COM 473 Feedback Rubric

Criteria	Feedback
CONCEPT: idea, intention, and meaning Does the concept behind the project speak to an audience? Is there purposeful communication here, or do some design choices seem arbitrary?	
CREATIVITY: originality of thought and expression Does the project show innovation and originality? Did the designer approach the assignment in a creative or unexpected way?	
COMPOSITION: arrangement and organization of elements How carefully has the designer used design elements such as typography, balance, color, shape, and positive/negative space?	
CRAFTSMANSHIP: attention to detail and good work habits What level of skill and care does the designer show in creating the project? Are all details carefully finished? Are all images and graphics professional and high-quality?	
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PROJECT STATEMENT Does the project statement provide an accessible overview of the project, including its goals? Does the project statement recount the design choices made, connecting choices with the purpose and audience? Is the statement written with a portfolio audience in mind?	
ABILITY TO FOLLOW DIRECTIONS To what degree does this project meet the assignment requirements, as set out by the student and by instructor? Are all required file formats included?	

Overall comments: