

## COLOR ASSIGNMENT FEEDBACK MATRIX

### BASICS

*Does the design meet the basic requirements? Was there a draft turned in on time? Was the final turned in on time? Followed instructions? Created the right content?*

1      2      3      4      5

Comments:

### COLOR

*Does the design demonstrate a specific understanding of color theory? More than the student probably had before coming into the class? Are keywords and concepts mentioned in the explanation on Facebook post.*

2      4      6      8      10      12      14      16      18      20

Comments:

### TYPOGRAPHY

*Does the design demonstrate a continuing or improving level of understanding of principles of typography? Including, the aesthetics of strong or contrasting font choices and manipulation?*

1      2      3      4      5      6      7      8      9      10

Comments:

### DESIGN

*Does the design demonstrate a continuing or improving understanding of the design principles being emphasized? C.R.A.P., Hierarchy, etc.?*

1      2      3      4      5      6      7      8      9      10

Comments:

### CREATIVITY/CONCEPT

*Is there a more-than-average level of creativity expressed? Or does an attempt at creativity miss the mark by being too far in left field, clumsy or is cliché?*

1      2      3      4      5