

DESN 202 Graphic Design/Visual Communication II

GRADING RUBRIC – PLAN STRATEGIES THAT EFFECTIVELY MEET THE COMMUNICATION NEEDS OF THE CLIENT

	EXCELLT 10-9 POINTS	GOOD 8-7 POINTS	AVERAGE 6-5 POINTS	POOR 4-1 POINTS	UNACCEPTABLE 0 POINTS
Effective Written Branding Plan	Professional level branding plan that demonstrates research and thoughtful planning to create an effective plan to brand the product including the packaging and brand logo to drive sales.	Plan that demonstrates limited research and/or a somewhat effective plan to brand the product including the packaging and brand logo to drive sales	Plan that does not demonstrate proper research and/or a plan that seems to lack the ability to effectively brand the product or drive sales.	Very limited plan that lacks specifics, thought or logic.	No plan provided.
Design Position in Marketplace	The plan specifically indicates how the proposed brand will be unique from competing products in this market segment by including an analysis of these competitors.	The plan lacks some details on how the plan will separate the brand from its competitors and/or provides these details but lacks an analysis of these competitors.	The plan provides a limited but rational explanation of how the brand will be unique in the market segment and lacks competitor analysis.	A rudimentary explanation that lacks details of how the brand will be unique in the market segment and lacks competitor analysis; or the plan is not clear and rational.	No plan provided.
Design Communication to Target Audience	Specific details included in the plan to explain how at least 6 design elements and principles will convey the desired communication.	Specific details included in the plan to explain how at least 3 design elements and principles will convey the desired communication.	Provided specific details on how at last 1 design element and/or 1 design principle will convey the desired communication.	Lacks specific details in the plan, but includes general information to explain how design elements and principles will convey the desired.	No plan provided.
Document Setup	Professional looking in PDF format, letter size with cover page including name and project, along with at least one labeled page each for the above three categories.	Somewhat professional formatting or size is incorrect but all component pages included and/or lacking at least one label.	Only adequately formatted and/or size is incorrect and/or lacking at least two labels or no labels.	Poorly formatted with no labels and/or incorrect size.	No document provided or document is unreadable.
Deadline	Deadline was met by emailing the document to the proper address by the appointed time.	Deadline was missed by 1 day or less in emailing the document to the proper address or the document was sent to the wrong address.	Deadline was missed by more than 1 day but less than 2 days in emailing the document to the proper address and/or the document was sent to the wrong address.	Deadline was missed by more than 3 days but less than a week in emailing the document to the proper address and/or the document was sent to the wrong address.	File not provided within a week of the deadline.

COMMENTS:

TOTAL POINTS