**Graphic Design Rubric**

Although you will not receive this rubric after a project is completed, you should understand that these are the general criteria that will be used. It is always important to be sure that your message is clear and that you are addressing basic design principles. Craftsmanship has to do with how well you handle the software.

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|  | Advanced  | Proficient  | Basic | Below Basic | Far BelowBasic |
| Clarity ofmessage | Message is bold, compelling andPossibly multilayered.It goes beyond the obvious. | Message is clear and compelling. It may not be as subtle as itcould be. | Message is clear but fails to go beyond something simpleor obvious. | Message isSlightly confusing. | Message isabsent orcontradictory. |
| Designprinciple:Contrast/ Balance | Use of light and dark elements creates depth and subtlety. White space is used strategically. | Use of light/dark gives prominence where appropriate.White space, if used, is used well. | Contrast andwhite space areboth evident inthe work. | Use of contrastand/or whitespace could beimproved. | Lack of contrastdramaticallyweakens thework overall. |
| Designprinciple:Rhythm/Pattern | Repeated use of key elements helps to create unity. Repetition is often subtle. | Repeated use of elements helps to create unity. | Repetition isevident thoughnot a strongcomponent of the work. | Repeatedelements may not be evident, or repetition may beoverdone. | Work overall isdisjointedbecause of a lack of commonelements. |
| Designprinciple:Movement | At least one bold line helps to organize the work, clearly guiding reader through the message. | Elements areeffectively lined up so that the overall lookrepresents order. | Elements aregenerally lined up appropriately –centered, left orright. | An absence ofclear alignmentcreates a cluttered overalllook. | Work lacks clear entry point and sight-lines and as a result has a chaotic look. |
|  Color | Color paletteenhances themeaning of the work. | Colors are usedappropriately and do not clash with one another or clutter thework. | Colors are mostly effective although there may be minor clashing. | Color choicesclash at timesand/or clutter the work. | Color choicesweaken the work in dramatic ways. |
|  Typography | Fonts and effects help to create a strong verbal-visualconnection within the work. All font sizes are appropriate. | Typography choices are appropriatewithout an excessivenumber of fonts or effects. | Typography isgenerallyEffective, although fontchoice, size and effects maycreate minordistractions. | Font choicesand/or effectsCreate distractions. | Typographychoices weakenthe work indramatic ways. |
|  Craftsmanship | Work has no evidentimperfections. Work is clean and neat. | Work may have slight imperfections, but they are notimmediately obvious. | Work hasimperfections that create minor distractions. | Imperfections inthe work arenoticeable anddistracting. | Imperfections are highly distracting and take away from the overall effectiveness. |