**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 Below  Basic |
| Clarity of  message | Message is bold, compelling and  Possibly multilayered.  It goes beyond the obvious. | Message is clear and compelling. It may not be as subtle as it  could be. | Message is clear but fails to go beyond something simple  or obvious. | Message is  Slightly confusing. | Message is  absent or  contradictory. |
| Design  principle:  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 and  white space are  both evident in  the work. | Use of contrast  and/or white  space could be  improved. | Lack of contrast  dramatically  weakens the  work overall. |
| Design  principle:  Rhythm/Pattern | Repeated use of key elements helps to create unity. Repetition is often subtle. | Repeated use of elements helps to create unity. | Repetition is  evident though  not a strong  component of the work. | Repeated  elements may not be evident, or repetition may be  overdone. | Work overall is  disjointed  because of a lack of common  elements. |
| Design  principle:  Movement | At least one bold line helps to organize the work, clearly guiding reader through the message. | Elements are  effectively lined up so that the overall look  represents order. | Elements are  generally lined up appropriately –  centered, left or  right. | An absence of  clear alignment  creates a cluttered overall  look. | Work lacks clear entry point and sight-lines and as a result has a chaotic look. |
| Color | Color palette  enhances the  meaning of the work. | Colors are used  appropriately and do not clash with one another or clutter the  work. | Colors are mostly effective although there may be minor clashing. | Color choices  clash at times  and/or clutter the work. | Color choices  weaken the work in dramatic ways. |
| Typography | Fonts and effects help to create a strong verbal-visual  connection within the work. All font sizes are appropriate. | Typography choices are appropriate  without an excessive  number of fonts or effects. | Typography is  generally  Effective, although font  choice, size and effects may  create minor  distractions. | Font choices  and/or effects  Create distractions. | Typography  choices weaken  the work in  dramatic ways. |
| Craftsmanship | Work has no evident  imperfections. Work is clean and neat. | Work may have slight imperfections, but they are not  immediately obvious. | Work has  imperfections that create minor distractions. | Imperfections in  the work are  noticeable and  distracting. | Imperfections are highly distracting and take away from the overall effectiveness. |