

## GRAPHICS DESIGN RUBRIC

<b>OUTCOME</b>	<b>Unacceptable 0</b>	<b>Not yet acceptable 1</b>	<b>Acceptable 2</b>	<b>Exemplary 3</b>	<b>Sub Totals</b>	<b>TOTALS</b>
Student can adequately apply principles of good design and layout in producing a required graphic design project	Did not use proper spacing, fonts, graphic placement or color use. Grammar, spelling, eye movement and legibility are poor.	Spacing, fonts, and graphic placement are suitable but grammar, spelling, legibility, and concern for eye movement are ignored.	All aspects of design are followed but one or more aspects are neglected or done poorly, such as spelling, fonts or graphic placement	All aspects of design are followed and used properly. Design is pleasing in all aspects to the eye, its movement and expression of subject matter.		
Student project is suitable for entry into State Contest or Expo following their entry guidelines	Parameters for entry are not followed at all.	Violations in guidelines and parameters but are able to be corrected.	No violations in any guidelines or parameters as stated.	No violations in any guidelines or parameters as stated. Project is one of top three in class		
Students will show proof of need or desire for project design.	No proof given to show any desire for product/design produced.	Has support of friends and family for desire of product but no written proof.	Has sited sources from internet and local newspapers as to need or want of product.	Has sited sources from internet, local newspapers, order for product, request for product, etc as to need or want.		
Students will be able to identify a career associated with graphic design.	No presentation given.	Written report on one career in graphics given. No specifics as to salary, schooling, etc. given.	PowerPoint presentation presented to class about specific graphic design related career. Specifics as to skills needed and training not given.	PowerPoint presentation presented to class about specific graphic design related career. Salary, schooling, training, job duties, occupational outlook, number employed, companies employing, etc are sited in presentation.		