MBIT Commercial Art & Advertising Design
ART Standard 700 Typography Rubric

Criteria	Exemplary (4 points)	Competent (3 points)	Basic (2 points)	Below Standards (1 point)
COPY/ BOY DTEXT	Consistent alignment. Appropriate font choices, size and style. Appropriate words standout for emphasis.	Minor mistakes in alignment, font choice, and emphasis on words.	Inconsistent alignment. Poor choices in font size or style. No evidence of emphasizing words to get the reader's attention.	Was incomplete or not done at all. Extremely poor work. Showed lack of skill or effort.
TYPE SPECS	Tracking, kerning, and leading is appropriate. Copy is legible and readable.	Minor mistakes in Tracking, Kerning, or Spacing. Copy has legibility /readability issues Corrections made in normal time table.	Several mistakes in Tracking, Kerning, or Spacing. Student needed extra help with understanding Type Specs. Had to re-do work a few times.	Was incomplete or not done at all. Extremely poor work. Showed lack of skill or effort.
AESTHETICS (Attractiveness)	Layout of type is appropriate in terms of layout, mood, and neatness. Shows originality while staying within the projects specs.	Layout of type is appropriate in terms of layout, mood, and neatness. Lacks originality or creativity.	Layout is distracting or messy. Poorly designed. Doesn't fit the mood / theme of the project.	Was incomplete or not done at all. Extremely poor work. Showed lack of skill or effort.
PROOFREADING	No typos or incorrect spellings. Capitalization is consistent and correct. Punctuation (comma, colon, and hyphen) is consistent and correct within the sentences. End of sentence has period, question mark or exclamation point.	Minimal typos or misspellings. Some errors in capitalization. Inconsistencies in punctuation. Inconsistent with end of sentence punctuation. Corrections made in normal time table.	Student needed extra help with understanding proofing. Had to re-do work a few times.	Student has no knowledge about editing changes Shows lack of effort to make corrections.
USE OF CLASS TIME	Focused on getting the project done. Used time well during class.	There was some focus on getting the project done but occasionally distracted.	Did not use class time effectively. Rushed through the project Cut corners.	Did not use class time to work on project. Did not meet deadline. Project was incomplete.

Total: _____

Comments: