

Graphic Design

This category is defined as any student created, computer-generated, non-animated graphic design project. Digital Photography and 3D Modeling are NOT part of this category. The student(s) must be able to display the content from the source project files using the program it was created in.

Area	Minimal	Partial	Mastery
Documentation - 10% Did student(s) include citations for sources and permissions for non-student produced materials?	None of the required documentation present.	Some or most required permissions present.	ALL required permissions present OR none needed.
Complete and Functional - 15% Did student(s) complete the entire project?	The graphic has obvious elements not present.	The graphic has some elements that are either missing or incomplete.	The graphic is fully-completed and aesthetically pleasing.
Creativity - 20% Did student(s) use a higher level of creativity throughout the design process and oral presentation? (Nervousness should NOT count against the student)	Minimal levels of creativity shown in the project design and oral presentation.	Students display lower levels of creativity in the design process and/or oral presentation. (Nervousness should NOT count against the student)	Student displays a high level of creativity throughout the entire design process. The oral presentation is unique, well-planned, and creative. (Nervousness should NOT count against the student)
Understanding - 25% Did student(s) demonstrate a solid understanding of the software for project development?	Student displayed little to no understanding of the software used.	Student is unable to answer specific questions about the project and their design process. Student is not knowledgeable about specific functions of the software.	Mastery in the choice and use of software to enhance the project. Student is able to answer specific questions about their project and the design process.
Intended Purpose - 30% Did all elements of the project work together to serve the intended purpose?	No elements of the design fit the intended purpose of the project.	Elements of the project are not cohesive. Some elements do not work to serve the intended purpose of the project.	Use of colors, textures, shapes, and layout all enhance the overall theme of the design.