

PROJECT 3: MAKING STRESS YOUR FRIEND

	EXCELLENT	GOOD	NEEDS WORK	POINTS	COMMENTS
TECHNICAL THINGS 5 POINTS	5 You used typesetting software to create one-page handout and exported the document as a PDF. You enhanced or modified scientific graphics with vector editing software. Figures in the document are the appropriate file type. You included a correctly-attributed and helpful stock photograph. You included a memo describing your design process.	4 3 You created your handout with typesetting software, but you did not enhance the figures with vector editing software or include all the required elements. Figures in the document are not the appropriate file type.	2 You did not create your handout with typesetting software and you did not enhance the figures beyond what was provided in the original papers.		
VISUAL DESIGN 10 POINTS	10 9 8 Your handout expertly demonstrates the best practices of visual design, including contrast, repetition, alignment, proximity, color, typeface choice, and is generally easy for your audience to understand.	7 6 5 Your handout generally demonstrates best practices of visual design. There may be some elements of the handout that may be confusing to your audience.	4 3 2 Your handout generally lacks best practices of visual design. Elements of the handout are confusing to your intended audience.		
STORY 15 POINTS	15 14 13 12 11 Your handout explores a deeper story in the papers and complements Dr. McGonigal's presentation. Your handout is easy to follow and can stand alone without needing to view the presentation. In your memo, you provide specific explanations of your design choices and demonstrate a deep understanding of the needs of your audience.	10 9 8 7 6 Your handout explores a slightly more complicated story. The handout does not clearly complement Dr. McGonigal's presentation, or the handout does not stand alone. Your explanations of design choices are cursory and demonstrate an okay understanding of the needs of your audience.	5 4 3 2 1 Your handout does not tell a compelling story. Your memo offers only surface-level insights into your design choices and structure identification.		
TOTAL 30 POINTS					