

ARTX-C1006 DESIGN IMPACT II: ASSESSMENT CRITERIA 1/2

The evaluation is based on three assignments of the course:

1. Individual Essay (the text): 40% (=40 points)
2. Publications (design and individual contribution): 40% (=40 points)
3. General attendance + participation to the team project: 20% (=20 points)

1. INDIVIDUAL ESSAY (THE TEXT): 40% (=40 POINTS)	POINTS
TOPIC + RESEARCH The topic is a focused issue where design does or could play a role in value creation and explains why the issue is important now and in the future. The essay presents careful research , use of different sources of information and information from the interviews. Have different perspective on the topic and examples related to the topic, maybe examples also from your own design projects.	0-10
PRESENTATION The essay has narrative and journalistic magazine style. Interesting argument. Extra points from a great hook in the beginning and interesting ending.	0-30
RISK TAKING The essay is creative and interesting to read, although there are therefore some shortcomings in the other areas of assessment. This is an opportunity also to experiment and fail. You may get 10 extra points, although the total can be only 40.	0-10
TOTAL	0-40

2. PUBLICATIONS (DESIGN AND INDIVIDUAL CONTRIBUTION): 40%	POINTS
DESIGN There is effective use of imagery and text. The design is thoughtful and has finished use of fonts and illustrative elements to support or add value to the content. Layout reflects course learnings about editorial and publication design.	0-30
PROCESS The deadlines were met. Drafts were brought to the class for discussion. Feedback given were taken into account.	0-10
RISK TAKING The design is creative and interesting, although there are therefore some shortcomings in the other areas of assessment. This is an opportunity also to experiment and fail. You may get 10 extra points, although the total can be only 40.	0-10
TOTAL	0-40

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4. GENERAL ATTENDANCE + PARTICIPATION TO THE TEAM PROJECT: 20%	POINTS
GENERAL ATTENDANCE, PROCESS AND EXECUTION Attendance to the classes and meetings. The deadlines were met. Drafts, plans, prototypes etc. were brought to the class for discussion. Feedback given were taken into account.	0-10
FINAL DESIGNS: EXHIBITION, WORKSHOP, MAGAZINES The final deliverable is well designed and executed. The visitors (exhibition), participants (workshop) and readers (magazines) are considered and served well.	0-10
RISK TAKING The final design is creative and interesting, although there are therefore some shortcomings in the other areas of assessment. This is an opportunity also to experiment and fail. You may get 10 extra points, although the total can be only 20.	0-10
TOTAL	0-20

FEEDBACK

If you request, we will provide you the points you got from each category. We are not able to give written feedback. If you want to discuss about the grade and the bases of getting it, we are available to meet and discuss. Happy studying!

- Teemu, Irina & Päivi