

Name:

# GRAPHIC DESIGN RUBRIC

Be sure to follow the rubric thoroughly as you will have the first 5 minutes to review it and then the rest of the hour to do the assessed piece

Assessed Submitted Graphic Piece				
Done on either Photoshop or Illustrator or Gimp	4pts	3pts	2pts	1-0pts
<b>Design and Composition</b> (Principles of design are) Balance, Emphasis, Movement, Pattern, Repetition, Proportion, Rhythm, Unity.)	Has a good use of the Principles of design and is aesthetically pleasing and places all objects in a creative and/or fun way principles of art are used	Used some of the principles of design but they didn't add that much to your work and it is mildly aesthetically pleasing some principles of art are used	Used some of your principles of design and was not working Some or little principles of art are used	These didn't really add anything to any of your work and were really not aesthetically pleasing. No principles of art are used
<b>Spelling/ Grammar</b>	Everything is spelled right/ Correct grammar is used	1-2 mistakes	3-4 mistakes	5 or more
<b>Graphic relevance</b> When adding graphics you may draw more elements, when using Illustrator remember to embed the image into the illustrator document. Elements of Art and design are) Line, Shape, Form, Color, Texture, Space, and Value	Your graphics add to your overall message as to why a person would look at this? Elements of art and design are used effectively and clearly. <b>(Worth 5 points).</b>	Some of the graphics add to the overall message some Elements of art and design are used effectively and clearly	Barely any of the graphics add to the overall message. Elements of art and design are barely used effectively	None of the graphics add to this design. Elements of art and design are not used effectively or clearly
<b>Color choices</b> (color principles include color wheel theory complimentary, analogous, hue, etc.)	All the colors related to the graphic and gave some sort of relationship of the color wheel.	Some of the colors could related to the piece a little more	Most of the colors did not relate to the graphics or add any aesthetics to the piece	All of the chosen colors did not provide or add any relevance to the piece.
<b>Layers</b>	All of your layers are labeled as what they pertain to.	You are missing 1 layer names	You are missing 2 layer names	You are missing more than 2 layer labels or there are no layers displayed on the assessed piece
(You may use Adobe Photoshop or Illustrator or Gimp) Use of Illustrator or Photoshop and finished the piece	You actively used at least 2 tools and palates as well making sure all the text flowed well with the graphic relevance of the piece	You used 2 different tools and palates. Started to really design but some the text wasn't quite relevant to the graphic piece	You used a tool and 1 palate. Some of the text was definitely not relevant	You used a tool, it was obvious that you didn't use any other area of Photoshop or Illustrator. Nothing about your piece was relevant to the assignment