

Exercise 01 – [25 points]
Mapping your Journey to Food Source

0	1	2	3	4	5	CONCEPT [1–5] Originality and clarity of idea
0	1	2	3	4	5	TYPOGRAPHY + VISUAL LANGUAGE [1–5] Typesetting Legibility, readability, clarity Organization, hierarchy, clarity Appropriate message, style, visual language Spelling, grammar, proofreading
0	1	2	3	4	5	PRODUCTION QUALITY [1–5] Precision and attention to detail Fine presentation of work is a hallmark of graphic design Present your work in a clean, neat and professional manner. Ability to follow project directions, quality of final output
0	1	2	3	4	5	PROCESS / FORM + CONTENT STUDIES [1–5] Sketches, Process Work Demonstration and documentation of a thoughtful and rigorous process and development of concept and form. Observed and evaluated informally over the course of the project, this is documented in process “book”
0	1	2	3	4	5	THESIS + PRESENTATION [1–5] Present your problem, State what the project represented to you, Explain your design decisions, Explain your solution Present a conclusion in which you determine whether you were successful or not.

TOTAL / GRADE
