

Marking scheme				
Category	Null (0 Points)	Poor (1 Point)	Good (2 Points)	Excellent (3 Points)
Communications techniques	Summary not submitted	Summary submitted but lacks clarity or key sections	Summary mostly complete with clear goals, audience and key sections	Summary fully complete, clear, and demonstrates strong planning and insights
Sketch 1	Sketches not submitted	Sketches submitted but lacks detail or relevance	Clear sketches that reflect client ideas	Sketches well-developed, creative and clearly align with client goals
Sketch 2	Sketches not submitted	Sketches submitted but lacks detail or relevance	Clear sketches that reflect client ideas	Sketches well-developed, creative and clearly align with client goals
Client feedback	Client feedback not submitted	Client feedback submitted but vague or incomplete	Clear summary, notes or video/audio provided	Detailed feedback with throughout reflection and response
Screenshot of the Workspace	Screenshot not submitted	Screenshot with basic structure with no layer's panel	Screenshot with clear layout with most components	Screenshot well-structured, visually consistent, and aligned with the brief
Draft Poster Artboard 1	Draft not submitted	Draft with basic layout with minimal design elements	Clear design with placeholder content and structure	Visually engaging, well-organised, and clearly communicates design intent
Draft Poster Artboard 2	Draft not submitted	Draft with basic layout with minimal design elements	Clear design with placeholder content and structure	Visually engaging, well-organised, and clearly communicates design intent
Rationale	Rationale not submitted	Rationale submitted but lacks clarity or key sections	Rationale mostly complete with basic concepts and basic design principles reference	Rationale fully complete, clear, and demonstrates strong planning and insights