**Social Media Art Project**

**Evaluation Checklist**

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| **Category**  | **Comment** | **Level** |
| **Creativity** in design and concept |  | **-1-2-3-4-** |
| Understanding **personal brand style** by highlighting key messages |  | **-1-2-3-4-** |
| **Knowledge of software** and digital design techniques |  | **-1-2-3-4-** |
| **Overall aesthetic** (cool factor) |  | **-1-2-3-4-** |

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