

Film Portfolio Preparation

Instructor: Krishna M. Sadasivam

Based on the feedback you acquired from your Graphic Design Survey, classmates, and instructor - rework / revise your strongest design into its final form. Upload your final business card design to your process blog.

Have the same person who evaluated your preliminary business card to now evaluate your finalized business card. Turn in the Graphic Design Survey for the final business card design at the beginning of class on Week 3.

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

NAME:

Business Card Rubric:

Visual Appeal 20 points	An exceptional visually appealing business card. Excellent use of space and strong color choices enhance the appeal.	A visually appealing business card. Minor compositional / color choice issues in card layout	Business card has average appeal. Nothing particularly wrong, but nothing particularly outstanding either.	The business card lacks visual appeal and/or major compositional issues with card.	Not turned in.
Readability 20 points	Excellent contrast between text and background. Font choices complement the aesthetics of the design and are at an easy to read type size.	Good contrast between text and background. Font choices are easy to read, but there may be minor typography issues.	Readability issues with the font choice or color contrast between text and background.	Readability issues with BOTH the font choice AND color contrast between text and background.	Not turned in.
Technical Specifications 20 points	includes an appropriate name, title, one or more graphics, and email / web contact info. All information is within safe edge for printing.	includes an appropriate name, title, one or more graphics, and email / web contact info. All information is within safe edge for printing.	Information is outside of safe edge and /or missing title, contact information OR there is a misspelling on the card.	Incomplete and/ or minimal effort in designing card.	Not turned in.
Professionalism 20 points	Survey on business card design completed and turned in. Final card is ready to print. Design uploaded to process blog.	Survey on business card design completed and turned in. Minor design issues need to be addressed before printing. Uploaded to Process Blog.	Survey is incomplete. Work Uploaded to Process Blog.	Survey was not turned in. Work uploaded to process blog.	Not turned in.

Total Points Possible: /80