

Judging Rubric for Graphic Design Classes 1-9

Criteria	Above Average – Excellent	Average	Poor – Fair	Points Earned
Composition/layout/design—20%				
Design attractiveness (10 points)	The design project is exceptionally attractive and demonstrates a clear understanding of the design principles of layout, neatness, dominance, rhythm, size, etc. (8 to 10 points)	The design project is attractive in terms of design, layout and neatness and demonstrates some understanding of the design principles of layout, neatness, dominance, rhythm, size, etc. (5 to 7 points)	The design project is acceptably attractive though it may be a bit disorganized and does not demonstrate a clear understanding of the design principles of layout, dominance, size, rhythm, balance, etc. (0 to 4 points)	
Design appropriateness (10 points)	All graphics are related to the topic and make it easier to understand. If a logo, poster, or cover, the design clearly communicates the idea, topic, or intent. Chosen medium is appropriate and effective way to deliver the message. (8 to 10 points)	All graphics are related to the topic and most make it easier to understand. If a logo, poster, or cover, the design communicates the main idea. Chosen medium is appropriate. (5 to 7 points)	Most graphics relate to the topic. If a logo, poster, or cover, the design falls short of clearly communicating the main idea or intent. Chosen medium is mostly or completely ineffective and inappropriate. (0 to 4 points)	
Creativity—20%				
Creativity and originality (20 points)	The project shows exceptional creativity and originality in concept and execution. The piece stands out among its peers. (16 to 20 points)	The project shows creativity and originality. (9 to 15 points)	The project does not stand out as creative or original. (0 to 8 points)	
Production quality—20%				
Quality of graphics (5 points)	Illustrations and photos are clean, clear, and beautifully reproduced. (4 to 5 points)	Illustrations and photos are well done but not exceptional. (3 points)	Illustrations and photos lack clarity and quality. (0 to 2 points)	
Overall quality (15 points)	Overall the publication is clean, clear, and beautifully	Overall the publication is produced well, but is not	Overall the publication lacks clarity or shows flaws	

	reproduced. (12 to 15 points)	exceptional. (7 to 11 points)	in production. (0 to 6 points)	
Idea effectiveness—20%				
Effectiveness (10 points)	Visuals explain and reinforce content in a powerful way. (8 to 10 points)	Visuals support content well. (5 to 7 points)	Visuals do not fully complement content and were chosen without care. (0 to 4 points)	
Inclusion and diversity (10 points)	Shows consideration for inclusion of all members of a potentially diverse audience (people of various races, genders, socioeconomic classes and other points of human diversity) or shows why such inclusion is not applicable. (8 to 10 points)	Shows some consideration for inclusion of all members of a potentially diverse audience. (5 to 7 points)	Shows little consideration for inclusion of all members of a potentially diverse audience. (0 to 4 points)	
Typography—20%				
Readability and style (10 points)	Readability guides all decisions. Style is consistent for section. (8 to 10 points)	Readability is good and style is generally consistent. (5 to 7 points)	Readability is poor and style is inconsistent. (0 to 4 points)	
Contrast and unity (10 points)	Number of typefaces is appropriate. Contrast in size, weight, capitalization, and color is interesting. Repetition of typographic techniques is used for unity. (8 to 10 points)	Typefaces contrast in size, weight, capitalization, and color. Some repetition of typographic techniques is apparent. (5 to 7 points)	The piece could be improved by limiting typefaces or by improving contrast in weight, capitalization, and color. (0 to 4 points)	
Total points				
Rank (Gold/Silver/Bronze/None)				