Student Name: _____ Period: _____ DUE DATE: _____ #_____

PACKAGE DESIGN RUBRIC

Directions:
• *Fill out the top section and Student Section of the rubric then attach to the front of your designs.*

Student Section:
• Once the project is complete, write the number of points you think you earned in each category in the column labeled "Student".
• This self-assessment portion will allow you the opportunity to make alterations to your design for the best score possible before submitting the project .

Scoring Rubric:

Section One	1-Developing	2-Promising	3-Accomplished	4-Exemplary	Student	Instructor
Thumbnail Sketches	•Thumbnails were not drawn correctly or had no detail •Some thumbnails were missing or incomplete •Approval was not obtained before composite	•Few thumbnails were completed or were lacking in detail •Approval was not obtained before composite •Student demonstrated little creativity or the format was incorrect.	•Thumbnails were creative but needed a little more detail •Format was correct •Approval was not obtained before composite	•Thumbnails were creative and fully developed •Format was correct •Approval was obtained before composite		
Rough Layout	•Little detail and missing information •Incorrect format or size •Margins are incorrect size or missing completely •Bleeds are not identified	•Detail is provided but there may be some information missing •Format and size are correct •Margins are incorrect or missing completely •Bleeds are not identified	•Detail and information provided is correct •Format is correct •Size is correct •Bleed areas are identified •Margins are incorrect	•Detail and information provided is fully developed •Format is correct •Size and margins are correct •All bleed settings are identified		
Camera Ready •Layout •Design •Visual Appeal	•Package is missing information •Text is too small or difficult to read •Graphic elements seem randomly chosen, are of low quality (resolution) or are distracting •Little evidence of visual appeal or originality	•Text is somewhat difficult to read •The style of the font and layout are acceptable •Graphic elements are of good quality (resolution) and in the correction position •Demonstrated basic design but lacks composition	•Text is easy to read •Layout is acceptable •Graphic elements are appropriate size, position, and of good to high quality (resolution) •Design is original	•Package is orderly and the text is easy to read •Design is creative and fully developed with correct contact information •Graphic elements are appropriate size, color, in the correct position, and of high quality (resolution)		
Camera Ready •Format •Output •Technical Skill	•Printer's marks/bleed settings are missing where needed •Format and/or margins are incorrect •Little knowledge of tools	•Printer's marks/bleed settings are missing where needed •Format is correct •Margins are correct •Adequate knowledge of tools	•Printer's marks/bleed settings are missing where/ if needed •Format is correct •Margins are correct •Working knowledge of tools	•Printer's marks/bleed settings are present where appropriate •Format and margins are correct •Full knowledge of tools		
Spelling & Punctuation	•There are more than 5 spelling or punctuation errors	•There are 4-5 spelling or punctuation errors	•There are 1-3 spelling or punctuation errors	•There are no spelling or punctuation errors		

Comments: | | | | **Total:** | | |