

Final Part 3	Quality of writing	engaging, compelling, convincing, factual	Presentation	TOTAL	Quality of writing NOTES	engaging, compelling, convincing, factual	Presentation NOTES
1136	0.9	0.8	1.3	3.00	75.0%	I really wish I could read this since it looks visually interesting. (Reprint and re-submit?) As-is, it is too thin to make much sense of.	Interesting 2 page white on black design. Hard to read, but compelling nonetheless. Cannot tell if oval text boxes are meant to be speech bubbles. Not sure prospective client/employer would understand it.
1145	1	1.45	1.23	3.68	92.0%	Very convincing use of examples to show creative and technical leadership.	3 pages; first page is collage on top of large image from project of mockup of public space. Colored letters key to items on text-only second and third pages. Graphically hard to follow. Textual presentation is quite nice with understated colors and fonts. Color-coding does not work well on first page but very well in text sections. Just wish that reader did not have to flip back-and-forth between illustration and text.
1281	1	1.35	1.17	3.52	88.0%	Makes an argument for "XXX, the Organizer" using examples from journal homework, and final part 2. A bit thin, but thoughtful.	Illustrated essay style. No subheadings. Text is more than double spaced.
1288	1	1.5	1.17	3.67	91.8%	Selected bits of wisdom from class adds up to interesting person. Best of the essay-style approaches	text-only style. Subheds and bullet points.
1293	0.9	1.2	1.2	3.30	82.5%	Not enough text to make argument convincing although gets across memorable aspects.	Simple 4 page layout; one idea + image. No explanatory text. Good progression of ideas ending on picture of author. Fonts and colors could use work.
1306				0.00	0.00		
1324	0.8	1.1	1.25	3.15	78.8%	a few odd typos that could have been easily caught	Colors, fonts, and layout of early HTML website. Odd mix of cursive headings and Times text blocks. Green-on-green blocks. Screen-shot images hard to see.
1337	1	1.5	1.45	3.95	98.8%	Uses one example per page to illustrate multiple skills and creativity.; bullet list skills reinforce this. Great job.	2 page left sidebar layout. Each side features a different project. Good conversation starter. Left sidebar has wavy border with main area -- could be more wavy. Where is contact info?
1351	1	1.45	1.5	3.95	98.8%	You're hired. This is well-balanced and economical use of text to make and support argument about your qualifications. I wanted to read every bit of it.	Crisp, professional layout. "Design, Developer, Professional" repeated on both sides and reinforced with numbers. Horizontal layout; 3 column grid. Tied for best presentation.
1370	1	1.48	1.47	3.95	98.8%	Promotional style. Nicely "argued" with examples of accomplishments rather than projects.	Dense, colorful 4 page layout. No grid. "I learn passionately" and "I Think Differently" should be even larger. Photo is fuzzy and oval frame should be circular to match other imagery. Epigram in calligraphic script should have been smaller, but with more aggressive italicization.
1388	0.95	1.3	1.2	3.45	86.3%	some wording could be much smoother.	2 page illustrated essay-style layout. Black-on-blue text hard to read. Font choice seems to be default Word font. Use of blue background does make illustrations jump out.
1395				0.00	0.0%		
1439	0.95	1.3	1.46	3.71	92.8%	A few wordy sentences	Tri-fold 2 page design. Font nicely scaled to smaller format. Meant to read -- and probably would be by prospective client/employer. Cartoons in first column of back (inside) page work very well. Design and implementation images, not so well.
1759	0.9	0.8	1.25	2.95	73.8%	cryptic words floating around on the pages	2 page layout with floating outline fonts of course keywords with a few disconnected images. Graphically difficult to know where to look.
1765				0.00	0.0%		
1778	1	1.3	1.14	3.44	86.0%	Summarizes the class project process. Could be more compelling.	Illustrated essay style presentation; no subheads. First page is more or less blank, but is labelled "intro page". Ends as though it were a letter.

1806	1	1.5	1.5	4.00	100.0%		You're hired. I really wanted to read everything. Felt like I got a lot of detail.	Visually exciting. Dense. Each of 4 pages different, but clearly from same hand. (Only last page is a bit pedestrian with picture and big block of text.) Tied for best presentation.
1815	0.9	1.2	1.45	3.55	88.8%	a few odd wordings	Bullet-point only style, but nicely organized so it makes sense. But it lacks any examples to back-up argument.	Nice repeating and connected double helix theme - "DNA" of person's IA abilities. The black text on dark blue background is a bit hard to read. Could use a few examples of work.
1831	1	1.35	1.38	3.73	93.3%		Minimalist approach needs a bit more care in developing the text. It is nearly "there".	2 page Hokie-colored 1-over-1 layout on both pages. Line drawing images on large field of red or orange works well. Not quite enough text devoted to explaining images; no contact information.
1835				0.00	0.0%			MISSING
1840	1	1.3	1.25	3.55	88.8%		Uses enumeration of contributions to project to support claims. Temporal sequence organization, not one emphasizing one skill over others.	Modified essay style. Minimalist design. Mostly b/w with color only to highlight terms. Very nice although not particularly compelling.
1853	1	1.45	1.47	3.92	98.0%		Would be a great person to employ. Comes off as well-rounded IA person with plausible examples. Would be better with more detail about projects.	Interesting 2 page horizontal layout. Front uses herring-bone timeline to grab attention; should be bigger. Text under headings a bit too small. Back page 4 column grid works well, but font size is still a problem; would be perfect otherwise.
1900	0.9	1.35	1.48	3.73	93.3%	Text boxes have redundant content.	Direct and to the point. First page is stronger than second. Examples need more specificity about skills developed.	Simple 2 page layout; front page has well-balanced white space emphasizing IA and summarizes abilities and experience. Second page has nice 2x2 grid but could be punchier; why show McBryde?
2021	1	1.25	1.16	3.41	85.3%		Summarizes the class project process. Could be more compelling. Makes an argument for hiring based on skills learned and demonstrated in class. Uses examples from XML Shakespeare HW, Dissection/decon HW, and the project. Provides an honest and modest account as contributing team-player.	Illustrated essay style. No images on first page.
2027	1	1.32	1.16	3.48	87.0%			Illustrated essay style layout. For some reason, different font spacing in "Background" section that rest of brochure. No images on first page.
2029	0.85	1.5	1.45	3.80	95.0%	a few typos; some sentences are not.	Nicely specific about broad set of skills that add up to compelling sounding IA person.	Brochure-like 3 page design. Color with VT logo is confusing -- is this a VT publication? Second page is weakest element; could have been re-worked into front of 2 page layout. Third page is strongest Nice pairing of alternating left/right images; headings and text blocks are veery well balanced. Categories of skills and qualities are ones an employer/client would be looking for.
2075	0.85	1.4	1.4	3.65	91.3%	a few typos. Unfortunately, they are in prominent locations.	Nicely argued and presented. Mentioning iPhone app as afterthought seems like a strategic error.	Very professional looking. Name is missing, however.
2123	0.7	1.3	1.15	2.15	53.8%		Summarizes the class project process. Could be more compelling.	Illustrated essay style presentation; no subheads. LATE.
2131	1	1.35	1.1	3.45	86.3%		Bullets on first page explicated on second and third pages. Well organized, argued, and supported by examples.	White-on-green 3 page layout. First page has bullet-points with unexplained pictures. Second and third pages paragraph and bulleted text only. Graphics detracts from message which could be quite strong.
2181	0.9	1.19	1.35	3.44	86.0%	a couple of typos.	Examples are clear, but the connection to the bullet points is not strong. Why are they called "IA principles" rather than "Skills" or "Expertise"?	Tabloid layout. Would make good poster for conference. Lots of topics. Font choice for title is weak. Text arguing for hire is smaller than examples -- should be other way round. Separate elements of layout do not work together.
2261	1	1.3	1.18	3.48	87.0%		Promotional tone. Refers to author in third person. Uses XML Shakespeare and project to argue for technical and process competency and some personal initiative.	2 page layout; first page is name and only images from class that are hard to understand. Second page is text only with only one heading.
2263	1	1.16	1.16	3.32	83.0%		Each page represents different project: XML Shakespeare, decon HW, and concept phase of project. Not clear what the organization is. That is, what do the various sections add up to? Also, a bit thin.	Interesting use of Powerpoint heading on 3 page layout. Text is triple-spaced Times which should have instead been arranged into tight blocks. Images on first page unclear. Third page is strongest and should have been first page.