

DEPARTMENT OF ARTS, CULTURE AND MEDIA Graphic Design Program 110 Waren Street Bradley Hall, Room 509 Newark, NJ 07102

KE	Y
5	Excellent
4	Good
3	Satisfactory
2	Unsatisfactory
1	Unacceptable
NA	Not Applicable

Student Name:

Project:

PROCESS + REALIZATION						
Research Development & Implementation	5	4	3	2	1	NA
Formal Development (sketches & process)	5	4	3	2	1	NA
Formal Strength & Realization	5	4	3	2	1	NA
Conceptual Development (sketches & process)	5	4	3	2	1	NA
Conceptual Strength & Realization	5	4	3	2	1	NA
Syntactic Quality of Work (Form/Comp/Vis Hierarchy)	5	4	3	2	1	NA
Semantic Quality of Work (Message, Communication)	5	4	3	2	1	NA
Pragmatic Quality of Work (Function)	5	4	3	2	1	NA
Working with Technology	5	4	3	2	1	NA
Attention to Detail / Craft / Presentation of Work	5	4	3	2	1	NA
Meeting Objectives of Assignment	5	4	3	2	1	NA

PROFESSIONALISM						
Participation in Critiques / Discussions	5	4	3	2	1	NA
Motivation	5	4	3	2	1	NA
Verbal Articulation	5	4	3	2	1	NA
Written Articulation	5	4	3	2	1	NA
Overall Attitude	5	4	3	2	1	NA
Class Attendance / Punctuality	5	4	3	2	1	NA
Deadlines / Class Preparation	5	4	3	2	1	NA