DES123 Design Challenge / ABCDerium Tianxi Ren				USC Roski School of Art & Design	
Assessment Scale	**0**	**1**	**2**	**3**	**4**
Single Word Description	**N/A**	**Ineffective**	**Progressing**	**Effective**	**Highly Effective**
Corresponding Detailed Descriptions	Did not demonstrate, either through absence or serious deficiencies, the described criteria.	Struggles to demonstrate practices described in the key grading criteria.	Performs within the described key grading criteria. Showing some improvement over time.	Consistently demonstrates competency regarding the practices described in the key grading criteria.	Consistently innovative, integrated, nuanced, and sophisticated demonstration of elements in the key grading criteria.
Set of Images: the choice of photos is meaningful and creative	Failure to turn in completed work and/or failure to meet the minimal requirements outlined in Project Requirements	used images from the internet or other sources / lack of originality	use original photos, but photos contain letters / lack of variety	use a variety of original photos without existing letters	use a variety of original photos without existing letters; the objects in photos carry characteristics of the typeface
Use of Images: the application of images is well executed		majority of images are blurry / over-manipulated / not cover the whole page	images are clear / some images are over-manipulated	images are clear and properly manipulated but lacks visual interest	images are clear; properly manipulated; there is visual interest
Use of typeface: use all required typeface and the application of each typeface is well executed		missing required typeface or letter / repetitive typeface or letter / over manipulated typeface	use all required typefaces, but additional ones are similar to the required ones	use all required typefaces and choose two additional ones that are unique	use all required typefaces; choose two additional ones that are unique; choose letters that reflect unique characteristics of the typeface
Colors: the color of the background behind the typeface is coherent with the color of the complementary image		color is not coherent with the image	color is somewhat coherent with the image / lack of contrast between typeface and background	color is coherent with the image and there's contrast but lacks visual interest	color is coherent with the image and there's visual interest
Captions: the information and placing of captions on the page are considerate		missing caption information / wrong information / position of the caption negatively affect the type & image composition	contains all the required information but the typeface of the title is not the typeface used for the letter	contains all the required information, but the layout lacks coherence / negatively affects the visual of the letter	contains all the required information and the layout is coherent and visually interesting
Type x Image: the relationships between type and image make sense using basic design principles		the typeface does not match the image	the typeface somewhat matches the image	the typeface matches the image but lacks visual interest	the typeface matches the image, and there is visual interest in the composition / they enhance each other
Detail: spelling mistakes, alignment		many spelling mistakes / no alignment	few spelling mistakes / few alignment issues	no spelling mistakes but few minor alignment issues	no spelling mistakes or alignment issues