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| **Island School Ad**works-every-time layout  |
| **The student’s ad should contain the following:** 1. Margins: lay in generous margins on all four sides
2. Columns: Establish column guides
3. Visual: Position the visual at the top of the layout
4. Cutline: Snuggle the cutline; if necessary, under the visual
5. Headline: Position the headline under the cutline
6. Copy: Position the body copy into columns under the headline
7. Tags: If acciple, place logo and taglines in the corner; lower right for most print projects and upper left for Web pages
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| Exemplary (25) | Accomplished (23) | Developing (21) | Beginning (19) |
| The design has all seven parts mentioned above and looks visually appealing with no evident imperfections  | The design has all seven parts mentioned above and looks visually appealing but has a couple imperfections  | The design is missing no more than two of the parts mentioned above with few to no imperfections  | The design is missing more than two of the parts mentioned above and has multiple imperfections |