

Please fill out this form and attach to the front of your designs.

Graphics & Design

Magazine Ad Project Rubric

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

Directions:

Once you have completed the project, take a minute to look back over each category in the scoring rubric below. The rubric is designed so that you are able to self-assess your work based on scoring criteria and to give you the opportunity to make alterations to your design for the best score possible before submitting the project to your instructor.

Student Section:

When you feel your design is complete, write the number of points you think you earned in each category in the column labeled "Student". Then attach this sheet to the front of your design and turn the entire packet in for grading.

Scoring Rubric:	1 -Developing	2 - Promising	3-Accomplished	4 - Exemplary	Student	Instructor
Document Format •Margins •Layout •File Format •Preflight	File not saved in correct location. File format was incorrect.	File saved in designated location but file format <i>and</i> document setup are incorrect with major errors in formatting.	File saved in designated location and file format is appropriate for output <i>but</i> document setup is incorrect with errors in formatting.	File saved in designated location, file format is appropriate for output <i>and</i> document setup correct.		
Preparation •Thumbnail Sketches •Rough Layout •Preliminary Designs •Creativity	Six thumbnails <i>and</i> one final layout were not drawn or approved by instructor before composite on computer.	Few thumbnails were completed <i>and</i> the final layout was not approved by instructor before composite. Student did not continue with chosen thumbnail design <i>or</i> demonstrated little creativity.	Six thumbnails <i>and</i> one final layout were creative but student did not get approval by instructor before composite <i>or</i> did not continue with chosen thumbnail design.	Six thumbnails <i>and</i> one final layout were creative <i>and</i> approved by instructor before composite on computer. One thumbnail selected and fully developed.		
Use of Software •Technical Skill	Student demonstrates minimal knowledge of tools. Student used tools inappropriately.	Student demonstrates adequate knowledge of tools but could use additional practice.	Student demonstrates working knowledge of tools but could use additional practice.	Student demonstrates full knowledge of the approved tools.		
Design •Elements of Design •Principles of Design •Visual Appeal •Originality	Artwork does not reflect an understanding of elements and principles of design. There is little evidence of originality or visual appeal with multiple mistakes.	Design could use some additional work. Student demonstrated a basic understanding of elements/principles of design. Artwork is lacking in composition or legibility with 3-4 visible mistakes.	Design is satisfactory. Student applied principles of design by using one or more elements effectively. Artwork demonstrates originality and legibility with only 1-2 minor visible mistakes.	Design is extremely creative and unique. Student applied elements/principles of design with maximum skill and quality. No visible mistakes.		
Project Organization •Communication •Problem Solving •Critical Thinking •Client Relations	Student did not follow directions and did not turn in assignment on time or in correct format.	Student followed directions and managed time wisely, but the intended message of the assignment is not clearly communicated.	Student followed directions, managed time wisely, but the intended message of the assignment could have been improved with more effort.	Student followed directions, managed time wisely, turned in assignment on time, in correct format, and clearly communicated the intended message.		
Comments:					Total:	