

Arts 175 Graphic Design Senior Seminar
Professor Brett DeBoer
Spring 2017
Student _____

Student presented him/herself in a **professional manner**; good eye contact, clear speech at an appropriate voice level, appropriate appearance for event. **Skill10**

Student was **articulate** in describing his/her work to the panel, able to speak of intent in the use of formal elements—why specific properties were used in the design (why a specific color, type treatment, image, use of space was relevant to the message or content for example)—an understanding of form overall. **Skill10**

Work presented was of **consistent high quality** in its final form—work reflected attention to detail, typographic and/or design related errors (low resolution images for example) were minor or nonexistent. Craft perfected. Clean, well-organized, impeccable standards reflected in all details of individual work as well as the construction/organization of the physical portfolio. **Skill10**

Work presented evidence of strong **concept driven design**. Solutions were, poignant smart and spoke well to the problem. Further, student was able to speak conceptually— convey conceptual aspects of projects beyond formal considerations and speak of desired results in regard to proposed design solutions. **Skill10**

Work presented evidence of strong **process development**. At least one project highlights the thinking process that was involved in the development from concept to final realization. **Skill10**

Work exhibited a **systems design approach** in the form of an ad campaign, series or visual identity system which pushed the underlying concept beyond a single application. **Skill10**

Student made **sound theoretical and/or historical references** during presentation or within visual work itself, which supported exploration within individual pieces or a body of work. **Skill10**

Text statement(s) (may include bios and/or individual **project descriptions** or overviews) were articulate, describing key ideas and concepts. **Skill10**

Work presented evidence of the design decisions/choices being effected by knowledge of the **production processes** or requirements. **Skill10**

Evidence of typographic principals of Grouping, Hierarchy, concept development, & multi-page layout. **Typographic form** treated with sensitivity to spacing, weight and size considerations. **Skill10**

_____ out of 100

Additional comments: