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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 | | | |
| 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 |