Concept Design Grading Rubric

concept | kän sept| noun

an abstract idea; a general notion : *structuralism is a difficult concept | the concept of justice.*

» a plan or intention; a conception : *the center has kept firmly to its original concept.*
» an idea or invention to help sell or publicize a commodity : *a new concept in corporate hospitality.*
» Philosophy an idea or mental picture of a group or class of objects formed by combining all their aspects.
» *Freud's concept of the superego* idea, notion, conception, abstraction; theory, hypothesis; belief, conviction, opinion; image, impression, picture.

	Concept	Target Audience Relevance
A	Student has professionally authored all images used; Strong clearly articulated idea drawn between images and text/content. Layout reinforces concept with little or no changes necessary. Viewer has no question regarding the concept.	Audience is clearly defined through use of images, text and layout. Little or not changes needed to be made.
B	Student authored some of the images used; idea is focused and draws strong connection between layout and text/content. Slight refinement required. Viewer has few questions regarding what the concept is attempting to say.	Audience is defined through use of images, text and layout. Some refinement is necessary. Viewer has few questions regarding what the concept is attempting to say.
C	Borrowed images and text/content; student is clearly attempting to visually articulate an idea. Layout partially supports idea and overall needs further refinement. Viewer needs to have idea/concept verbally explained to them.	Audience is defined however use of images, text and layout are inconsistent; does not support the overall concept.
D	Borrowed images that are unclear and disconnected from text/content and the overall idea/project. Has insufficient visual refinement. Overall requires significant refinement; not professional. Viewer has little or no understanding of concept and requires significant verbal explanation.	Student is attempting to define audience, however it is too broad; and/or has multiple audiences without connection to images, text and layout.
F	Idea is borrowed from existing work, borrowed images that are unclear, poorly executed/ pixilated; overall visually uninteresting. There is no clear focus or direction of idea; incomplete work, not professional and does not meet requirements. Viewer has no idea what the concept is or attempts to say. Must be redone.	Designer has no clear audience-- could be speaking to anyone and no one at the same time, vague. Images, text and layout speak to different audience than intended by student. Vague and confusing, the message is lost.