

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*. If your work is in *color* or includes *type*, then those criteria matter as well. *Craftsmanship* has to do with how well you handle the software.

	Advanced	Proficient	Basic	Below Basic	Far Below Basic
Clarity of message	Message is bold, compelling and possibly multi-layered. 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: <i>Contrast</i>	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: <i>Repetition</i>	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: <i>Alignment</i>	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.
Design principle: <i>Proximity</i>	Placement of elements is precise so that reader can clearly perceive what is important and what is connected.	Text and graphics are strategically spaced so that related elements are close together. It is clear what is connected.	Text and graphics are spaced so that related elements are close together.	Problems with proximity create confusion as to what is and isn't connected.	Elements are not put together or separated in any organized fashion, creating a chaotic look.
Color <i>if applicable</i>	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 <i>if applicable</i>	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.