

Graphic Design Rubric

Category	20 points	16 points	12 points	8 points
Use of Class Time	Used time well during each class period. Focused on getting the project done and ever distracted others	Used time well during each class period. Usually focused on getting the project done and never distracted others.	Used some of the time well during each class period. There was some focus on getting the project done but occasionally distracted others.	Did not use class time to focus on the project OR often distracted others
Graphics Clarity	Graphics are used effectively and have strong impact on the total design.	Most graphics are used and generally have an impact on the message of the design	Most graphics are focused on the message of the design project, but could have been used more effectively by virtue of size or location, rhythm, etc.	Graphics fail to convey the meaning of the design project and there is a lack of understanding demonstrated by poor sizing or placement.
Graphics Originality	The graphics and text used on the design project reflect a exceptional degree of student creativity in their creation and/or display.	The graphics and text used on the design project reflect student creativity in their creation and/or display	The graphics and text used by the student, but are based on the designs or ideas of others and don't demonstrate original ideas	Graphics and text do not demonstrate any original thought or creativity
Design Attractiveness	The design project is exceptionally attractive in terms of design, layout, neatness, dominance, rhythm, size, etc.	The design project is attractive in terms of design, layout and neatness and demonstrate an understanding of the use of design tools.	The design project is acceptably attractive though it may be a bit disorganized and does not demonstrate a clear understanding of layout: dominance, size, rhythm, balance, etc	The design project is distractingly cluttered or devoid of necessary elements and very poorly designed. It is not attractive.
Graphics Relevance	All graphics are related to the topic and make it easier to understand. All borrowed graphics have a source citation.	All graphics are related to the topic and most make it easier to understand. All borrowed graphics have a source citation	All graphics relate to the topic. Most borrowed graphics have a source citation.	Graphics do not relate to the topic OR several borrowed graphics do not have a source citation.