

- **Complete the last page first** — explore and critique your peers' projects.
- **Turn this in by the final exam period.**

Designer: _____ Subject of Study: _____

When would you *LIKE* to pick your NS up? Tues Wed Thur Fri — by what time? _____
Next Semester I don't need to pick it up. Other _____

Format: Book Web site or Flash presentation Exhibit/Interior concept Other _____

Where is the digital copy: CD memory key HUArt digital camera Other _____

What are you most pleased with in your Nature Study?

What would you most like to change, complete or improve?

If you could go back and start over (*shudder!*), what would you do differently?

Nature Study: final self-crit

The purpose, here, is to assess how well your design succeeds compared to the assigned objectives and requirements, as well as to your own goals and objectives.

Concept Statement: revise and restate your concept.

Make sure your concept statement is through and specific.

You may want to review the online project descriptions and/or online content on concept statements.

content concept:

graphic concept:

impact concept:

Compare and contrast your final design with your concept:

— Describe several ways *that your design flows from your concept* — describe ways in which your concept and your final design are *well related*.

— Then Describe one or more ways in which your design *does not match your concept*.

Quality & Depth of Core Concept:

Discuss creative and innovative aspects of your concept.

In what ways is your concept/design/project *excellent, unexpected, insightful, evocative or distinctly creative?*:

Quality of Craft & Execution:

What aspects of your design and presentation are especially well crafted?

What aspects of your design and presentation are poorly crafted and detract from its impact?

Integration of Natural Form & Design:

Describe particular ways in which the forms and traits of your nature-subject have been introduced into the forms of your design.

Graphic Unity: What are the visual traits that you have used to unify all of the pages/spaces of your design?
..AND how successfully unified *is* the final result?

Appropriateness of Core Concept (functionalism): Describe and discuss how your solution is appropriate to the Nature Study assignment's objectives of introducing the viewer to the beauty and order of forms in the natural world:

Progression/Refinement/Development of Concept: Describe and discuss the various alternative ideas that you explored, and how those ideas led to the final, completed concept and design:

Implementation/Craftsmanship: Describe or discuss how well crafted your Nature Study is. In what way are your materials planned and controlled well — or are there haphazard or unintended distractions from your intended result?

Formal Integrity: Describe and discuss your use of basic design principles in your Nature Study's layout and presentation. (e.g. visual hierarchy, visual flow, (ID-traffic flow), balance, unity and variety.)

Creative Problem Solving Process:**NAME:** _____

In practice, designers pass go through each of these stages several times during a single project – some stages are revisited many, many times.

Explore tasks or activities that you did during these stages. Describe what each stage involved *during the development of your Nature Study*. What did you actually *do*, while developing your Nature Study, that relates to this stage? (be specific and thorough.)

(Creative Problem-Solving Process Stages: http://www.harding.edu/gclayton/CPS_CreativeProcess.html)

1. **Accept**

2. **Analyze**

3. **Define**

4. **Incubate**

5. **Ideate**

6. **Select**

7. **Implement**

8. **Evaluate**

9. **Let Go**

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Which stage did you repeat or revisit the most?

Why? What necessitated repeated attention to this stage?

Mark each of the *scales* below to indicate *how strong your Nature Study is*. Mark anywhere on the horizontal scale. Mark an "X" to the left for "strong", to the right for "weak" compared to the objectives listed below each scale.

- << **Outstanding:** *Excellent* concept, design, and craftsmanship relative to objectives. Distinctive creative contributions present.
Meets Objectives: All stated objectives are *adequately addressed*.
Weak >>: Project objectives/priorities were *not successfully solved* or addressed.

DIG Notes/criteria specific to digitally-designed projects (e.g. web design or Flash presentations).
INT Notes/criteria specific to Interior Design, space-planning projects.

Graphic & Content Concepts



- How well do the concepts related to the assigned goals/priorities? [Relevance/Appropriateness]
- Is the study designed as a whole, as a complete presentation? Are all pages/sections formally related to each other? [Unity]
- Has any sort of theme (graphic, narrative, characters, humor, etc.) been used to enliven and unify the whole?
- Is there a consistent page design (not necessarily identical, but unified)? Is order/structure developed and consistent?
- Does the designer *engage and entertain* the reader? Is *enthusiasm* for the subject apparent?
- Has the designer found a way to make each page, and its content, *engaging*? Exceptions _____
- Is the flow of ideas and information organized to lead the reader naturally from one idea to another?
- Are any special features (overlays, cutouts, etc.) used to enhance the visual interest and content of the study/exhibit?
- Is the book/interior/presentation design in *any* way related to the forms of the subject being studied? (unity in content and form.)

Overall Design & Layout



- Have formal elements been thoughtfully unified on each page? Does each page have a hierarchy of emphasis and relief?
- Size roughly 8x10+ (unless discussed with instructor or compensating pages/spreads added); **INT** Exhibit: 18x24
- Is negative space used well? Not too crowded...not too sparse? Does each graphic/text element have enough breathing room?
- Are margins/borders adequate to contain/isolate content? Are page elements placed/ordered well with respect to the field?
- Does type contrast well with background elements (or is type confused by competition)? Type aligned/spaced well?
- Is type consistent with the mood or character of the rest of the book/page design?
- Is type, calligraphy or text consistent (unified) throughout? ...legible and of adequate contrast with backgrounds?
- Do some pages feel less finished or less complete than others? Foreground-background contrasts established well?
- DIG** Is page/content navigation intuitive, convenient, logical and well-ordered.
- INT** Has the unique shape and height of the space been exploited? Is space itself used? (or do walls basically support 2D displays?)
 - **INT** Has traffic flow been designed to contribute to a logical and undistracted progression?

Graphic Communication



- Has the designer discovered *relevant and interesting design features* in the subject — relevant to each page's topic?
- Has the designer found *effective graphic means to communicate* and emphasize distinctive design features/content?
- Have adequate text, diagrams, arrows, cutaways, etc. been used to make the discoveries *clear and obvious* to the reader?
- Does page layout emphasize decoration, or information? (that is, does layout *compete* with info, or *enhance* it?)
- INT** Have plans, elevations, isometric or perspective drawings (sketches or renderings) been used?
- INT** Has the space been presented in a way that enables the client/viewer to envision and imagine it?
- DIG** Have animated or interactive features been used to more fully communicate content?

Craftsmanship



- Is the medium used well? Are the graphic/interactive/animation capabilities of the chosen medium taken advantage of?
- Are elements (graphics and type) well-oriented and positioned? Elements/images/prints cropped/trimmed well?
- Are glued and layered elements neat and secure? Are there ragged, irregular edges, scars or stains or other distractions?
- Are photos well framed, well illuminated, and printed well? Adequate resolution? Pixelation? Of consistent quality?
- Is type/text professional and clean? Well-spaced & formatted? Were guidelines used for handwritten text? Of consistent quality?
- Is binding secure and neat? Does binding allow the book/content to be viewed easily and pages protected?
- DIG** Is navigation intuitive and flexible? Do links work correctly?

Project Development (Creative process)



- Were the project's partial deadlines met? [note that daily, in-class crit grades are *separate* grades from this]
- Was analysis and concept development begun early? ...in time to assess a variety of possible solutions?
- Was time used well (or was much of the work rushed during the week before final submission?)
- Were *many* ideas and techniques explored? Were sketches, studies and layouts used to explore a wide variety of options?

Required Elements

▲ Outstanding ▲ Meets Objectives ▲ Weak

(Content included? Completed? Thoroughness and depth? Quality? Novelty or unexpected factors conveyed?)

• Subject Selection

- Is the subject an object that grew in nature?
- Are the subject's form forms, structures and surfaces *interesting* and varied?
- Is it small enough to study easily? ..available and portable?

• Pages, Experiences and Topics

***** Check off the particular pages/topics you have included. *****
Add notes on any additional content you included.

*** INT: Themed Interiors: Indicate which topics are introduced into the forms of your space ***

- Protective Plastic Cover – (for most comb-bound books)
- Cover Design – engaging? Introduce reader to content? Related to overall book design? Graphic impact?
- Table of Contents – complete and accurate?
- Textual Intro and/or Concept Statement – accurate description of the study to follow? Engaging?
- Views/ Graphic Intro – images accurately depicting all essential views and scale (3+).
- **Visual Elements: 2+ pages from these topics**
 - Line Study – edges/lines/alignments identified and emphasized? All significant linear features presented?
 - Shape Study – major shapes identified – both major and significant subordinate shapes? Shapes from several points of view?
 - Value Study – varied values of surface color/material depicted? Varied values due to form/mass depicted?
 - Texture Study – all textures explored and depicted? Texture exaggerated or amplified for best presentation? Internal textures?
 - Color – all colors depicted accurately? Color swatches/gradients of prominent colors included? Interior colors?
- **Visual Principles: 2+ pages from these topics**
 - Harmony, Unity, – Have major harmonies of form or structure been identified? (Are both similarities and differences made clear?)
 - Repetition, Rhythm – are repeating characteristics identified? (multiple features that are effectively identical)
 - Variety/Variation on a theme – Are distinctive traits of similar elements made clear?
 - Balance, Structure or Hierarchy – Has the organization of parts/units been clearly abstracted and conveyed?
 - Focal Point, Emphasis – Have elements that lead to and emphasize prominent features been depicted?
 - Range of Motion – are motions, rotations, range, joints and flexibility clear?
 - Golden Mean, Fibonacci – relevant aspects of golden ratio or Fibonacci series evident? Depicted well? Explained?
 - Stages of Growth – Has the sequence of growing, developing forms been expressed well?
 - Other Topics – _____
- **INT: Themed Interior:** Listing of formal traits incorporated into your space.
- **Thumbnails** [topics selected from the following; present 4+ ideas]
 - Brainstorm Applications – somewhat plausible, ways that the subject could be used in man-made forms, structures, machines, etc.
 - Similar Natural Forms – distinctly different, but formally similar plant or animal forms. Are similarities evident?
 - Existing Manmade Objects – is similarity between the existing object and (some aspect of) the subject made clear?
- **Essay on Romans 1** [Required]
 - Text & Essay – has the passage been thoughtfully explored and considered?
- **Credits/References/Endnotes** [IF you quoted text or restated ideas from others, or used images from web/books]
 - have image- and content sources been properly identified?
- **Digital Copy** (.jpg scans of book or screen dumps from digital nature studies)
 - All pages scanned at good quality (approx. 800x1000+ pixel, .jpeg format)
 - Well-shot, well-illuminated, frame filled, oriented well? Detail shots of special features/details in book?
 - Turned in via labeled CD or other.

Comments:

Final Project Grade: _____/100

note that Nature Study Project Development (completion of work at varied partial due dates) are separate grades.

Critique the other students' Nature Studies

Look over the other Nature Studies. Identify the studies that are especially strong and note what you find, below.

Which studies offer the most engaging and enjoyable overall reader/viewer experience?

- 1) Study Topic: _____ Designer: _____
- 2) Study Topic: _____ Designer: _____
- 3) Study Topic: _____ Designer: _____



(for #1) Describe what the designer has provided that contributes to that experience:

Which studies present the most informative and interesting content about the formal traits of their subject?

(that is, which study conveys *design-in-nature content* most effectively? Which studies do you best learn from?)

- 1) Study Topic: _____ Designer: _____
- 2) Study Topic: _____ Designer: _____
- 3) Study Topic: _____ Designer: _____



(for #1) Describe what the designer has done to communicate content well:

Which studies have the most impressive layout/format and overall presentation design?

- 1) Study Topic: _____ Designer: _____
- 2) Study Topic: _____ Designer: _____
- 3) Study Topic: _____ Designer: _____



(for #1) Describe what the designer has done to create both unity and variety throughout:

Which single page/board, of all the studies, is most impressive, most memorable, or most informative?

- 1) Study Topic: _____ Designer: _____ Page #/topic: _____
- 2) Study Topic: _____ Designer: _____ Page #/topic: _____
- 3) Study Topic: _____ Designer: _____ Page #/topic: _____

(for #1) Describe the features that enable this page to be superior:

Other than your own study, which nature study would you be most proud to call your own? (...if it were yours)

- 1) Study Topic: _____ Designer: _____

Why this one?