

Illustration Design Lab: Project Grading Rubric David Tillinghast

Student Name _____ Section Day _____

	Project/Category & Percentage of Final Grade	Book Project 1: Foundation: Activities & Reinterpretations (25% of final grade)	Book Project 2: Communicating Content: Opposites (25% of final grade)	Book Project 3: Advancing Voice: Experimental (15% of final grade)	Final Project: Poster Application: Meaning, Markets, and Type/Image Relationships (25% of final grade)	Supplemental Skills: Soft SKILLS (10% of final grade)
Image Making	Orchestration of Value (Basic Design Skills)	4				
	Orchestration of Scale (Basic Design Skills)	4				
	Orchestration of Color (Basic Design Skills)	4				
	Less is More (Editing Skills)	4				
	Surprise the Viewer (Originality & Creativity)	4				
	Have Fun (Engagement)	4				
Design and Execution	Layout & Type	4				
	Execution	4				
Communicates Content	Communicates Project Premise (Intent & Communication)	4				
Soft Skills	InDesign Quiz (Industry Software Skills)	4				
	Professional Competition (Market & Industry Awareness Skills)	4				
	Professionalism & Effort (Industry Soft Skills)	4				
	Project Score	4	3.97			
	Weighted Score	$4 \times .25 = 1$	$4 \times .25 = 1$	$4 \times .15 = .6$	$4 \times .25 = 1$	$4 \times .10 = .4$
Cumulative Score (Sum of Weighted Score of All Projects/Categories)						4.0
Impact of Attendance Issues, If Applicable (2 absences = -.25 point)						0
Final Score						4.0