

MINI CEREAL BOX PROJECT

CATEGORIES

1. 4C's
2. Design/Concept
3. Craft/Technique
4. Visual Communication
5. Composition

Description	Possible	Score
4C's	20	
Design/Concept	20	
Craft/Technique	20	
Visual Communication	20	
Composition	20	
Score	100	

4C's	Possible	Score
Creativity	5	
Communication	5	
Collaboration	5	
Critical Thinking	5	
Score	20	

Creativity: Use a wide range of idea creation techniques such as brainstorming. Create new and worthwhile ideas. Elaborate, refine, analyze and evaluate ideas in order to improve and maximize creative efforts.

Communication: Articulate thoughts and ideas effectively. Use communication to inform, instruct, motivate and persuade. Communicate effectively in diverse environments.

Collaboration: Demonstrate ability to work effectively and respectfully with others. Exercise flexibility and willingness to be helpful. Assume responsibility as a collaborator and value the individual contributions.

Critical Thinking: Use various types of reasoning as appropriate to the situation. Analyze how parts of a whole interact with each other. Analyze and evaluate major alternative points of view. Reflect critically on learning experiences and processes. Solve different kinds of problems in both conventional and innovative ways.

Design/Concept	Possible	Score
Use of Typography	5	
Color choice	5	
Organization	5	
Concept makes sense	5	
Score	20	

Design: Movement over the entire box invites the viewer to view all sides. All panels are part of the design. The artist provides a primary focal point as well as minor points of emphasis. The intended movement and emphasis is naturally identifiable by the viewer. Fonts are limited and interesting.

Visual Communication	Possible	Score
Theme	5	
Audience	5	
Details	5	
Elements	5	
Score	20	

Visual Communication: All parts of the image help support the communication of a central idea or branding message. The message is communicated w/o relying on simple, or schematic imagery. The message is determined prior to the execution of the artwork. The theme is easily understood by the viewer.

Composition	Possible	Score
Use of Typography	5	
Color choice	5	
Organization	5	
Concept makes sense	5	
Score	20	

Composition: In design is used to arrange or organize the visual components in a way that is pleasing to the Designer and the viewer. It can help give structure to the layout.

Craft/Technique	Possible	Score
Printed	5	
Cut	5	
Glued	5	
Assembled	5	
Score	20	