

Word Art

	5-4 Points	3-2 Points	1-0 Points
Lettering Creativity	You chose a unique font that helped express your word. (No plain Letters!)	You chose an interesting font.	You used stick letters or your font clearly does not match your word.
Craftsmanship	Quality coloring, neat coloring, paper in good condition.	Coloring is somewhat sloppy, we can see eraser lines, or paper is bent or wrinkled	Coloring is messy, lots of eraser lines and paper is torn or ripped.
Composition	You filled your paper with interesting images to look at. The word is the main focus of your picture.	Your word is the main focus of your picture, but you have a lot of negative space (plain background)	Your word is not the main focus. Your paper has mostly negative space (not a lot on your paper).
Contrast	You colored solid, vivid, and dark. Your word stands out on your paper	You colored mostly solid, vivid and dark, but still see paper through. Your word stands out on your paper.	You did not color or did not use solid, vivid dark color. Your word does not stand out on your paper.
Unity	All of your images and pictures make sense with your word.	Most of your images and pictures make sense to your word.	Barely any or none of your images or pictures makes sense with your word.