

Demo Reel Presentation **Booth Design Rubric**

Your goal for the remainder of the quarter is to focus your efforts on planning, designing and developing a 6 foot by 3 foot booth space for your senior portfolio show.

Consider the following elements when planning your design:

- ease of setup / teardown
- creativeness / uniqueness of design
- consistency (does your booth match the rest of your promotional items (website, card, portfolio, leave behind)
- cost (your budget)

1. Start with design sketches, showing front, 3/4 front, and left and right side views. Make them neat, organized, and professional in appearance. **Design sketches are due on Week 7.**
2. With feedback from your instructor, department head and your peers, retool your design sketches as needed.
3. Develop a scale prototype model that reflects your final booth design. This model can be built out of paper, foam core, matte board, construction paper, or other materials. The design should accurately reflect the overall layout and placement of your booth space.
4. The scale model will be shown in class at the beginning of **Week 9.**

The grading rubric for this project is on the next page.

	Excellent (4)	Good (3)	Average (2)	Poor (1)	TERRIBLE (0)
Sketches 20 points	Design sketches are neat, clear, and professional in appearance and include 4 views (front, left, right, 3/4 view) of the booth.	Design sketches are clear in appearance and include 4 views (front, left, right, 3/4 view) of the booth.	Design sketches are acceptable in appearance and include 4 views (front, left, right, 3/4 view) of the booth.	Design sketches are acceptable in appearance but omit one of the 4 views (front, left, right, 3/4 view) of the booth.	Design sketches omit 2 or more of the views needed to properly visualize the booth design.
Scale 20 points	The booth model is accurately scaled and measurements are provided for the full scale model.	The booth model is accurately scaled.	The booth model gives a general sense of scale, with some elements needing minor adjustment.	The booth model has a rough sense of scale.	The booth lacks proper scale between each of its elements.
Visual Representation 20 points	The booth model has excellent eye appeal. The model reflects a careful attention to detail, and gives the viewer a clear insight into what the final booth display will look like.	The booth model has solid eye appeal. The model gives the viewer good insight into what the final booth display will look like. There may be one or two minor issues in the visual representation.	The booth model has mixed appeal. The model gives the viewer a general idea of what the final booth display will look like. There may be two to four minor issues in the visual representation.	The booth model has limited appeal. The model gives a rough idea of what the final booth display will look like. There are several issues in the visual representation that need to be addressed.	The booth lacks visual appeal.
Consistency with Brand 20 points	The booth design incorporates the visual branding of the artist's marketing materials. The booth brings a sense of cohesiveness with all the marketing material.	The booth design incorporates the visual branding of the artist's marketing materials.	The booth design incorporates the visual branding of the artist's marketing materials. There may be one or two minor consistency issues.	The booth design incorporates some of the visual branding of the artist's marketing materials. There are a few glaring issues with consistency.	The booth does not reflect any consistency with the artist's marketing materials.

Total Points Earned:

/80

Overall grade:

/160