

SACS Indicator Spring 2012
Senior Studio in Graphic Design Exhibition

Please use the attached form to evaluate work in the graphic design senior exhibition for SACS.

Objective

Students will produce a professional quality portfolio of Graphic Design work that demonstrates basic principles of design and is sophisticated in its content, and demonstrates expertise with the technology used in the profession.

Indicator

Graphic Design students will be required to take ARTS 4323, Senior Studio in Graphic Design and mount an exhibition of their graphic design work.

The exhibition will demonstrate the student's

- ability to use tools and technology in the creation, reproduction and distribution of visual images associated with techniques of drawing, offset printing, photography, and time based media;
- ability to identify and solve graphic design problems through data gathering, alternate solutions generation, prototype creation , and outcome evaluation;
- ability to recognize cognitive, cultural, and social human factors that shape design decisions;
- ability to organize design projects and work effectively as a member of a team.

The graphic design faculty of 3 professors will evaluate work in the exhibition.

Rubric:

100 = Student demonstrates perfection in ability

90 = Student demonstrates exceptional expertise

80 = Student demonstrates proficiency and skillfulness

70 = Student demonstrates adequate ability

60 = Student demonstrates ability that needs improvement to be adequate

50 = Student demonstrates that there is no ability or grasp of the concept or technique

0 = Student fails to demonstrate anything

