

Assignment Sheet

DESN 260 – Graphic Design/Visual Communication III

VU Catalog Graphic / “Welcome Students” Poster Design Rationale

Type a clear and comprehensive rationale for your design concepts for both the VU Catalog Graphic and “Welcome Students” Poster. See the included grading rubric for the areas that need to be considered. The rationale should be used as preparation for the project presentations to take place on March, 19 at 11:00 in the Technology Auditorium.

The format should look professional and be clearly understandable. The client name and project name should be clearly indicated at the top of the first page, along with your name (you may use your personal letterhead).

Due Date:

Design Rationale Document in Word or PDF file emailed to instructor by Noon on Monday, March 18.

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GRADING RUBRIC - VU CATALOG / POSTER RATIONALE

	10-9 POINTS	8-7 POINTS	6-1 POINTS	0 POINTS
Statement of Purpose	Clear detailed summary of the project goals and requirements. Client and project name at top of page.	Adequate summary of the project goals and requirements, but lacks detail or includes incorrect information. Client and project name at top of page.	Poor or no summary included and/or client and project name not included.	No statement of purpose included
Explanation	Includes how you solved the design challenge, who is the target audience, what is the context of its usage, and reasons for your design decisions.	Lacking one or two components of the explanation	Lacking three components of the explanation	No explanation provided.
Logic	Rationale clearly explains why you did what you did, not relying on how you did it.	Lacking some explanation of what you did and too much what you did.	Very little explanation of why you did what you did.	No explanation of why you did what you did.
Relevant Decision-making	Every design choice is explained in terms of the needs of the project for a positive effect.	Some design choices are explained in terms of the needs of the project for a positive effect. Some choices are said to be arbitrary - "because I liked it".	Most design choices are said to be arbitrary - "because I liked it".	No mention of design choices.
Believability	Honest and believable reasons for design decisions.	Somewhat honest and believable reasons for design decisions.	Convolutd rationale that stretches believability.	Rationale is obviously not believable.
Confidence in Rationale	Focus is on final work as presented without too much attention on the process.	Mentions what you could have done with more time or points out flaws in the design.	Apologizes for the quality of the work or rationalizes the poor quality of the work or presentation.	Total lack of confidence in the work and rationale.
Judgment of Work	Rationale explains how the project satisfies the project requirements without passing judgment on it.	Marginally attempts to make up the client's mind as to whether the design is good or bad.	Blatantly attempts to make up the client's mind as to whether the design is good or bad.	Admits that the design is not your best work.
Concise Writing	Writing is brief and to the point throughout the document.	Writing is generally brief and to the point in most of the document.	Writing is unnecessarily wordy or confusing.	Writing is unprofessional.
Document Setup	Professional looking document with good typography and page layout with proper headings.	Poor use of type or margins or headings.	Poor use of type and margins or margins and headings or type and headings.	Poor use of type and margins and headings.
Spelling and Grammar	All words spelled correctly with proper grammar and usage.	A few typos or some poor grammar and incorrect usage.	Numerous typos with considerable instances of poor grammar and/or usage.	Document is riddled with typos along with numerous instances of poor grammar and usage.

COMMENTS:

TOTAL POINTS _____