

Project1 Self-Evaluation

A self-evaluation should be written and turned in with each project. Be sure to write using appropriate design terminology, along with proper grammar/punctuation. Please answer all questions and provide a self-evaluation letter grade (A,B,C,D,F) on the first line.

Describe your conceptual meanings behind this project. Explain your process for arriving at the concepts (research, materials, sketches, brainstorming, etc.)

Conceptual Development Grade: _____ (30%) _____

Do you feel you successfully, visually communicated your concept? Did you push beyond the obvious and incorporate symbolic/relevant typography, imagery or conceptual relationships?

Final Design: _____ (30%) _____

Did you complete all project stages entirely and on time (100 ideas, 75 sketches, 10 roughs, 3 comps, 1 t-shirt)? Is the work organized in your binder? Is anything missing from your process work that was required? Evaluate your process.

Process: _____ (25%) _____

did you work hard on your project, organized process binder, did you show progress from one class to another

Craft: _____ (10%) _____

quality prints, paper and mounting, trims, no typos

Participation/Presentation: _____ (5%) _____

did you fully participate in critiques, discussions, exercises; quality of final presentation

What have you learned over the course of this project?

Final Grade (leave blank): _____

A, A-	Outstanding
B+, B, B-	Good
C+, C, C-	Average
D+, D, D-	Weak
F	Fail