

Exercise 3 – Lesson 4

Criterion	Excellent (A)	Proficient (B–C)	Needs Improvement (D–F)
Strategic Role of Color	Color functions as a clear, intentional communication system	Color supports the message but lacks full strategic clarity	Color choices appear decorative or arbitrary
Application of Color Theory	Advanced, accurate, and visible application of concepts from the readings	Theory is applied but inconsistently or superficially	Little evidence of theoretical grounding
Creativity & Ingenuity	Solution demonstrates originality, risk-taking, and strong conceptual thinking	Some creative decisions, but relies on familiar solutions	Minimal creativity or safe, predictable choices
Professional Visual Execution	Execution is polished, consistent, and portfolio-ready	Execution is competent but lacks refinement	Execution shows technical or compositional issues
Functionality & Context Awareness	Solution works realistically across its intended context	Context is considered but not fully resolved	Solution ignores real-world constraints
Strategic Rationale	Rationale is clear, persuasive, and client-appropriate	Rationale explains decisions but lacks strength	Rationale is weak, vague, or disconnected