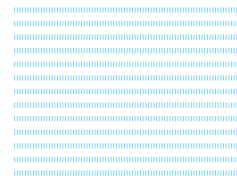
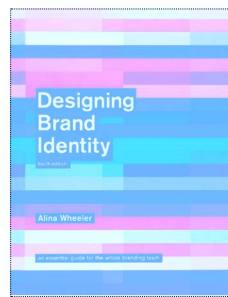


READ.LIST.25 IDEAS. [LETTERING & TYPE]



- __ A. Description:** Read. List. Write.
 Read the book *Designing Brand Identity* ISBN-13: 978-1118980828.
 List 25 Formal or Conceptual ideas from the reading that inspire you. Next to each listed item explain in a short phrase or sentence why you chose it. The list items can be ideas, concepts, artists, designers, moments in history, etc. Consider the importance of these ideas, items, and/or exercises. List the page numbers of each listed item and explain how they inspire your work.

- __ B. Objectives / Criteria:** See Rubric.


- __ C. Length/Style:** / Include Page numbers per idea selected.
 / Include "Works Cited" at the end of document
 / Ideas directly from the text should be cited
 / Please list heading only on the first page
 / If you decide to use pros use MLA style

- __ D. Heading:** __Student Name
 __Class
 __Professor Name
 __Project Title
 __Title of Paper
 __Date

- __ E. Format:** Microsoft Word File.

- __ F. Submission Process:** Turn in on Blackboard by due date.

- __ G. Date Due:** See syllabus / Calendar.

- __ H. Reading:**  | : *Designing Brand Identity* ISBN-13: 978-1118980828

RUBRIC.

DIGITAL ART & DESIGN.
READ & LIST.

0	DRAFT QUALITY
1	DEVELOPING
2	MEETS EXPECTATIONS
3	ABOVE AVERAGE
4	STELLAR



#	Criteria	% of grade
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1. **Writing** [or quality of list-making] / **Organization** / **Grammar** / **Language** / **Voice** /

___ **Syntax. Punctuation. Grammar. Quality of Language.** Quality of Language & Grammar. The quality of the language, thought-process, and grammar. Did student cite texts? Did student have grammatical errors?

___ **Organization & Hierarchy of Writing.** Are paragraphs and writing structured, focused, and follow a thoughtful structure. Is there an introduction and conclusion?

___ **Voice of Writing Style.** Does student show evidence of their own voice and writing style as they communicate their perspective?

___ **Communication of Ideas + Creativity of Ideas.** The ability to communicate the ideas discussed in the texts, evaluate ideas, and answer the questions provided. Did student understand the topics discussed and communicate them clearly?

___ **Reference Texts : Form & Analyze Significance.** The ability to form and analyze the significance of these ideas and their connection to the art and design process.

___ **Contemporary Topics & Connecting.** The ability to consider contemporary topics and connect the dots to the student's body of work.

2. **Citations.** Are the texts cited with "Works Cited" at the end of document?

3. **Page Numbers after each listed idea.** Are the texts cited?

4. **Is Work Late?** -20%

5. **If work does not reference text directly = 0.** -100%