

ACTE: Individual/Group Graphic Design Rubric

DIRECTIONS

1. Ask the student/group for the **printed portfolio**. Digital or electronic portfolios are not accepted. Allow no more than 5 minutes for project setup and score the printed portfolio during setup.
2. Confirm that the graphic design project and its production assets are student-created. **AI-generated graphic design content or production assets are prohibited.** If suspected or disclosed, pause scoring and refer the entry to ACTE staff.
3. Allow no more than 10 minutes for the project presentation. The student may choose which portion of a larger body of work to show.
4. Judges may ask questions for no more than 5 minutes and are not limited to the topics listed in the rubric.
5. Enter a score for every criterion. Add the /30 portfolio score and /70 project/presentation score for the /100 final score, then initial page 2.

PRINTED PORTFOLIO CHECKLIST			Points
Online Orientation Certificate	0 Certificate is missing.	10 Certificate is printed and placed as page 1 of the portfolio.	
Printed Portfolio	0 No printed portfolio is submitted, or only a digital/electronic portfolio is provided.	10 A complete printed portfolio is submitted at judging. Digital portfolios are not accepted.	
Required Portfolio Sections	0 Required printed portfolio sections are not provided.	10 - Printed portfolio includes these 9 sections: 1. Online Orientation Certificate (first page) 2. Project identification page: student name(s), school, category, level, and region 3. Table of contents 4. Project narrative: purpose, learning, and benefit 5. Software and hardware used 6. Design brief, sketches/thumbnails, mood board, style guide, layout drafts, or other planning evidence 7. Screenshots, exported proofs, revisions, and other production evidence showing development 8. Works cited/bibliography and asset/source credits 9. Signed statement that the design and included production assets are student-created and contain no AI-generated content or assets	
Judges Printed Portfolio Checklist Score			/30

This section is valued at 30 points total.

GRAPHIC DESIGN PROJECT & ORAL PRESENTATION RUBRIC

Select the score range that best matches the demonstrated level. Enter one numeric score from 0-10 for each criterion.

PROJECT					Points
Concept, Purpose & Audience					
0 No identifiable concept, purpose, or audience.	1-3 Purpose is unclear; message and audience are difficult to identify.	4-6 A basic purpose and audience are evident, but the message or strategy is uneven.	7-9 Clear, engaging concept with a defined audience and purposeful message.	10 Compelling, original concept; every choice supports the audience and communication goal.	
PROJECT					Points
Layout, Composition & Visual Hierarchy					
0 No intentional composition or hierarchy is evident.	1-3 Placement, spacing, alignment, or balance interfere with understanding.	4-6 Layout communicates the basic message but includes inconsistent spacing, alignment, or emphasis.	7-9 Strong composition, balance, alignment, spacing, and visual hierarchy guide the viewer.	10 Professional composition with exceptional hierarchy, unity, balance, and visual flow.	
PROJECT					Points
Typography & Readability					
0 Text is missing, unreadable, or cannot be evaluated.	1-3 Font choices, sizing, spacing, contrast, or alignment frequently reduce readability.	4-6 Typography is generally readable but includes noticeable inconsistencies or weak hierarchy.	7-9 Purposeful type choices, strong hierarchy, spacing, and readability support the design.	10 Expert typography with polished hierarchy, legibility, consistency, and expressive purpose.	
PROJECT					Points
Color, Imagery & Technical Quality					
0 Color, imagery, or final output cannot be evaluated.	1-3 Color, images, resolution, editing, or file preparation distract from the message.	4-6 Visual assets support the project, but quality, consistency, contrast, or finish is uneven.	7-9 Cohesive color and imagery with strong editing, resolution, contrast, and final output.	10 Publication-ready design with exceptional visual quality, technical precision, and finish.	
PROJECT					Points
Originality, Purpose & Student Authorship					
0 Purpose or student authorship cannot be established.	1-3 Work shows limited original decision-making; sources or design process are unclear.	4-6 Purpose and student contribution are evident, though creative choices or documentation are basic.	7-9 Original, purposeful work with clear student ownership and well-supported process evidence.	10 Distinctive creative vision, meaningful purpose, and convincing evidence of independent authorship.	
PRESENTATION					Points
Explanation of Design Process & Professional Delivery					
0 Does not explain the project or design process.	1-3 Explanation is difficult to follow; limited eye contact, volume, or preparation.	4-6 Explains major steps and tools, but detail, organization, or delivery is inconsistent.	7-9 Clearly explains research, planning, software, revisions, and design choices professionally.	10 Confident, concise explanation demonstrates command of the complete design workflow.	
QUESTIONS					Points
Knowledge, Problem-Solving & Responses					
0 Does not answer judges' questions.	1-3 Answers are incomplete or show little understanding of tools and design decisions.	4-6 Answers most questions and describes basic challenges or revisions.	7-9 Provides specific, accurate responses about design principles, software, sources, and revisions.	10 Insightful responses demonstrate deep design knowledge, reflection, and equal group contribution.	

AI-GENERATED GRAPHIC DESIGN CONTENT PROHIBITED: Entries may not contain generative-AI-created images, illustrations, logos, icons, textures, layouts, typography, copy, or other production assets. Judges should not independently penalize suspected use; pause scoring and refer the entry to ACTE staff for review.

Judges Printed Portfolio Checklist Score	/30
Graphic Design Project & Oral Presentation Score	/70
Total Project Score	/100
Ranking (ACTE Staff Only)	

Judges Initials: _____