


Commercial Art & Advertising Design
ART Standard 600 Design, Layout, and Production Rubric

Criteria PHYSICAL ELEMENTS	Exemplary (4 points)	Competent (3 points)	Basic (2 points)	Below Standards (1 point)
HEADLINE	Attention getting. Appropriate font size, style, and color. Spelling is correct. Conveys the message.	Only 3 of the 4 exemplary items apply.	Only half of the exemplary criteria are met	Only one or less of the criteria is present.
COPY/BODY TEXT	Consistent alignment. Appropriate font choices, size, style. Appropriate words stand out in bold or italics. Wraps/interacts with graphics. No Typos.	One of the exemplary criteria is missing or inconsistent.	Two or more of the exemplary criteria is missing or inconsistent.	3-5 of the exemplary criteria is missing or inadequate.
GRAPHICS	Professional quality Respects copyright. Clean & proportional. Conveys message & key points in the text.	Only 3 of the 4 exemplary items apply.	Only half of the exemplary criteria are met	Only one or less of the criteria is present.
LOGOS	Clean professional quality. Placed in a spot to get attention. Interacts with copy, graphics, not lost in them.	Only 2 of the 3 apply.	Only one criterion was met.	No criteria were met.
USE OF CLASS TIME	Focused on getting the project done. Used time well in 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.


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PRINCIPLES OF DESIGN				
SHAPE	The elements work together to form a visual path. There is unity within the headline and copy. Graphics share a consistent style or technique.	Only 2 of the 3 are acceptable.	Only 1 Exemplary criterion met.	No criteria were met.
TEXTURE	There is use of texture or filters in the elements to draw attention to them. Color scheme is either a Triad or Complementary.	Texture or filters are overused. Colors are inconsistent to specs.	Texture and Filters are either missing or inappropriate to the element. Too many or too few colors used.	No Texture, Filters or color used.
SPACE	Appropriate margins and gutters. Appropriate safe areas Elements are layered or overlapping without being cluttered	Only 2 of the 3 are acceptable.	Only 1 Exemplary criterion met.	No criteria were met.
SIZES	Page dimensions (height and width) are accurate. Image size is correct. Graphics are an appropriate size. Type is set at an appropriate size.	Only 3 of the 4 acceptable.	Only ½ the exemplary criteria were met.	Only 1 criterion met. All sizes are incorrect.

Total: _____

Comments: