

## Survey of Design and Media Art

### Article Summary and Critique Paper Guidelines

Every employer in the media arts requires good communication skills. Today most projects are completed as part of a team and teams communicate. It is important that as an aspiring media artist you learn to communicate effectively in written and spoken form. There are two types of writing assignments for this course. These are the article summary and the critique paper.

#### **Article Summary Guidelines (Week 3, Week 6)**

An article summary outlines the main points of an article. It demonstrates that you have read and understood an article's content. An article summary does not provide the author's opinion; it simply restates the contents of the article in the author's words.

Article summaries should be approximately **one page in length**, *typed in 12-point Times New Roman font, and double-spaced*. They should reflect an understanding of the article being reviewed. Students should choose articles of at least two magazine pages (or 3 printed HTML pages) in length. This guarantees that the student has enough material to discuss. Articles should come from industry and trade magazines. Ideal article topics should discuss current trends or estimates of future developments.

#### **Critique Paper Guidelines (Week 8, Week 11)**

A critique paper outlines the author's professional opinion of a work of art. It is the author's goal to identify the strengths or weaknesses of the artist's piece. A critique is an opinion, but it is an opinion supported by technical understanding, experience, and fact. In this course, the art analyzed should be a **commercial** work with an attributable business goals (e.g. marketing a new product or improving a brand). We will discuss the critique process in future classes.

Critique papers should be approximately **1 page in length**, *typed in 12-point Times New Roman font, and double-spaced*.

*Please remember that critique is an essential aspect of the media art professions. It is one of the primary methods of evaluation in our profession and a required skill of commercial artists.*

*All documents turned in for grading should have the student's name, course name, section number, assignment description, date and title listed on them. Cover pages are a nice way to present your work.*

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### The following describes how I will evaluate writing for this course:

**Grade: A**

The student demonstrated a clear understanding of the article or critique process. There were no obvious grammatical or spelling errors.

**Grade: B**

The student demonstrated some understanding of the article or critique process. Both obvious spelling and grammatical errors exist, or there are logical problems in the student's writing.

**Grade: C**

The student does demonstrate a minimal understanding of the article or critique process. There may also be grammatical errors, spelling errors, or other indications that the student did not spend adequate time and effort writing the document.

**Grade: D**

The student does not demonstrate an understanding of the article or critique process. Spelling and grammatical errors are obvious and demonstrate below average written communication skills for a college student.

**Grade: F**

Student did not hand the assignment in on time or failed to turn the assignment in at all. Documents not typed or not spell-checked may also receive this grade.

Please remember that the due dates for writing assignments are on the syllabus.

**You may not be reminded in class that a writing assignment is due.**

**It is your responsibility to complete assignments on time.**