

<b>BWDIM FIRST REVIEW</b>		<b>5</b> EXEMPLARY:	<b>4</b> ABOVE AVERAGE:	<b>3</b> AVERAGE:	<b>2</b> BELOW AVERAGE:	<b>1</b> NOT SATISFACTORY	TOTAL
<b>DESIGN</b>	<b>A. Aesthetics:</b> clear process, creative application, cohesiveness of design, dynamic design and/or arrangement of elements; Use of Grid; Dynamic Layout.	Excellent Aesthetics, dynamic design solution, excellent cohesion of elements	Good Aesthetics, dynamic design solution, good cohesion of elements	Basic Aesthetics, design needs improvement	Weak Aesthetics, design solution needs considerable improvement	Poor Aesthetics, design solution not resolved	
	<b>B. Applied Elements &amp; Principles of Design:</b> (balance, gradation, repetition, contrast, harmony, dominance & unity) / (line, shape, direction, size, texture, color & value). proper use of margins, alignment of elements.	Strong understanding of design principles	Good understanding of design principles	Basic understanding of design principles	Weak understanding of design principles	Lacks understanding of design principles	
	<b>C. Typography:</b> use of type appropriate to subject; application of typesetting conventions; integration with images; clear expression of message, understands typographic hierarchy.	Strong understanding of type in use; creative, innovative expression	Good understanding of type in use; appropriate type choices, shows creativity	Basic understanding of type in use; safe type choices, needs refinement	Weak understanding of type in use; uneven type choices, type does not enhance design;	Little or no understanding of type in use; poor type choices, type detracts from design	
<b>TECHNICAL</b>	<b>A. Craftsmanship &amp; Attention to Detail:</b> clean boards, secure straight mounting, accuracy in digital projects, alignment of elements; accurate spelling, English usage.	Strong craftsmanship and Attention to detail; consistency throughout all pages	Good craftsmanship and Attention to detail; consistency throughout all pages	Basic craftsmanship and Attention to detail; consistency throughout all pages	Weak craftsmanship and Attention to detail; lacks consistency throughout all pages	Poor craftsmanship and attention to detail; lacks consistency throughout all pages	
	<b>B. Technical Sophistication:</b> Dynamic 100/200-level projects and above; Project goes beyond basic XHTML & CSS; Includes use of scripting and basic timeline animation.	Strong mastery of scripting concepts; coding is styled and integrated into webpage;	Good understanding of scripting concepts; coding is styled and integrated into webpage	Basic understanding of scripting concepts; coding is styled and integrated into webpage	Weak understanding of scripting concepts; coding is not styled and not well integrated into webpage	Little or no understanding of scripting concepts; coding is not styled and not integrated into webpage	
	<b>C. Technical Proficiency:</b> Adheres to section 508 and W3C standards. Website is working seamlessly; no bugs or broken links; Site is cross-browser and cross-platform compatible.	Strong technical proficiency and design consistency throughout all pages	Good technical proficiency and design consistency throughout all pages	Basic technical proficiency and design consistency throughout all pages	Weak technical proficiency and design consistency throughout all pages	Poor technical proficiency and design consistency throughout all pages	
<b>COMMUNICATION</b>	<b>A. Visual Expression:</b> representation and symbolic meaning applied to creative design solutions.	Strong visual expression; ideas are clearly communicated	Good visual expression; ideas are clearly communicated	Basic visual expression; ideas are communicated	Weak visual expression; ideas are not clearly communicated	Poor visual expression; ideas are not clearly communicated	
	<b>B. Verbal Expression:</b> verbalize the interdependence of content and visual expression; evaluate and critique ideas; articulate vision behind creative work, explain and promote solutions.	Strong ability to communicate	Good ability to communicate	Basic ability to communicate needs refinement	Does not communicate well; skills need to be developed	Little or no ability to communicate or receive constructive critique.	
	<b>C. Usability:</b> Website is user-friendly and easy to navigate; instructions to user is present; easy to read; users do not get lost within the website; are tasks performed efficiently & effectively.	Strong usability; website is easy to navigate; excellent loading.	Good usability; website is easy to navigate; good loading.	Basic usability; some problems with website navigate & loading need improvement	Weak usability; website is not easy to navigate & loading need major improvement.	Poor usability; major navigate problems; images do not load very well and user gets lost within the website.	
<b>CONCEPT</b>	<b>A. Unique Problem Solving:</b> Risks are taken in the design process.	Substantial risks are taken in design; excellent problem solving skills	Many risks are taken in design; good problem solving skills	Some risks are taken in design; Basic problem solving skills	Few Risks are taken in design; Weak problem solving skills	No risks are taken in design; No problem solving skills.	
	<b>B. Research:</b> clear and thorough investigation into background for projects, including client history and competition; historic and contemporary solutions to similar problems; awareness of trends and concepts, current and historical; color, type, design, style.	High degree of investigative skill; concepts have been thoroughly researched	Good degree of skill; clear ability to investigate; concepts have well researched	Basic degree of skill; an awareness of how to investigate; concepts need more research	Some skill, but not enough; needs skill and awareness improvement; substantial research needed	Little or no evidence of research.	
	<b>C. Target Audience:</b> work speaks to its intended audience.	Audience is clearly targeted and appropriate and exceeds expectations.	Audience is clearly targeted and appropriate and reaches audience	Audience appeal is acceptable, but needs further exploration.	Audience is unclear. Audience is not well-defined.	Concept fails to reach audience.	
<b>PROFESSIONALISM</b>	<b>A. Re-Working Projects:</b> willingness to re-work and/or enhance projects from all classes.	Clear willingness to re-work and/or enhance projects; All projects are re-worked	Willingness to re-work and/or enhance projects; Many projects are re-worked	Some Willingness to re-work and/or enhance projects; Some projects are re-worked	Little Willingness to re-work and/or enhance projects; Few projects are re-worked	Not willing to re-work projects; Most projects not re-worked	
	<b>B. Professional presentation:</b> All work submitted including Designed Process Book Documentation.	All work submitted on time; Excellent design of process book.	Most work submitted on time; Good design of process book.	Work submitted on time; Basic design of process book.	Work not submitted on time; Weak design of process book.	Work not submitted on time; Poor design of process book.	
	<b>C. Professionalism:</b> on time for set up, attitude and demeanor; professional attire.	Body language exudes confidence; professionally dressed	Confident, professionally dressed	Demonstrates some degree of confidence; dressed appropriately	Little confidence; attempt to dress appropriately	Withdrawn, inappropriately dressed	
TOTAL SCORE							
AVERAGE SCORE (divide by 15)							
RESULT (A score of 3 or higher is a Pass)							