

# PAPER A.



## PAPER A. *What is GRAPHIC DESIGN THINKING?*

--A. **Description:** Read the book *Graphic Design Thinking*, edited by Ellen Lupton. Write a 500 word paper [500 word minimum] responding to the following questions:

- \_\_1. What is Graphic Design Thinking?
- \_\_2. What are some specific examples of strategies that can help designers?
- \_\_3. What is an Example of the Graphic Design Process?
- \_\_4. What strategies inspire you as a designer?

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

--C. **Length/Style:** 500 words minimum / 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.

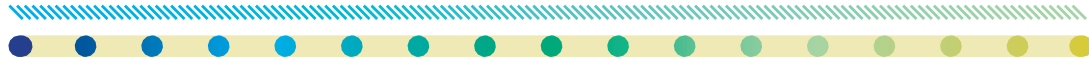
--G. **Date Due:** See syllabus / Calendar.

--H. **Reading:**  : *Graphic Design Thinking*, by Ellen Lupton, ISBN-10: 1568989792

# RUBRIC.



# PAPER. RUBRIC OVERVIEW



#	Criteria	% of grade	Draft Quality	Developing	Meets Expectations	Above Average	Stellar
1.	<b>Syntax. Punctuation. Grammar. Quality of Language.</b> Quality of Language & Grammar. The quality of the language, thought-process, and grammar. Did student cite texts? Did student have grammatical errors?		0	1	2	3	4
2.	<b>Organization &amp; Hierarchy of Writing.</b> Are paragraphs and writing structured, focused, and follow a thoughtful structure. Is there an introduction and conclusion?		0	1	2	3	4
3.	<b>Voice of Writing Style.</b> Does student show evidence of their own voice and writing style as they communicate their perspective?		0	1	2	3	4
4.	<b>Citations.</b> Are the texts cited?		0	1	2	3	4
5.	<b>Communication of Ideas + Creativity of Ideas.</b> 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?		0	1	2	3	4
6.	<b>Reference Texts : Form &amp; Analyze Significance.</b> The ability to form and analyze the significance of these ideas and their connection to the art and design process.		0	1	2	3	4
7.	<b>Contemporary Topics &amp; Connecting.</b> The ability to consider contemporary topics and connect the dots to the student's body of work.		0	1	2	3	4