

The 3 projects (Bic Pen, Local Yokels and Bike Works) uses all listed criteria to determine the grade

The in Class Exercises use the criteria in pink to determine the grade

A+ (4.0)

Exceeded expectations and requirements of the assignment

- Solution to the creative problem stated on the brief is surprising, unique, original and effective
- Final document delivered on time
- Design and Art Direction is expertly executed, original, and enhances the creative solution
- Additional deliverables were created beyond minimum requirements stated on the creative brief
- Final document is professionally and thoughtfully designed, with no typos, and followed directions

A / A- (3.9-3.5)

- Solution to creative problem stated on the brief is original and effective
- Final document delivered on time
- Design and Art Direction is original, well executed, and supports the creative solution
- Deliverables were created that met minimum requirements stated on the creative brief
- Final document is professionally designed, followed directions, with no typos

B+ / B / B- (3.4-2.5)

- The creative problem stated on the brief is solved, but is either expected or average, or needed more refinement/focus
- Final document delivered on time
- Design and Art Direction support the concept, but could use more finesse
- Deliverables meet the minimum requirements stated on the creative brief
- Final document is well designed, followed directions, with 1-2 typos

C+ / C / C- (2.4-1.5)

- The creative problem stated on the brief is either partially solved, or solution is unoriginal, unrealistic or lacks an understanding of the market or target
- Final document delivered on time
- Design and Art Direction do not support the concept and/or seem disconnected and not unique to the project
- Deliverables meet the minimum requirements stated on the creative brief
- Final document followed directions, has 2+ typos and appears to lack effort in design

D+ / D / F (1.4-0)

- The creative problem stated on the brief is unclear or lacks effort to refine or develop
- Final document was delivered late
- Design and Art Direction do not support the solution and may be sloppily or carelessly presented
- Deliverables do not meet the minimum expectations and directions stated on the creative brief elements are missing or incomplete
- Final document is sloppy or poorly designed, or didn't follow directions, or contains 3+ typos

Percent	Letter	GPA
96% -100%	A+	4.0
94-95%	A	3.9
93%	A-	3.8
92%	A-	3.7
91%	A-	3.6
90%	A-	3.5
89%	B+	3.4
88%	B+	3.3
87%	B+	3.2
86%	B	3.1
85%	B	3.0
84%	B	2.9
83%	B-	2.8
82%	B-	2.7
81%	B-	2.6
80%	B-	2.5
79%	C+	2.4
78%	C+	2.3
77%	C+	2.2
76%	C	2.1
75%	C	2.0
74%	C	1.9
73%	C-	1.8
72%	C-	1.7
71%	C-	1.6
70%	C-	1.5
69%	D+	1.4
68%	D+	1.3
67%	D+	1.2
66%	D	1.1
65%	D	1.0
0%	F	0.0