

**Grading Criteria for Assignments:**

There are 6 Assignments each worth 50 points toward your final grade. There are five methods of criteria that collectively determine your grade for each assignment:

- 1) Conceptual Development: The effort you put into the idea itself, typically at the beginning of the assignment. Before developed sketches, the conceptual period determines the quality of the ideas/messages/stories that are being communicated through the work.
- 2) Sketch Exploration: The time you spend developing ideas through thumbnail iteration, annotated rough sketches, and refined sketches that inform the final.
- 3) Execution of Final: The technical quality and effort evident in the final artwork and how it is presented.
- 4) Acceptable completion of the work by the deadline: Your ability to manage workflow throughout the assignment in order to arrive with a completed final by the deadline indicated in your assignment sheet.
- 5) Participation: The amount and quality to which you engage in discussions about yours and other’s work, during focus groups, individual meetings, and group presentations and critiques.

**How Final Grades are Calculated:**

Point scores from all 6 Assignments will be added together, and then divided by the total combined 300 points possible. This will determine your grade percentage, which determines your final grade letter.

Evaluation Criteria for Syllabus:

Assignment 1	50pts
Assignment 2	50pts
Assignment 3	50pts
Assignment 4	50pts
Assignment 5	50pts
Assignment 6	50pts
TOTAL	300pts