

“FUTURE CON” EXHIBITION DELIVERABLES RUBRIC

	4	3	2	1
<p>Company Logo ESK 1</p>	<p>The logo clearly expresses the product or services through the use of symbols and / or manipulation of letters.</p>	<p>The logo adequately expresses the product or services through the use of symbols and / or manipulation of letters.</p>	<p>The logo expresses the product or services through the use of symbols and / or manipulation of letters in a limited fashion.</p>	<p>The logo does not express the product or services through the use of symbols or manipulation of letters.</p>
<p>15-Second Video Advertisement ESK 5</p>	<p>The Ad clearly expresses the product or services through obvious visible themes and strong emotional connections to the brand and the audience.</p>	<p>The Ad expresses the product or services through visible themes and basic emotional connections to the brand and the audience.</p>	<p>The Ad expresses the product or services through inadequate themes and emotional connections to the brand and the audience.</p>	<p>The Ad has weak or little thematic concepts and poor emotional connections to the brand and the audience.</p>
<p>Prototype ESK 2</p>	<p>The prototype is a high quality representation and culmination of a complete design process including thumbnails, rough drafts and refined drafts.</p>	<p>The prototype is a quality representation and culmination of a complete design process including thumbnails, rough drafts and refined drafts.</p>	<p>The prototype is a basic representation and culmination of a design process including thumbnails, rough drafts and refined drafts.</p>	<p>The prototype is a poor representation and culmination of an incomplete design process.</p>
<p>Habits of Mind (Collaboration)</p>	<p>The student put forth more than the effort required, used class time well, and took full responsibility for their deliverable within the group, providing complete high-quality process documents.</p>	<p>The student put forth the effort required, used class time adequately, and took acceptable responsibility for their deliverable within the group, providing complete process documents.</p>	<p>The student put forth partial effort, used some class time well, and took little responsibility for their deliverable within the group, providing sparse process documents.</p>	<p>The student put forth minimal effort, used little class time, and took trivial responsibility for their deliverable within the group, providing sparse or no process documents.</p>