

Grading Criteria for Projects:

There will be 4 multi-week Projects each worth 100 points toward your final grade. There are 5 categories that collectively determine your grade for each assignment:

- 1) 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.
- 2) 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.
- 3) Sketch Exploration: The time you spend developing ideas through thumbnail iteration, annotated rough sketches, and refined sketches that inform the final.
- 4) Execution of Final: The technical quality and effort evident in the final artwork and how it is presented.
- 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 the four Projects will be added together, and then divided by the total combined points possible. This will determine your grade percentage, which determines your final grade letter.

Project ZERO	100 Points
Project #1	100 Points
Project #2	100 Points
Project #3	100 Points
Total	400 points