

Design 2

Cropped Letterform Rubric

One of the best ways to learn to appreciate the unique qualities of individual letter forms is to examine them more closely. Working with a series of specific typefaces, you will isolate individual characters, and present sections of a letter form that highlight its unique characteristics. Each square that you create will become part of a larger grid, each square is a composition onto itself, be aware of the tension between positive and negative space, and the point at which the letter form is no longer recognizable. use the selection tool to enlarge/reduce, rotate, and move the letter within the frame.

Criteria	Excellent (20 points)	Good (17 points)	Fair (15point)	Poor (10 points)
Concept	Student effectively isolates individual characters and highlights their unique characteristics. The student demonstrates a strong understanding of typography and creates a visually interesting grid of letter forms.	Student isolates individual characters and highlights their unique characteristics, but the result is not particularly unique or interesting. The student demonstrates a basic understanding of typography and creates a somewhat visually interesting grid of letter forms.	Student attempts to isolate individual characters and highlight their unique characteristics, but the result is not effective. The student demonstrates some understanding of typography, but the grid of letter forms is not visually interesting.	Student does not effectively isolate individual characters or highlight their unique characteristics. The student demonstrates a poor understanding of typography, and the grid of letter forms is not visually interesting.
Execution	The final design is executed with precision, attention to detail, and a clear understanding of graphic design principles. The student effectively uses the selection tool to enlarge/reduce, rotate, and move the letter within the frame.	The final design is executed with some precision and attention to detail, but could be improved in some areas. The student uses the selection tool to enlarge/reduce, rotate, and move the letter within the frame, but there are some errors or inconsistencies.	The final design is executed with little precision or attention to detail. The student uses the selection tool to enlarge/reduce, rotate, and move the letter within the frame, but the result is not effective.	The final design is sloppy and poorly executed. The student does not effectively use the selection tool to enlarge/reduce, rotate, and move the letter within the frame.
Typography	The typography is well-chosen and appropriate for the project, and is executed effectively. The student demonstrates a strong understanding	The typography is generally appropriate for the project, but could be improved in some areas. The student demonstrates a basic understanding of typography and	The typography is not well-chosen or appropriate for the project, and is executed poorly. The student demonstrates little understanding of typography, and the	The typography is inappropriate or poorly executed. The student demonstrates a poor understanding of typography, and the compositions are

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SUNY Orange

Criteria	Excellent (20 points)	Good (17 points)	Fair (15point)	Poor (10 points)
	of typography and creates visually interesting compositions.	creates somewhat visually interesting compositions.	compositions are not visually interesting.	not visually interesting.
Creativity	The final design demonstrates a high degree of creativity and originality. The student creates visually interesting compositions that effectively highlight the unique characteristics of each letter form.	The final design demonstrates some creativity and originality, but could be more innovative. The student creates compositions that somewhat highlight the unique characteristics of each letter form.	The final design is not particularly creative or original. The student creates compositions that do not effectively highlight the unique characteristics of each letter form.	The final design is unoriginal and lacks creativity. The student creates compositions that are not visually interesting and do not highlight the unique characteristics of each letter form.
Overall Impression	The final design has a strong impact and effectively communicates the unique characteristics of each letter form. The student creates a visually interesting and cohesive grid of letter forms.	The final design has some impact and effectively communicates the unique characteristics of each letter form, but could be improved in some areas. The student creates a somewhat visually interesting and cohesive grid of letter forms.	The final design has little impact and does not effectively communicate the unique characteristics of each letter form. The student creates a grid of letter forms that is not visually interesting or cohesive.	The final design is ineffective and does not communicate the unique characteristics of each letter form. The student creates a grid of letter forms that is not visually interesting or cohesive.

For an “A” project, the student will have to score mostly on the left column.