

Name: _____ Project Title: _____

Graphic Design Project Rubric

	4	3	2	1
<i>Focus/Ideas</i>	Adheres to the design. Designs are interesting, has a sense of completeness. Designs are well developed.	Mostly adheres to the design, is interesting, has a sense of completeness. Designs are developed.	Does not always adhere to the design, has some sense of completeness. Designs are superficially developed.	Does not adhere to the design, has no sense of completeness. Designs are vague
<i>Organization</i>	Designs and details are clearly presented and well organized	Designs and details are mostly clear and generally organized.	Designs and details are not always clear or organized. There is some clutter and confusion.	Design and details are not organized. Clutter and confusion hinder meaning.
<i>Voice</i>	Connects with viewer in a unique way.	Generally, connects with viewer in a way that is personal and sometimes unique.	Connects somewhat with the viewer. Looks somewhat unique	Does not connect with viewer. Does not look unique; not original to creator
<i>Typography</i>	Includes vivid verbs, strong adjectives, and specific nouns. Fonts selected are appropriate for project and design.	Includes some vivid verbs, strong adjectives, and specific nouns. Fonts selected are mostly appropriate for project and design.	Includes mostly simple nouns and verbs and may have a few adjectives. Fonts selected are sparse for project and design.	Includes only simple nouns and verbs, some inaccurate. Fonts are not changed and are not appropriate for project and design.
<i>Background</i>	Includes a variety of background structures that compliment overall design.	Includes a variety of background structures that compliment overall design.	Includes a variety of background structures that mostly compliment overall design.	Includes a variety of background structures that do not compliment overall design.
<i>Graphics</i>	Includes vivid colors, strong lines, pictures. Graphics created or selected are appropriate for project and design.	Includes bright colors, good lines, pictures. Graphics created or selected are generally appropriate for project and design.	Includes strong colors, lines, pictures. Graphics created or selected are mostly appropriate for project and design.	Includes bland colors, no lines, and odd pictures. Graphics created or selected are not appropriate for project and design.
<i>Spacing</i>	Includes ample spacing for all fonts and graphics	Includes some spacing for most fonts and graphics	Includes little space for most fonts and graphics	No spacing for all fonts and graphics; they run on each other

Comments: