

TRƯỜNG ĐẠI HỌC VĂN LANG
ĐƠN VỊ: KHOA THƯƠNG MẠI

ĐỀ THI/ĐỀ BÀI, RUBRIC VÀ THANG ĐIỂM
THI KẾT THÚC HỌC PHẦN
Học kỳ 1, năm học 2024-2025

I. Thông tin chung

Tên học phần:	Thiết kế ứng dụng trong Marketing		
Mã học phần:	72MRKT40133	Số tín chỉ:	3
Mã nhóm lớp học phần:	241_ 72MRKT40133_01		
Hình thức thi: Đồ án	Thời gian làm bài:	7	ngày
<input checked="" type="checkbox"/> GV giao đề bài trong thời gian giảng dạy lớp học phần		<input type="checkbox"/> TT. Khảo thí thiết lập và giao đề bài trên hệ thống thi CTE theo lịch thi Phòng Đào tạo công bố	
<input type="checkbox"/> Cá nhân	<input checked="" type="checkbox"/> Nhóm	Số SV/nhóm:	10
Quy cách đặt tên file	241_ 72MRKT40133_01_Group Name_Final		

Giảng viên nộp đề thi, đáp án bao gồm cả **Lần 1 và Lần 2 trước ngày 17/11/2024.**

1. Formatting Guide

- Assignment total length should be within 30 slides PowerPoint ($\pm 10\%$) and a Word Documents of no more than 7000 words
- Individuals submit a soft copy of your finished work at the end of the semester. The soft copy should be submitted through the CTE website of VLU and on the E-learning system.
- This is a group assignment.

2. Sending Assignment Cover Sheet

After approving the assignment cover sheet, answers/rubric, the Head of Department/ the send assignment cover sheet to Trung Tam Khao Thi via email khaothivanlang@gmail.com including Word and Pdf files (compress and set a password for the compressed file) + messaging + naming via tel no. **0918.01.03.09** (Phan Nhật Linh).

II. Intended Course Learning Outcomes Assessed

CLO	CLO Details	Assessment Methods	CLO weight in assessment component (%)	Question No.	Maximum Grade	Matching PLO/PI
(1)	(2)	(3)	(4)	(5)	(6)	(7)
CLO1	Build and implement the brand identity design process	Group Project (with Presentation)	20%	1	2	PI 3.1
CLO3	Design a simple Logo on the computer using Adobe Illustrator software	Group Project (with Presentation)	20%	1	2	PI 5.2
CLO4	Design media publications to communicate a message using Adobe Illustrator or Canva software	Group Project (with Presentation)	60%	1	6	PI 6.1,A

III. Assignment Requirement

1. Topic Context:

Student groups must print and present their product in class during the final session (session 12) and submit a soft copy (PDF file) of the product design images to the CTE system within 14 days after the course ends.

The student group is tasked with designing an A3-sized Poster and a business card (5.3x8cm or 5.4x9cm) for the company previously selected by the group.

2. Style and Formatting Guide

In-Class Presentation: Students must print the product following the standard specifications for the business card and the A3-sized poster.

Soft Copy Submission:

- For the Logo: Students must submit files for “Brief,” “Moodboard,” and “Brand Guidelines” in Adobe PDF (.pdf) format.

- For the Business Card and Poster: Students must submit files titled “Business Card Design” and “Poster Design” in Adobe PDF (.pdf) format.

3. Grading and Rubric

Criteria	Weight (%)	<i>Excellent (100%)</i>	<i>Good (75%)</i>	<i>Fair (50%)</i>	<i>Poor (25%)</i>	<i>Failed (0%)</i>
Aesthetic Quality	30	Effectively combines layout, colors, and maintains brand identity characteristics	Maintains logo brand identity but lacks creative ideas	Brand identity signals are unclear and not creative	Does not showcase brand identity characteristics	Not completed
Applicability	30	Easily applicable in various designs	Usable in design but requires adjustments	Usable only partially	Not usable	Not completed
Presentation Quality	10	Meets all specified format requirements		Does not meet specified format requirements		Not completed
Technical Requirements	30	Good use of software for designs: clean edges, no pixelation, correct file export, correct CMYK/RGB color system, correct dimensions for each communication product as specified		Poor use of software: uneven edges, pixelation, incorrect file export, incorrect CMYK/RGB color system, incorrect product dimensions as specified		Not completed

Internal Verifier

Ho Chi Minh City, 10th November 2024

Lecturer



PhD. Trần Nguyễn Hải Ngân



Nguyễn Hoàng Khôi