

## Exercise 03 – [25 points]

Are you receiving me?

This is one way I consume and am connected to... food, fuel OR water.

						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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