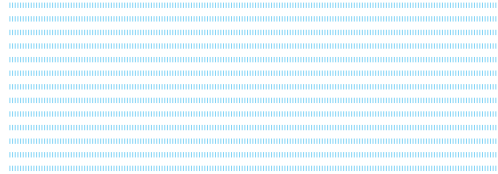



# READ.LIST.50 IDEAS.

## [ GD THE NEW BASICS ]



- \_\_A. Description:** Read. List. Write.  
Read the book *Graphic Design: The New Basics*, edited by Ellen Lupton.  
List 50 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.
- 
- \_\_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:**  | : *Graphic Design: The New Basics*,  
by Ellen Lupton, ISBN-10: 9781616893323

# RUBRIC.

DIGITAL ART & DESIGN.  
READ & LIST.

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



| # | Criteria | % of grade |
|---|----------|------------|
|---|----------|------------|

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%