

COMMERCIAL ART & DIGITAL DESIGN CAPSTONE PROJECT GRADING RUBRIC:

You are completing:

- 1 pt Pitched the game / Cohesive Proposal
- 1 pt Pre-Production Work (Sketches – Illustrations – Thumbnails)
- 1 pt Game Logo (For your game) / Brand Logo (Company that distributes your game)
- 2 pt Completed Game Box with Artwork Printed and attached. Scored Edges.
- 1 pt Rules For Your Game that has Concise Description Of Game Play and The Game extras (pieces / objects you acquire / inventory)
- 1 pt Presentation (What your space looks like, is designed like, how you present yourself, how your product / game / skillset is presented to any visitors.)
- 1 pt Photo or Video Of Your Game Set-Up / People Playing - Interacting With You & Game
- 1 pt Your Personal Portfolio Link
- 1 pt All work is uploaded to Focus in the format asked for. Isometric picture showing all boards / pieces / box, etc..

An **A** grade will look like: 9 - 10 points

Your attention to detail is self-evident. You followed the outline exactly as explained. You incorporated original thoughts and ideas. The artwork is personal, of your choice and of professional standards you set. You followed Pre-Production – Production and Post Productions instructions.

A **B** grade will look like: 8 to 8.9 points

Your attention to detail is evident in parts of your final. You followed the outline mostly as explained. You incorporated some original thoughts and ideas. Your idea and artwork is of professional standards, but has some room for revisions. Your letter may contain a few typos.

A **C** grade will look like: 7 to 7.9 points

Your attention to detail is evident in some of your final. You followed the outline mostly as explained, but are missing one or more key elements asked for. You incorporated a few original thoughts and ideas. The artwork is of minimal professional standards, has some room for improvements and revisions and should be corrected before mailing. Your letter has spelling and punctuation errors that should also be looked at before mailing.

A **D** grade will look like: 6 – 6.9 points

Your attention to detail is evident in almost no part your final. You did not follow the outline as explained and are missing more than one key elements asked for. There is no thought given to originality. It's minimal or even too much. The artwork is not of professional standards yet and should be corrected if giving this to a client. Your letter has spelling and usage issues. Maybe does not make much sense.

An **F** grade Earned will look like: 0 – 5.9 points

The project is either not turned in, incomplete and there was no attention paid to the instructions provided. There is no thought given to originality. The artwork is not of professional standards. The idea most likely should have been abandoned in favor of another approach.