

Final Course Deliverables:

On Week 11, you'll make your final presentation for the course. The deliverables you will present (and turn in) include:

1. DVD interface design (on a playable DVD)
2. Website (uploaded to the net)
3. Business card (printed)
4. all website and business card assets (including source files) on a separate data CD (or data DVD)
5. An attractive DVD disc jacket with an appropriately professional DVD label for the disc. Both disc and DVD jacket include student's name, contact information and professional title.

The grading rubric for this final project is as follows:

Business card:

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 complement the aesthetics of the design and are at an easy to read type size.	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. More than 3 designs shown.	includes an appropriate name, title, one or more graphics, and email / web contact info. All information is within safe edge for printing. 3 designs shown.	Information is outside of safe edge and /or missing title, contact information OR Less than 3 designs shown	Incomplete and/ or minimal effort in designing card.	Not turned in.

Professionalism 20 points	All technical specifications (project parameters) followed. Printed business card submitted. Excellent quality and professional in appearance.	Printed business card submitted. Good quality and acceptable in appearance.	Printed business card submitted. print quality is poor or otherwise unprofessional in quality and/or appearance.	Business card did not meet project parameters. One or more significant design issues with business card. Print version of card not submitted.	Not turned in.
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Website:

Color scheme 20 points	colors and theme of website compliment other branding assets. Colors are in harmony and create unity in the overall design	Colors and theme of website have minor inconsistencies with the brand. Minor color issues with overall design.	Several inconsistencies found within color choices for the site. Colors are distracting and compete with the overall design.	Colors chosen make it difficult to read text from the background and do not match the branding of the business card and DVD menu	Not turned in.
Typography 20 points	Type is customized , easy to read and consistent with the overall branding. Type compliments the design aesthetics. Excellent contrast between text and background.	Type is easy to read and consistent with the overall design. Good contrast between text and background.	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.
Layout 20 points	Graphic elements, typography and color work well together to enhance and balance overall design. The web site has an exceptionally attractive and usable layout.	Graphic elements, typography and color work well together to balance overall design. One or two minor issues in layout.	Graphic elements, typography and color have several minor design issues with overall site. The web pages have a usable layout, but may appear busy or boring.	The web pages are cluttered looking or confusing. It is often difficult to locate important elements.	Not turned in.
Spelling 20 points	There are either no spelling or grammatical errors, but there may be one or two very minor spelling and/or grammatical errors in the entire site.	There are a few spelling and/or grammatical errors in the entire site.	There are several spelling and/or grammatical errors in the entire site.	There are maybe many spelling and/or grammatical errors in the entire site.	Not turned in.

Technical Specs followed 20 points	Site uploaded to the web with URL e-mailed to the instructor before Week 11. No broken images or links.	Site uploaded to the web with URL e-mailed to the instructor ON Week 11. No broken images or links.	Site has broken links and /or images. Site partially uploaded to server.	Site not uploaded to the server and/or URL not emailed to instructor.	Not turned in.
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DVD Interface:

Color scheme 20 points	colors and theme of DVD menu compliment other branding assets. Colors are in harmony and create unity in the overall design	Colors and theme of DVD menu have minor inconsistencies with the brand. Minor color issues with overall design.	Several inconsistencies found within color choices for the site. Colors are distracting and compete with the overall design.	Colors chosen make it difficult to read text from the background and do not match the branding of the business card and website.	Not turned in.
Typography 20 points	Type is customized , easy to read and consistent with the overall branding. Type compliments the design aesthetics. Excellent contrast between text and background.	Type is easy to read and consistent with the overall design. Good contrast between text and background.	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.
Layout 20 points	Graphic elements, typography and color work well together to enhance and balance overall design. The DVD menu has an exceptionally attractive and usable layout.	Graphic elements, typography and color work well together to balance overall design. One or two minor issues in layout.	Graphic elements, typography and color have several minor design issues with overall site. The DVD menu has a usable layout, but may appear busy or boring.	The DVD menus are cluttered looking or confusing. It is often difficult to locate important elements. Cumbersome interface.	Not turned in.

Total Possible Points: 240

Total Points Earned: /240

DVD Packaging:

Design 20 points	DVD packaging is attractive and easy to read and consistent with existing branding. DVD includes a neatly labeled disc with student's name, contact information and professional title. DVD jacket also contains student's name, contact info and professional title.	DVD packaging is easy to read and consistent with existing branding. DVD includes a labeled disc with student's name, contact information and professional title. DVD jacket also contains student's name, contact info and professional title.	DVD packaging is difficult to read and consistent with existing branding. DVD and/or DVD disc jacket missing one or more bits of pertinent contact info.	DVD packaging poor or unprofessional in appearance. DVD and/or DVD disc jacket missing name.	Not turned in.
Technical Specifications 20 points	DVD contents are neatly labeled and organized.	DVD contents labeled and organized. Minor issues in organization.	DVD contents not organized in a clear and consistent manner.	DVD missing business card or website related assets.	DVD does not contain data.