

RPW233 Emerging Media in PTW

Project Evaluation: RPW Card (RPWC)

The checklists indicate project elements where your submission meets expectations, and if applicable, where it still could benefit from further development or continued refinement. (The key to the evaluative comments is included below the checklist.) Your score by category appears in the Project Evaluation to the right.

Evaluation Criteria: Content

- # Memos are framed properly, provide appropriate context & discussion of the project. The final memo requests appropriate action regarding the accompanying project.
- # Name & Title contextualize the RPW Card.
- # RPWC content includes all required elements, & effectively presents the core details in a manner consistent with the genre the designer has chosen for inspiration.
- # The Designer's Notes section provides meaningful explanation of the designer's approach to the project, including the way their genre choices shaped their work.
- # Image(s) effectively complement(s) textual content of RPWC.

Evaluation Criteria: Design

- # Memos meet format and layout expectations for the genre.
- # RPWC meets the design specs established in the project description.

Project Evaluation

Total Points (200 possible)	#
Content (60 points possible)	#
Design (60 points possible)	#
Professionalism (40 points possible)	#
Revision (40 points possible)	#

Evaluation Criteria: Professionalism

- # Submission includes the required, properly labeled files in appropriate formats posted to the designated location.
- # Submissions demonstrate consistent professionalism & attention to detail.
- # Written content is grammatically sound.
- # Written content is stylistically appropriate (economical, direct), & utilizes audience-appropriate terminology.

Evaluation Criteria: Revision

- # Final submission demonstrates effective response to feedback on prototype.
- # Final submission represents continued, effective development of content & refinement of design.

Evaluation Criteria Key

- 1 exemplary, minor flaws only
- 2 strong, much more successful than not
- 3 evident, would benefit from more revision
- 4 particularly weak, needs significant work
- 5 missing or greatly misunderstood
- na does not apply to this submission