

	<p>Client says, "Yes! Print It!"</p> <p>A</p> <p><i>You get another project from the client. And he refers you to a friend of his.</i></p>	<p>Client likes it, but wants to see two more ideas</p> <p>B</p> <p><i>You finish this job, but you have to compete with another designer on his next project.</i></p>	<p>Client says, "I have seen this before. Are these your drawings?"</p> <p>C</p> <p><i>The client pays you for your time, but he has another designer do the job.</i></p>	<p>Client is going to have his nephew work on it</p> <p>F</p> <p><i>The client is asks you to leave. Word gets out that you don't know what you're doing.</i></p>
Originality, Concept	Very appealing and appetizing.	Client tries it for a month and then goes back to the old menu	Not sophisticated enough for the caliber of food & surroundings in the restaurant	Sloppy, bad graphics. Looks like his nephew did it. Boring.
Layout, Composition, Typography	Font chosen complements the layout. It is easy to find the menu items.	A few problems with type: tabs, sizes, kerning, spacing, italics. Can be fixed.	Too many fonts! Spelling errors, layout errors, missing sections.	Mistakes in text. Amateurish layout. Bad use of space.
Assignment Specifications Met	The entire menu is used. Logo is strategically placed more than once on the menu. Design is universally appealing and not gender biased.	The entire menu is used. Logo is strategically placed once on the menu. Design is age-appropriate but is "too violent".	A menu item is missing. Logo is very small. Client feels that design won't appeal to children.	You changed some of the dishes and left out others. You forgot the logo or did your own logo.
Completed Within Deadline	Deadline is met.	You are 10 minutes late to the meeting. (your work was turned in 1 day after the deadline)	You phoned and rescheduled the meeting for next week. (your work was turned in 2 days after the deadline)	You did not show up for the meeting and did not phone. (your work was turned in unfinished)
Technical Expertise	Adobe Acrobat (pdf) file is ready to go to the printers as is.	Some changes need to be made. Resolution issues, linking issues, font issues.	Layout does not fit the template format and therefore does not fold together correctly.	Upside down panels, etc. It is obvious that this was done in a hurry.

Judy's Favorite Rubric