

Student:

	A- / A / A+ 3.5-4.0	B- / B / B+ 2.6-3.4	C- / C / C+ 1.5-2.4	F / D / D+ 0-1.4
Professionalism & Follows Directions Earned: /4	Followed brief and went beyond expectations -Solution includes all mandatory elements -Shows strong use of structure and graphics -No typos, professional PDF that includes all deliverables	Followed brief without exceeding expectations -Solution includes all mandatory elements -No typos, professional PDF that includes all deliverables	Did not fully deliver on brief -Solution is missing 1 or more mandatory elements -Typos exist -Less than professional PDF -Missing Brand page or moodboard	Ignored Brief -Missing mandatory elements -Did not take the assignment seriously - Late deliverable(s) - Missing deliverable(s)
Process Earned: /4	Student showed strong use of design process throughout the project. -Thoughtful research phase -Student explored varied ideas toward final solution -Willingness to accept feedback and continually improve concept	Student showed use of design process -Some research -Exploration existed but was limited -Not much growth or evolution throughout project	Student attempted the design process -Hasty research -Did not explore multiple concepts -Showed up but reluctant to incorporate feedback	Student ignored the design process -No research -Did not explore multiple concepts -Did not show any effort to improve
Design Earned: /4	Strong understanding of product line/sub-brand design -Information hierarchy is easy to understand -Identity was clear, refined, and brand-appropriate -Graphics and structure work harmoniously	Good understanding of product line/sub-brand design -Information hierarchy exists -Clear but unrefined Identity Design -Graphics and structure both considered	Lacks understanding of product line/sub-brand design -Somewhat unclear information hierarchy -Unclear and unrefined identity design -Graphics and structure in competition or not aligned	No understanding of product line/sub-brand design -No information hierarchy -No Identity -Unconsidered or rushed graphic design -Unconsidered structural design
Concept & Storytelling Earned: /4	Demonstrates a vision that is original and realistic -Strong solution for new product space -Unique idea for identity -Storytelling in final PDF supports final concept (aligns with brand & m.board)	Vision is somewhat original and/or realistic -Fits in new product space -Unique idea for identity -Some discrepancy between storytelling and final concept.	Vision is unoriginal or unrealistic -Somewhat off for product space -Unoriginal identity -Lacks continuity in story	Vision is unoriginal and unrealistic -Does not fit in new product space -No Identity -Total disregard for storytelling