

Name: _____

Assessor Use Only | Templates Intact? __

Total Score: __ /40

GRAPHIC DESIGN RUBRIC

40 pts.

Be sure to follow the rubric thoroughly.

You will have the first 5 minutes to review it and then the rest of the hour to design the assessed piece.

You may choose between using Adobe Illustrator, Adobe Photoshop, or GIMP for this assessment.

If you delete any of the templates it's an automatic 10 points off.

	Effective- 5 pts	Adequate- 4 pts	Approaching- 2pts	Below Standard- opt
Design and Composition <i>Worth 10 points (raw score x2)</i> <i>The principles of design are balance, emphasis, movement, pattern, repetition, proportion, rhythm, and unity.</i>	The design demonstrates an exceptional understanding of the principles of design, is aesthetically pleasing, and contains objects placed in a creative and/or fun way.	The design demonstrates an adequate understanding of the principles of design and/or the use of them didn't add that much to your work. The design is mildly aesthetically pleasing.	The design demonstrates a basic working understanding of the principles of design and/or the attempted use of them subtracted from the work. The design choices made took away from the aesthetics of the piece.	The design does not demonstrate an understanding of the principles of design and/or the design choices severely lacked a sense of aesthetics.
Mechanics <i>Spelling and Grammar</i>	The design is free of spelling or grammatical errors. Clear attention to detail is present.	The design contains a few spelling or grammatical errors but those errors don't necessarily distract from the design. Adequate attention to detail is present.	The design contains a few spelling or grammatical errors and those errors distract from the design. Weak attention to detail is present.	The design contains many spelling or grammatical errors and those errors severely distract from the design. There is a severe lack of attention to detail.
Graphic Relevance <i>Worth 10 points (raw score x2)</i> <i>The elements of design are line, shape, form, color, texture, space, and value.</i>	The graphics effectively grab the attention of the audience, are effectively composed using the elements of design, and fit with the rest of the piece. All graphics submitted are created by you and you created at <u>least 1 new graphic</u> that wasn't already provided.	The graphics adequately grab the attention of the audience, are adequately composed using the elements of design, and/or mostly fit with the rest of the piece. All graphics submitted are created by you and you created at <u>least 1 new graphic</u> that wasn't already provided.	The graphics distract from the design, are weakly composed using the elements of design, and/or loosely fit with the rest of the piece. All graphics submitted are created by you and you created at <u>least 1 new graphic</u> that wasn't already provided.	The graphics severely distract from the design, are not composed using the elements of design, and/or do not fit with the rest of the piece. OR There are no new graphics or the graphics are not created by you.
Color choices <i>Color principles include color wheel theory, complimentary, analogous, hue, etc.</i>	The design clearly and effectively demonstrates an exceptional understanding of color principles, a clear color scheme is present, and all of the colors add to the design.	The design adequately demonstrates an understanding of color principles, a color scheme is present, and/or most of the colors add to the design.	The design demonstrates a basic working understanding of color principles, it is difficult to distinguish a unified color scheme, and/or the colors distract from the design.	The design does not demonstrate an understanding of color principles, a color scheme is not present, and/or the colors severely distract from the design.
Layers <i>On Adobe Photoshop, Adobe Illustrator, or GIMP</i>	All of the layers are labeled and clearly and concisely express what is on the layer.	Most of the layers are labeled and/or the labels adequately express what is on the layer.	Many of the layers are not labeled and/or the labels make it hard to distinguish what is on each layer.	None of the layers are labeled, the labels do not relate what is on each later, and/or the design does not contain separate layers for different elements.
Use of Illustrator, Photoshop, or GIMP and Final Submission <i>Submission Formats</i> <i>-Adobe Photoshop: PSD</i> <i>-Adobe Illustrator: PDF</i> <i>-GIMP: XCF</i>	The design demonstrates an effective use of at least two different tools and/or panels in the program. All of the typography effectively relates to the graphics of the piece. The design is submitted in the appropriate format and effectively completes the prompt.	The design demonstrates an adequate use of at least two different tools and panels in the program and/or all of the typography adequately relates to the graphics of the piece. The design is submitted in the appropriate format and adequately completes the prompt.	The design does not demonstrate an adequate use of at least two different tools and panels in the program and/or not all of the typography relates to the graphics of the piece. The design is submitted in the appropriate format and attempts to complete the prompt.	The designer only used one tool to compose the piece, none of the typography relates to the graphics of the piece, and/or the design is not submitted in the appropriate format and does not complete the prompt.