

ASSESSMENT		Project:	Student:
<u>Project Assessment = 90% of your grade</u> (my assessment of your design problem)		Points Possible	Points Total
Concept = 40 possible points			
The overall idea			
1. Image expresses a clear and strong idea		20	
2. Clearly meets project objective		20	
Execution = 20 Possible Points			
Solving the problem			
1. Strong Application of visual elements		5	
2. Strong Application of principles of design		5	
3. Solves the problem by demonstrating strategic approach to process		10	
Presentation = 40 Possible Points			
The overall appearance of the design			
1. Project presented on time		20	
2. Project is clean and professional in appearance		20	
Totals			
<u>Critical Assessment = 10% of your grade</u> (my assessment of your understanding of the design process)		100	
Description (Objective point of view) = 30 Possible Points			
The description of elements and principals and their relationships to one another in the design process.			
1. Student Recognizes : elements and principals using vocabulary with clarity and precision.		10	
2. Student Responds : by demonstrating an understanding of how elements and principals create form.		10	
3. Student Evaluates : using connections between the elements and principals.		10	
Interpretation (Subjective) = 30 possible points			
The formulation of thoughts based on your perception, reaction and interpretation of an image; keeping opinions to minimum.			
4. Student Analyzes : intent, application of media and originality		10	
5. Student Theorizes by discussing possible meanings and problem solving		10	
6. Student Connects : by comparing to other work or works.		10	
Vocabulary = 40 Possible points			
The elements and principles of design			
1. Student uses vocabulary with clarity to organize thoughts.		20	
2. Student uses vocabulary with understanding of how elements and principals work together in design process.		20	
Totals			
		100	

