and clarity of idea,
Typesetting, legibility, readability, clarity
Organization, hierarchy, clarity of message
Appropriate message, style, visual language
Spelling, grammar, proofreading

1 2 3 4 5 6 7 8 9 10

PRODUCTION QUALITY
PROCESS / FORM + CONTENT STUDIES [1–25]
Precision and attention to detail
Presentation of work is a hallmark of graphic design
Presented your work in a clean, neat and professional manner.
Ability to follow project directions, quality of final output
Sketches, process work: Demonstration and documentation of a thoughtful and rigorous process and development of concept and form.

1 2 3 4 5 6 7 8 9 10

THESIS + PRESENTATION [1–25]
You articulated intelligently what your intentions were for the project. Presented your problem, stated what the project represented to you. Explained your design decisions and solution. Present a conclusion in which you determine whether you were successful or not.

1 2 3 4 5 6 7 8 9 10

PARTICIPATION + LEVEL OF ENGAGEMENT [1–25]
Attends class regularly and contributes to the discussion by raising thoughtful questions, analyzing relevant issues, building on others' ideas, synthesizing across graphic design reviews and discussions, expanding the class' perspective, and appropriately challenging assumptions and perspectives.

1 2 3 4 5 6 7 8 9 10

Completed the project in a timely manner and met deadlines accordingly.

TOTAL / GRADE

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