

## INTRODUCTION

Component	Sophisticated	Competent	Not Yet Competent
<p><b>RESEARCH &amp; DESIGN</b></p> <p>Create foundation for research on individual concept as well as general topic</p>	<p>Thorough investigation and documentation of concept and theme in theory and practice as well as visual examples.</p>	<p>Basic research into concept and theme with a few visual examples.</p>	<p>Major lack in documentation of research and visual examples.</p>
<p><b>TEAM WORK</b></p> <p>Ability to function efficiently and respectfully with team members in allocating and conducting research.</p>	<p>Helped to divide up work amongst members of group. Completed assigned tasks effectively. Was polite and professional.</p>	<p>Offered no suggestions as to options for working. Completed tasks partially or incorrectly. Was respectful, but not professional.</p>	<p>Took no role in group discussions. Did not produce any work suitable for group standards. Was unprofessional or rude.</p>

## SCHEMATIC DESIGN

Component	Sophisticated	Competent	Not Yet Competent
<p><b>SPACES &amp; FURNISHINGS</b></p> <p>Examples of spaces and furniture representative of design concept.</p>	<p>Concept clearly documented visually through spaces, places, and things reflexive of design.</p>	<p>Visual documentation of design provided, but unclear intention of design as a whole.</p>	<p>Insufficient information obtained and therefore a total lack of design concept established.</p>

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<p>TYPICALS</p> <p>Scaled graphical representation of multiple options for space allocation within the parameters of the project.</p>	<p>Multiple options presented for more than one overall space plan. All plans in scale and easily read.</p>	<p>Only a couple of options presented. Scale incorrect at times. Plans not as neat as should be.</p>	<p>Minimal or no options provided. Work provided is not to scale and sloppy.</p>
<p>INSPIRATION BOARD</p> <p>Photo collage of design intent with representations of key areas/pieces as well as overarching themes.</p>	<p>Presented board with obvious overarching theme as well as all important items and ideas represented.</p>	<p>Board presented. But with confusing or unclear concept. Lacking key images to help convey theme.</p>	<p>Board severely incomplete or lacking all together.</p>
<p>HOTEL BRAND CONCEPT</p> <p>Basic concept for design and hotel established. Including the name, location, and clientele.</p>	<p>Strong identity for hotel brand and story. Apparent reflection between brand identity and inspiration board.</p>	<p>Identity options presented, but no one strong option stands out. Requires better connection between hotel and design.</p>	<p>Lack of identity for hotel. No apparent connection between brand and design.</p>

## DESIGN DEVELOPMENT

Component	Sophisticated	Competent	Not Yet Competent
<p><b>COMPRESSED DESIGN BOARD</b></p> <p>Collage board created with only actual items selected for space shown. Strong theme shown in professional manner.</p>	<p>Board created shows good overarching theme. Only items that are intended to be used in space are shown.</p>	<p>Board completed, but lacking or misrepresented materials shown. Untidy construction.</p>	<p>Board incomplete for lacking all together. Any board presented is sloppy.</p>
<p><b>PERSPECTIVE OPTIONS AND SKETCHES</b></p> <p>More than one perspective option presented with loose sketches to help understand the full potential of each option.</p>	<p>Two or more options provided. Both with sketches and key pieces mapped out in their proper location.</p>	<p>Only one option presented. Or option(s) presented lacking in sketches and lay out of space in perspective.</p>	<p>No options presented or those that are lacking greatly in information required.</p>
<p><b>FINALIZED HOTEL BRAND</b></p> <p>Finalized branding of hotel in line with final interior design concept.</p>	<p>Strong identity for hotel brand and story. Apparent reflection between brand identity and inspiration board.</p>	<p>Identity options presented, but no one strong option stands out. Requires better connection between hotel and design.</p>	<p>Lack of identity for hotel. No apparent connection between brand and design.</p>

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<p><b>PROJECT DESCRIPTION AND DETAILS</b></p> <p>Thorough but concise description of project. Goals, objectives, and implementation explained in detail.</p>	<p>Informative explanation of design goals and how achieved. Good use of expressive but succinct language.</p>	<p>Basic explanation of project fulfilled. Could use more work in use and/or brevity of language.</p>	<p>Major lack of important goals and/or objectives. Length of summary not in line with directions given.</p>
<p><b>MATERIALS SELECTION &amp; SPECIFICATION</b></p> <p>Full documentation of all selected materials for space. Images and samples of all specified good provided in proper manner.</p>	<p>Detailed supply list with all relevant imagery and samples provided. Professional and neat manner.</p>	<p>Merchandise list provided, with details. Images and samples sufficient, but not presented in the best manner possible.</p>	<p>Lacking documentation of many items on supply list. Imagery and samples provided are sub-standard at best.</p>
<p><b>PLANS</b></p> <p>Proper documentation of all required plans done Use of correct tools and techniques within the prescribed scale. Done in a neat and legible manner.</p>	<p>Requirements met with all details, labels, and notations. Displayed and documented in a professional manner.</p>	<p>All plans submitted with required components. Quality of work and attention to detail could use improvement.</p>	<p>Number of plans submitted do not meet minimum requirements. Work is sloppy and lacking in presentation.</p>

## FINAL PROJECT

Component	Sophisticated	Competent	Not Yet Competent
<p><b>BOARD PRESENTATION</b></p> <p>Visual presentation of design plans and details in cohesive and concept-reinforcing manner.</p>	<p>Design presented in a professional and interesting manner. Boards convey and reinforce intended design.</p>	<p>All required components presented in a manner the client understands. Could use refinement in presentation and theme.</p>	<p>Lacking in required details to communicate design effectively to client. Attention to detail is severely lacking.</p>
<p><b>PLANS</b></p> <p>Proper documentation of all required plans done Use of correct tools and techniques within the prescribed scale. Done in a neat and legible manner.</p>	<p>Requirements met with all details, labels, and notations. Displayed and documented in a professional manner.</p>	<p>All plans submitted with required components. Quality of work and attention to detail could use improvement.</p>	<p>Number of plans submitted do not meet minimum requirements. Work is sloppy and lacking in presentation.</p>
<p><b>PERSPECTIVE</b></p> <p>Hand drawn and rendered three-dimensional image in one-point perspective in a realistic, but artistic manner.</p>	<p>Beautifully illustrated representation of space in design. All proportions and shading correctly done.</p>	<p>Perspective conveys message to client of space shown. Lacking in details and proportions.</p>	<p>Perspective quality lacking to level that impedes conveying design to client.</p>

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<p><b>MATERIALS SELECTION &amp; SPECIFICATION</b></p> <p>Full documentation of all selected materials for space as well as images and/or samples of materials.</p>	<p>Detailed supply list with all relevant imagery and samples provided in professional and neat manner.</p>	<p>Merchandise list provided, with details. Images and samples sufficient. Not presented in the best manner possible.</p>	<p>Lacking documentation of many items on supply list. Imagery and samples provided are sub-standard at best.</p>
<p><b>ORAL PRESENTATION</b></p> <p>Designer communicates goals, implementation and details of design in clear and respectful manner with attention to audience.</p>	<p>Presentation given in calm and appropriate tone. Information supplied in concise but expressive language.</p>	<p>Design explained satisfactorily for audience to comprehend. Lacking in professional and/or artistic language.</p>	<p>Design not conveyed well enough for audience to understand. Lack of professionalism in speaking.</p>