



EVALUATION
ATD374 E-COMMERCE MARKETING

Criteria:

- 1-2 = Does not meet minimum expectations
- 3-4 = Meets minimal expectations – incomplete
- 5-6 = Average – complete
- 7-8 = High quality student work
- 9-10 = Excellent – meets professional standards

Elements for Evaluation

Mood Board:

- Does it accurately reflect the brand?
- Does it give information needed to drive the photo shoot & collateral?

Photo shoot:

- Was the student able to give clear art direction?
- Were the correct model(s) chosen to reflect the brand?
- Was the photographer the right choice for the brand?
- Were correct release forms prepared and signed?
- Was a work-for-hire contract prepared and signed?

Line Sheet:

- Are the line drawings clear with appropriate detail?
- Is the composition easy to follow?
- Does it include all information: Brand & line name, contact information, deliveries, style# & names, size run, fiber content, wholesale price?

Look Book:

- Do the photographs fit the concept and feel of the line?
- Are the layouts cohesive?
- Is the cover photo compelling and representative of the line?
- Did it translate well to on line?

Item	Possible Points	Score
Mood Board	10	
Art direction and photo shoot	10	
Line sheet	20	
Look book	20	
On-line presence	20	
Final presentation	10	
Attended all sessions (including photo shoot)	10	
Possible points	100	

