

CARDIFF SCHOOL OF ART & DESIGN

BA Graphic Communication

Level 3

Module: Competitions ADG308

Assessors: DM /IW/AGW/WKR

Date: March 2011

Student: *Alice Walker*

Penguin / YCN / D&AD

ASSESSMENT CRITERIA

PROJECT/MODULE GRADE

C

	F	D	C	B	A	A*
	Unsatisfactory	Satisfactory	Good	Very Good	Excellent	Outstanding
Quality of creative ideas > Generating a variety of initial ideas or themes > Ability to put your thoughts on paper, to record, reflect, & evaluate > How clever/ interesting /original / suitable the idea is > Developing initial ideas sufficiently > Choosing the right idea to pursue			✓			
Execution: expression of ideas > Visual research and development (experimenting: trying things out quickly to sufficient depth, finding proper visual references not just relying on what you think you know) > Choosing a suitable medium, style, technique, format as appropriate > Executing that idea (making it look right, making it work) > Attention to detail as appropriate: typography, image treatment, layout, copywriting, narrative etc			✓			
Presentation of ideas > How you present the outcome to show development and the final outcome. How well do you contextualize your idea (as required) > Does the work meet the submission requirements set out in the competition entry requirements (layout/ all elements/ right size) > Technical proficiency > Tidy/professional or untidy /unprofessional			✓			

G+B next but further expansion needed

Addressed

you haven't responded to the feedback from the crit re book covers + YCN

Body shop repetition of text on description

G+B - take it further

mixing up research + your ideas doesn't help explain your ideas

credits for photography?

Key > more of this please
 ✓ well done
 ! pay special attention

reasonable starting points extend + expand