

**name:**

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**self-evaluation pt. 1**

unacceptable  
marginal  
poor/weak  
satisfactory  
good  
excellent

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**Process**

comments:  
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did the work  
*(completed the project, met client's needs)*

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work was revised/iterated  
*(iterations show significant development of thought, comments made by instructor and peer's are explored)*

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**Execution**

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the work demonstrates attention to craft  
*(object is well constructed and made, attention is paid to digital craft)*

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the work demonstrates attention to detail  
*(object shows consideration of detail, not just the whole is considered but the entire object is paid attention to, typography is well executed—kerning, tracking, leading)*

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clarity of intent  
*(the work effectively expresses your intent, and the client's)*

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formal qualities (principles and elements) are effective and well executed  
*(space, line, color, texture, value, unity, balance, rhythm, contrast, hierarchy, etc.)*

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demonstrates independent thinking/originality  
*(the work pushes the boundaries, goes beyond the norm)*

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meets clients' needs  
*(the work resolves the client's needs in a successful manner)*

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## **self-evaluation pt. 2**

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### **Written Assessment**

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Describe your successes in respect to the client/designer relationship:

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Describe your failures/weaknesses in respect to the client/designer relationship:

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How effectively did you work with your group members; what challenges did you face and how did you resolve them:

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## self-evaluation pt. 2

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### Written Assessment (cont'd)

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What did you learn from this group experience that you might carry over to the next time you are working within a group environment:

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Describe the successes of the work you made:

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Describe the failures of the work you made (if there are no failures how can the work be improved):

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### Grade

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choose one of the following:

- A    A-    B+    B    B-    C+    C    C-    D+    D    D-    F