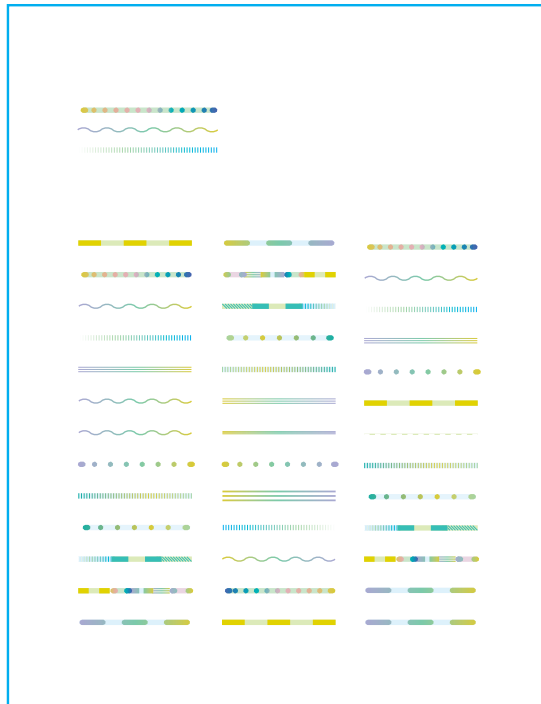


READ & LIST 1.



READ & LIST 1 . 50 IDEAS from GRAPHIC DESIGN the New BASICS.

--A. **Description:** 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:** List.

--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.

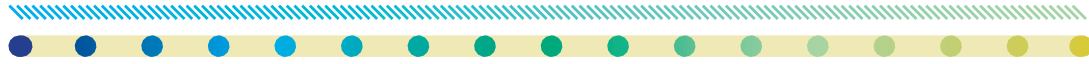
--H. **Reading:**  : *Graphic Design: The New Basics*, by Ellen Lupton, ISBN-10: 9781616893323

RUBRIC.



READ & LIST 1.

RUBRIC OVERVIEW



#	Criteria	% of grade	Draft Quality	Developing	Meets Expectations	Above Average	Stellar
1.	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?		0	1	2	3	4
2.	Organization & Hierarchy of Writing. Are paragraphs and writing structured, focused, and follow a thoughtful structure. Is there an introduction and conclusion?		0	1	2	3	4
3.	Voice of Writing Style. Does student show evidence of their own voice and writing style as they communicate their perspective?		0	1	2	3	4
4.	Citations. Are the texts cited?		0	1	2	3	4
5.	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?		0	1	2	3	4
6.	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.		0	1	2	3	4
7.	Contemporary Topics & Connecting. The ability to consider contemporary topics and connect the dots to the student's body of work.		0	1	2	3	4