Rubric for Process & Participation (Crits, Exercises in class)

There are multiple opportunities to earn process points. It is in your best interest to have sketches, first drafts, refined concepts and weekly exercises done on time. *I will drop the two lowest process/participation grades* (because we all have bad weeks now and then).

You will usually be asked to complete a number of tasks to earn process and participation points. The tasks are listed at right, with an explanation of why I ask you to do these things and what you need to do to receive full credit for each task.

Late Work
Unless otherwise specified, work must be turned in or on the wall by the start of class. At 6 minutes past start time, work is late. Late work must be submitted by the start of the next class to receive partial credit (.5 point max).

If you do not have your work done, please come to class in order to learn from the critique of others. Most lectures are conducted during crit times.

Earning Points
We are focused on doing the work. As Sister Corrita Kent says: *The only rule is work. If you work it will lead to something. It's the people who do all of the work all of the time who eventually catch on to things.*

Written Analysis
Full credit = four or more details
Written analysis shows that you can break something down into significant parts and articulate how or why each part is or is not working. If you are not familiar with writing an analysis, it is helpful to keep two phrases in mind while writing: "show me" and "so what?"

Show me (or point out) something that is a significant detail that you are writing about. Answer "So what?" about that significant detail. Why is it significant? How does it solve (or fail to solve) a problem? How does it work related to the other details you point out?

Details to look at might change from project to project. Look at the rubric for the project to see what's important, but generally, you can almost always look at: typeface (styles, appropriateness), hierarchy, chunking, color, use of fine typography, rhythm and tension, language/writing, clarity of information, text/image relationship, and so on.

Note: This can be done in your notebook, and can be handwritten in with sketches. Do not worry about grammar, spelling, etc. I'm mostly interested in what you see.

Multiple sketches / pictures / versions of your ideas
Full credit = all sketches / pictures / versions requested
Partial credit = 75% or more of the sketches / pictures / versions requested
When you create multiple sketches / pictures / versions of your own ideas, it shows that you are looking at the same problem from multiple points of view. You are trying to find the best way to solve the problem. You are willing to take risks and try things in your sketches, that might not work, but who cares? You are exploring ideas!

Sketches should be clear (either due to visual detail or written notes)
Full credit = sketches are clear
When your sketches are clear (that is, someone else can see what the data is, the images are, what the headline is, and so on), it shows that you actually based your solutions on the data/images/text you will be working with. It's like sketching the floor plan of your living room. If you don't take into account the actual size of the items you need to fit in the room, the day you move your furniture in (e.g., the day you starting building your design ideas on the computer), you (or your client…) could be in for a nasty surprise.

Printouts of your work
Full credit = your work is printed out
When you print out your work, everyone can see the details more clearly. Details are hard to see on a computer screen. Are things the right size/shape/color? Do they line up correctly? Do they have the right hierarchy? Are image quality and color good? What needs to change?

Printouts are at the specified size, color, trimmed to size
Full credit = the printouts are the correct size, color, and are trimmed and pieced together
When your printouts are at the correct size and color, everyone can make sure things are working as expected. We can identify what needs to change. When things are trimmed to size, we can see the edge of the page you're working with. We can see how elements on the page relate to each other and to the edge of the page.

Revise and Refine
Full credit = significantly revised (to work out larger, more general problems with layout and concept), and/or refined (attending to specific details as indicated in crit).
Partial credit = attended to only one of the two... or attended to the wrong one (don't revise in order to avoid refinement and vice versa).

When you revise and refine, you learn to think like a designer. Taking risks and moving toward a communication goal.