Project2 Self-Evaluation

Using your class notes, research, Medium records, critique notes, project concepts and stages, complete each stage as thoroughly as possible.

Be sure to write using appropriate design terminology, along with proper grammar/punctuation. Submit with your final project:

• this sheet including a letter grade for each item (A,B,C,D,F) on the first line
• attach the written rationale used for your final project presentation addressing goals and concerns
• marked up maquette with 3 evaluations signed by each evaluator
• on Medium, post (1) process journal work (2) class notes (3) critique notes (4) reading notes (all must be documented before submission)
• final project

Research: (5%)

Research Presentation (7.5%): _____ (2.5%) _____

Depth of research (imagery and text) demonstrated in final project

Readings (2.5%): _____ (2.5%) _____

Introduction + Ch 1–5 (small paragraph per section)

Project Grade: (95%)

Final Design: _____ (90%) _____ –2.5% for each typo

> **Typography:** _____ (20%) _____
> font choice, scale, position, leading, path
>
> **Type + Image Relationship:** _____ (20%) _____
> building visual relationships between typography and image
>
> **Rhythm + Pacing:** _____ (25%) _____
> on each spread and across the totality of the spreads
>
> **Originality:** _____ (10%) _____
> pushed work beyond the obvious to develop symbolic/relevant solutions
>
> **Craft:** _____ (15%) _____
> high quality craft and execution - quality prints, paper, mounting, trims, binding, no typos, typographic type + detail

Participation: _____ (2.5%) _____
sharing research during seminar classes, preparation and thoughtful participation in critiques

Presentation: _____ (2.5%) _____
rationale of concept and formal considerations, eye contact and elocution

Final Grade (leave blank): _____

A+, A, A–	Outstanding
B+, B, B–	Good
C+, C, C–	Average
D+, D, D–	Weak
F	Fail