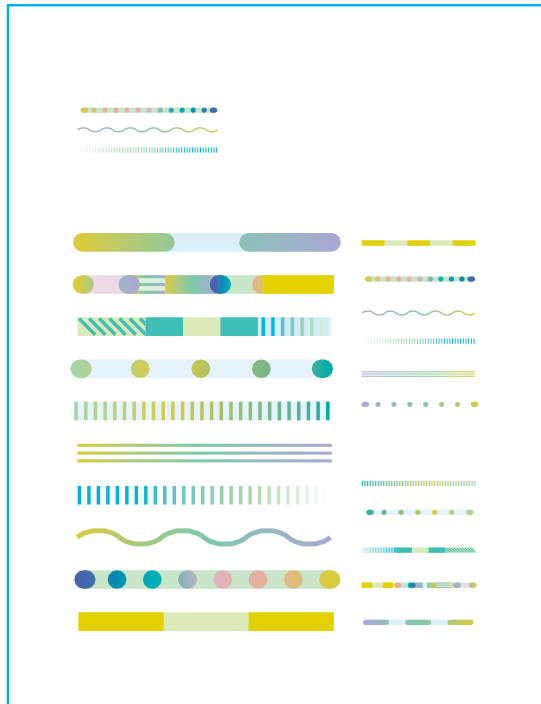


# PAPER B.



## P A P E R B . *What is CRITIQUE & the ELEMENTS & PRINCIPLES of DESIGN?*

--A. **Description:** Read the book *Graphic Design: The New Basics*, edited by Ellen Lupton. Research the videos, sources, from class. Then, write a 500 word paper [500 word minimum] responding to the following questions:

- \_\_1. What are the Elements and Principles of Design?
- \_\_1. How can you use the Elements and Principles of Design to create successful compositions? Give examples.
- \_\_2. What is Critique?
- \_\_3. What is the best type of critique?
- \_\_4. What are the goals of a critique?

--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: The New Basics*, by Ellen Lupton, ISBN-10: 9781616893323

# RUBRIC.



# PAPER B.

## 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