

2022 GRAPHIC DESIGN RUBRIC - JUDGING CRITERIA – ACTE

Alabama Consortium for Technology in Education

Virtual Project Number: #

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