

2022 GRAPHIC DESIGN RUBRIC - JUDGING CRITERIA – ACTE

Alabama Consortium for Technology in Education

Virtual Project Number: #

GRAPHIC DESIGN	MINMAL	PARTIAL	MASTERY	Tally
<p align="center">PORTFOLIO - DOCUMENTATION 0 – 10</p> <p>Did student include citations for sources & permissions for non-student produced material?</p>	<p align="center">0 – 5</p> <p>Little to none of the required portfolio documentation present. Not enough to explain project plan.</p>	<p align="center">6 – 9</p> <p>Most of the required portfolio documentation present. Easy to follow. Good layout of project plan.</p>	<p align="center">10</p> <p>All required information for portfolio, documentation, citations and permissions are present. Concise well executed project plan.</p>	
<p align="center">PROJECT COMPLETION 0 – 15</p> <p>Did student complete the entire project?</p>	<p align="center">0 – 5</p> <p>The graphic has obvious elements not present.</p>	<p align="center">6 – 10</p> <p>The graphic has some elements that are missing or incomplete.</p>	<p align="center">11 – 15</p> <p>The graphic is fully completed and aesthetically pleasing.</p>	
<p align="center">CREATIVITY 0 – 20</p> <p>Did student use a higher level of creativity throughout the design process and presentation?</p>	<p align="center">0 – 7</p> <p>Minimal levels of creativity shown in the project design and oral presentation.</p>	<p align="center">8 – 14</p> <p>Displays moderate level of creativity in the design process and oral presentation.</p>	<p align="center">15 – 20</p> <p>High level of creativity throughout the entire design process. Oral presentation unique, well planned, and creative.</p>	
<p align="center">PURPOSE 0 – 25</p> <p>Did all parts of the project work together for the intended purpose?</p>	<p align="center">0 – 9</p> <p>Little to none of the elements of the design fit the purpose of the project.</p>	<p align="center">10 – 17</p> <p>Elements of the project are not cohesive. Some elements do not work to serve the intended purpose of the project.</p>	<p align="center">18 – 25</p> <p>Use of colors, textures, shapes, and layout all enhance the overall theme of the graphic design.</p>	
<p align="center">UNDERSTANDING 0 – 30</p> <p>Did student demonstrate in project video a solid understanding of the software in development of the project?</p>	<p align="center">0 – 10</p> <p>Student demonstrates little to no understanding of the software used.</p>	<p align="center">11 – 20</p> <p>Student demonstrates limited knowledge about the specific function of the software regarding the project and design process.</p>	<p align="center">21 – 30</p> <p>Student demonstrates a keen knowledge and understanding about the software and the design process. Mastery of choice and use of elements to enhance the project.</p>	
			TOTAL SCORE	