

Academic Year 2020–2021

FORMAT AND EVALUATION CRITERIA

DEGREE FINAL PROJECT

Graphic Itinerary

1. Format of the Final Project

Theme choice; project typology

The student shall freely choose the theme for its Final Project. If the student aims to have a positive evaluation it is essential to maintain coherence between the conceptual and the formal parts of the project.

Documents for the Final Project final defense and evaluation

The Final Project shall be submitted in both in physical and digital format.

A. Documents to submit in Physical Format

The student shall mandatorily submit the following documentation:

➤ **Final Project expository report**

The report shall explicitly include every conceptual aspect and every methodological, technical or other any other type of information considered necessary to draw the conclusions on which the formal design of the project (document stapled in DIN A4) is based. The essay on the description of the project shall be concise, synthetic, logically organized and the language shall be comprehensible and precise.

➤ **Graphic material**

The material that constitutes the project or the material that expresses its characteristics the best shall be submitted in the most suitable format (panels, audiovisual or web page format or in physical format -USB, CD-rom, DVD...- sketch-book, etc.) and following the tutor's instructions.

➤ **Scale models or prototypes**

Optional for graphic design students. The student shall also submit studio scale models, prototypes or other elements that, up to the student's criteria, may provide useful information about the project.

➤ **Summary of the project's report**

The summary shall take up a maximum of one COME 4 page (extension up to 720 characters, spaces included). The summary shall include the following information: project's title, name and surname of the student, specialty, academic year, call, and name of the institution.

➤ **Summary panel of the project**

5mm COME 1 (59,4 x 84cm) light-weight board panel, in vertical, that graphically summarizes the project. All identifying data shall be included in the following order: project's title, student's name and surname, itinerary, academic year, call, and name of the institution.

During the submission of the Final Project in physical format, AEAD will make sure that the student also submitted the documentation in digital format.

B. Documents to submit in Digital Format

The student shall also mandatorily submit all documentation in digital format before the submission of the physical project. The submission will be made through the Virtual Campus, through the virtual classroom of the subject in the corresponding task. The documentation shall be submitted in one single compressed file in *.zip format in the following way:

➤ **A Folder** containing: the most relevant documents that summarize the content of the Final Project (including the poster submitted in the 5 mm COME 1, 59,4 x 84cm, light-weight board panel for the Final Project), the entire report in PDF format, the summary of the project's report, the images in .jpg format.

➤ **A Folder** containing (at least) 4 representative images of the project in tiff format at 300 ppi, which may be used as a dissemination of said project.

➤ **A Folder** containing audiovisual material included in the Final Project: video, interactive, audio...

➤ **A Folder** that shall include a photographic record: the projects that propose a product or physical prototype that later the students will take home (for example: fashion collection, scale models, products, books, etc...), shall include a photographic register of said project for ESDI's archive.

Every document shall be sent in one single compressed file in *zip format, which will include: **surname and name**. The file can have a maximum weight of 2000MB in order to submit the presentation through the virtual campus. In the event that the student can't reduce the file size below 2000MB, the student shall submit a word file containing a link to a Google Drive folder entailed to ESDI's e-mail, that shall also include the project's title, the student's name and surname, itinerary, academic year, call, and name of the institution.

2. Evaluation Criteria

The evaluation of the Final Project will be based on the following parts:

1. Final Project guidelines and analysis

- Ability to ask the right questions, objectives, hypotheses. and justification of the proposal and briefing.
- Good speech structure. Appropriate use of written expression and orthography.
- Theme originality: innovation, actuality and risk.
- Ability to create a personal discourse from the analysis and the contributions of other authors. Bibliography.
- Possibility to create experiments, social and/or commercial proposals, always applying a design methodology.
- Study and analysis of inspirations.
- Critical view, conclusions.

2. Final Project formalization

- New decision making and adaptation to the original briefing.
- Coherence regarding the conclusions of the conceptual and methodological analysis.
- Ability to take risks and complexity of the project, position of social and cultural commitment.
- Awareness and stance with the historical period of the project.

3. Materiality

- Innovative ability of graphic language: complexity level of the formalization.
- Level of efficiency/sustainability/wit when solving specific or general problems of the design.
- Real viability of the product in the market.
- Coherent and justified use of the materials and chosen formats.

4. Project representation

- Care in the final formats, both in the design presentation and the report.
- Communication of the written proposal. Graphics, graphic unity.

5. Final project defense in front of a tribunal

- Oral communication of the design.
- Ability to summarize and select the most representative and remarkable material of the design.