

Scrapbook Assignment: Midterm

Total received out of 130: _____ = _____/15

Name: _____

Component	Points received	Points possible	Problems: (a=grammar/coherence, b=terminology, c=effort, d=citations)
Ways of Seeing I: Original Art		10	
Ways of Seeing II: Men and Women		10	
Gestalt		10	
Image, Western Culture		10	
Light, Symbolism		10	
Sight, Media Representations		10	
Visual Cues		10	
Advertising Social Causes		10	
Stereotypes, Business-related Media		10	
Technical, Production Values		10	
Opening memorandum		15	
Overall aesthetics		15	