

	Excellent (A)	Above Average (B)	Average (C)	Below Average (D)	Unsatisfactory (F)
Creativity of Concept (30 pts. possible)	The concept is original and interesting. It seamlessly integrates the text and the book form. (27-30 pts)	The concept is interesting, and integrates the text and the book form well. (24-26 pts.)	The concept is interesting. It attempts to integrate the text and the book form. (21-23 pts)	The concept is similar to previous works, but attempts to diverge in some way. The text and book form are not well connected. (18-20 pts.)	The concept is neither original nor interesting. The text and book form seem disparate and have no apparent connection. (0-17 pts.)
Technical Execution / Craftsmanship (30 pts. possible)	The books are well constructed with no apparent flaws. (14-15 pts.)	The books are well constructed with only minor surface flaws. (12-13 pts.)	The books are of decent quality with some minor surface and construction flaws. (11 pts.)	The book shows some attempt at quality, but has substantial surface and construction flaws. (9-10 pts.)	The books show no attempt at quality and have major surface and construction flaws. (0-8 pts.)
Difficulty of Concept/Effort (15 pts. possible)	The concept is clearly a challenge to the student, and demands a great deal of effort to imagine and construct. (14-15 pts.)	The concept seems to challenge the student and demands substantial effort to imagine and construct. (12-13 pts.)	The concept (11 pts.)	The concept presents no challenge to the student, but may have required some small effort to construct. (9-10 pts.)	The concept presents no challenge to the student and demanded no effort to imagine and construct. (0-8 pts.)
Exploration of the book form (15 pts. possible)	The student skillfully expands upon the chosen form and uses it in an innovative that emphasizes and expands upon the content. (14-15 pts.)	The student attempts to expand upon the form and uses it in a way that emphasizes and expands upon the content. (12-13 pts.)	The student shows some attempt at expanding the form, though it may not emphasize or expand upon the content. (11 pts.)	The student slightly expands upon the form, but this does not emphasize or expand upon the content. (9-10 pts.)	The student has done nothing to expand upon the form or use it in a way that emphasizes and expands upon the content. (0-8 pts.)
Required Elements (5 pts. possible)	The student has included, intentionally and skillfully, all 5 of the required elements. (5 pts.)	The student has intentionally and skillfully included at least 4/5 required elements. (4 pts.)	The student has included at least 3/5 required elements. They are clearly not an afterthought. (3 pts.)	The student has included at least 2/5 required elements. (2 pts.)	The student has included 0-1 of the required elements, or the elements seem to have been tacked on as an afterthought. (0-1 pts.)
Reflection (completion and quality) (5 pts. possible)	The reflection is thoughtful, has addressed all the required points, and fully explains the process of creating the book as well as the intended concept/effect of the book. (5 pts.)	The reflection is thoughtful and complete and does a good job of explaining the process and idea behind the book.(4 pts.)	The reflection is complete and attempts to explain the idea behind the book. (3 pts.)	The reflection attempts to explain the idea behind the book and addresses some of the required points. (2 pts.)	The reflection is incomplete. (0-1 pts.)
Total: /100 points					

Note: If you submit fewer than 10 books, you will lose 10 points per missing book.