

Project 01 – [100 points]
Quantitative Map of Food + System

0	5	10	15	20	25	<p>CONCEPT [1–25] Originality and clarity of idea</p>
0	5	10	15	20	25	<p>TYPOGRAPHY + VISUAL LANGUAGE [1–25] Typesetting Legibility, readability, clarity Organization, hierarchy, clarity Appropriate message, style, visual language Spelling, grammar, proofreading</p>
0	5	10	15	20	25	<p>PRODUCTION QUALITY [1–25] 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</p>
0	5	10	15	20	25	<p>PROCESS / FORM + CONTENT STUDIES [1–25] 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”</p>
0	5	10	15	20	25	<p>THESIS + PRESENTATION [1–25] With each project, will turn in a printed one page thesis (min 250 words) in which you will: 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.</p>

TOTAL / GRADE
