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| **Annual Report Cover Concept**  **Content Grading Rubric** |

Student Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date:

Project: Key Graded Assignment: Annual Report Cover

This rubric defines effective performance for this assignment in terms of the following measurable elements:

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| * **Identify and relate terminology associated with design concepts, annual report strategy, and promotion techniques.** |
| * **Analyze the variety of creative techniques used to produce the annual report cover.** |
| * **Analyze conceptual strategies employed to generate effective and dynamic design, including target audience, applications, and, if appropriate, existing branding.** |
| * **Implement appropriate production techniques in order to create visually compelling messages.** |
| * **Implement appropriate conceptual strategies in order to produce persuasive and interesting cover.** |
| * **Endorse industry creative and production standards and strive towards portfolio quality work.** |

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| **Elements** | **4**  **Excellent** | **3**  **Proficient** | **2**  **Marginal** | **1**  **Needs Improvement** | **Score** |
| Print Annual Report Cover | Exhibits superior understanding of concepts, processes and techniques related to print Cover design and advertising.  Cover Design is highly relevant to the company based on target audience and analysis.  First-rate evidence of creativity and innovation. | Exhibits understanding of concepts, processes and techniques related to print Cover design and advertising.  Cover Design are relevant to the company based on target audience and analysis.  Good evidence of creativity and innovation. | Exhibits fair understanding of concepts, processes and techniques related to print Cover design and advertising.  Cover Design is somewhat relevant to the company based on target audience and analysis.  Sporadic evidence of creativity and innovation. | Exhibits little understanding of concepts, processes and techniques related to print Cover design and advertising.  Cover Design is seldom relevant to the company based on target audience and analysis.  No significant evidence of creativity and innovation. |  |
| Corporate Identity | Work demonstrates superior technique and attention to detail, brand identity is particularly strong, as is creative exploration. | Work demonstrates good technique and attention to detail, solid brand identity, and creative exploration. | Work demonstrates scattered technique and questionable attention to detail, workable brand identity is not clear, with passable creative exploration. | Work demonstrates no technique and little attention to detail, confusing brand identity, and little to no creative exploration. |  |
| Project Analysis | Questions exhibit true understanding of processes and techniques.  Provides a very clear and professional overview of the design process as it progressed from the original concept through to the final product.  Provides a very clear and thorough discussion explaining why the design is both visually and conceptually effective. | Questions exhibit solid understanding of processes and techniques.  Provides a clear and professional overview of the design process as it progressed from the original concept through to the final product.  Provides a clear and thorough discussion explaining why the design is both visually and conceptually effective. | Questions exhibit shaky understanding of processes and techniques.  Provides a fairly clear and professional overview of the design process as it progressed from the original concept through to the final product.  Inconsistent and less thorough discussion of why the design is both visually and conceptually effective. | Questions rarely exhibit understanding of processes and techniques.  Does not provide a clear and professional overview of the design process as it progressed from the original concept through to the final product.  Vague discussion of why the design is both visually and conceptually effective. |  |
| Project Reflection | Provides a very clear explanation of the most difficult aspect of the project and how it was overcome.  Provides an insightful, thoughtful, reflective review of the project and what would be done differently if given the opportunity to do the project again.  Provides a very clear and compelling explanation of why advertising should be considered a valid design medium. | Provides a good explanation of the most difficult aspect of the project and how it was overcome.  Provides an insightful, thoughtful, reflective review of the project and what would be done differently if given the opportunity to do the project again.  Provides a good explanation of why advertising should be considered a valid design medium. | Provides a fair explanation of the most difficult aspect of the project and how it was overcome.  Reflection minimally provides an insightful, thoughtful, reflective review of the project and what would be done differently if given the opportunity to do the project again.  Fair explanation of why advertising should be considered a valid design medium. | Provides no real explanation of the most difficult aspect of the project and how it was overcome.  Reflection lacks an insightful, thoughtful, reflective review of the project and what would be done differently if given the opportunity to do the project again.  No compelling explanation of why advertising should be considered a valid design medium. |  |

**Based on the above criteria the student’s grade for this assignment is: \_\_\_\_\_**

(total the points for each element scored and average for a final grade)

Comments to the Student: