

## Project 2 Rubric

### Was it on time?

Yes

No

### Is it a 3-Page PDF

Yes

No

### Is there a high level of visual quality?

Is the moment map clean and considered?

Are the renderings high quality images?

### Did the student progress, take feedback, and improve throughout the project?

Yes

No

### Does it CLEARLY include:

Moment Map for unboxing experience

Logo

Overall Brand Identity (Color/illustration style)

Informational card front

Informational card back

Box

Tissue paper or bag

One additional element

### Does the student demonstrate consideration of the key steps in the unboxing journey through thoughtful design?

Opening the box

First impressions in the box

Product engagement/discovery

### What in this OOB design could have been improved for a more engaging unboxing experience?

Level of visual harmony or cohesiveness in brand storytelling

Balance of brand presence (too heavy or too light)

Tone of voice

Communication to consumer

### Did the student do anything above and beyond the scope that helped their brand's unboxing experience? *Examples: structural development, additional items in box elements (+1)*