VCD DEPARTMENT POLICY

Each project will be evaluated by the following criteria and the order does not indicate weight.

1 Concept/Creativity Understanding the problem and your ability to produce an interesting and original solution. You are exptected to defend your solutions. Form is result of making concept visible and includes all elements and their composition in your solution. This is where your understanding of basic design principles will be evident.

2 Process/Participation The above is achieved by thorough research, extensive studies and a willingness to take risks. Keep numerous sketches or prototypes on file.* Following and completing assignments as well as benchmarks are part of process. Attendance, working to your potential and participation in class discussions and critiques are aspects included here.**

3 Presentation/Craft This is the execution of your work and its presentation. It depends upon the attitude you have for your work and expertise of tools and media. Attention to detail is very important in all aspects and therefore, you should always avoid spelling mistakes.

Your sketches, conceptual development and files associated with research must be saved in the event that the originality of your work is questioned. Read the University's Policy on Academic Honesty which is on Blackboard under all courses.
**Notice will be given if you are distracting to the studio time allowed for yourself or peers. If distractions continue beyond first notice, your Process/Participation grade will erode.

Portfolio Review
Students must successfully pass annual portfolio reviews in the department. Projects should be reworked to represent your best effort at time of submission. Grades received on projects or courses may not be indicative of grade of portfolio review. The review evaluates the portfolio and not the student since Process and Participation are not criteria. A failed review requires the student to repeat a course(s) of that year and/or repeat review in following year.
Minimum Passing Grades: Sophomore B–;   Junior B;   Senior B+

Facilities
It is expected that you will be a good steward of the graphic design facilities. Do not cut on table tops, or use spray glue and thoroughly clean up your workspace before leaving. Use 3D facilities for appropriate or unusual production processes (e.g., flames). Misuse of the facilities will result in the appropriate loss of privileges in the studio and computer lab.