

MAT 290 FINAL EVALUATION CRITERIA (100 Possible Points)

<p>PORTFOLIO AND PRESENTATION DEVELOPMENT: 15 POINTS</p> <ol style="list-style-type: none"> 1. Compilation and organization of work 2. Creation of new work and/or revision of existing work 3. Case study (and story) development and presentation 4. Project worksheets 	
<p>PORTFOLIO: 25 POINTS</p> <ol style="list-style-type: none"> 1. Overall quality of work 2. Depth of work 3. Overall visual impact (WOW factor) 4. Organization and flow 5. Appropriate / alternate format(s) (book, DVD, sketch book, roughs, storyboards) 	
<p>PRESENTATION: 20 POINTS</p> <ol style="list-style-type: none"> 1. Appearance, Professionalism, and Timeliness 2. Presentation Quality and Preparedness 3. Narrative Quality (Tell a good story) 4. Logical flow 5. Energy and enthusiasm 	
<p>WEBSITE: 20 POINTS</p> <ol style="list-style-type: none"> 1. Interface design 2. Functionality/navigation 3. Continuity, flow, and depth 4. Content 5. Overall craftsmanship 	
<p>RESUME: 10 POINTS</p> <ol style="list-style-type: none"> 1. Overall Design 2. Information Organization 3. Composition/Clarity 4. Typography 5. Accuracy (ie. typos) 	
<p>COVER LETTER: 5 POINTS</p> <ol style="list-style-type: none"> 1. Overall Design 2. Clarity 3. Addressing the job description 4. Positive marketing spin 5. Accuracy (ie. typos) 	
<p>CLASS PERFORMANCE: 5 POINTS</p> <ol style="list-style-type: none"> 1. Class Participation 2. Performance at Milestone Presentations 3. Effort 4. Final Presentation Package 	
<p>EXTRA CREDIT: VARIABLE POINTS</p> <ol style="list-style-type: none"> 1. Self-promotion piece 2. Unusual/unique/creative approach 3. Other ??? 	
<p>TOTAL: 90 – 100 = A, 80 – 89 = B, 70 – 79 = C</p>	