1.02 Design Project Rubric

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| --- | --- | --- | --- | --- | --- |
| **Evaluation Item** | **Not Demonstrated** | **Does Not Meet Expectations** | **Meets Expectations** | **Exceeds Expectations** | **Points Earned** |
| **Content** | | | | | |
| Output effectively meets goals of the project. | 0 | 1 | 2 | 3 |  |
| Content appropriately addresses the intended target audience | 0 | 1 | 2 | 3 |  |
| All pieces show a cohesive tie to one another | 0 | 1 | 2 | 3 |  |
| Clear connection to theme throughout materials | 0 | 1 | 2 | 3 |  |
| Included all information required in project instructions | 0 | 1 | 2 | 3 |  |
| **Use of Software Features** | | | | | |
| Appropriate font selection an application including size, spacing, typeface, etc. | 0 | 1 | 2 | 3 |  |
| Effective use of design principles and elements | 0 | 1 | 2 | 3 |  |
| Appropriate use of technology to enhance design and accomplish project goals | 0 | 1 | 2 | 3 |  |
| **Layout** | | | | | |
| Effective use of margins, columns, and white space | 0 | 1 | 2 | 3 |  |
| Evidence of visual hierarchy to enhance readability | 0 | 1 | 2 | 3 |  |
| Overall design impact is appealing and relates to target audience | 0 | 1 | 2 | 3 |  |
| **Subtotal Points out of 33** | | | | |  |
| **SCORE 100 Max.** | | | | |  |
| **Production Penalty:** Deduct two (2) points for each spelling, grammatical, capitalization, or typographical error | | | | |  |
| **FINAL SCORE** | | | | |  |