

Carl Hayden High School Center for Computer Studies
Computer Graphic Design 1
El Torito Banner Advertisement Project Rubric 2016

	Criteria				Points
	4	3	2	1	
InDesign Objectives	Student's advertisement effectively applies all InDesign objectives and meets all key requirements, including: <ul style="list-style-type: none"> • Advertisement size is 3"x10", landscape orientation. • Images are placed on page, source images are included and image links are preserved. <ul style="list-style-type: none"> • Custom fonts, if any, are included in project folder. • Grids are enabled and images and text are aligned to the grid structure, leaving at least one square's space between all visual elements. 	Student's ad demonstrates all InDesign objectives, and key requirements, but said elements are not effectively applied to enhance the effectiveness of the design and/or communication of the intended message.	Student's ad lacks one InDesign objective and/or key requirement.	Student's ad lacks more than one of the InDesign objectives and/or key requirements.	<hr style="width: 50px; margin: 0 auto;"/> x10 = <hr style="width: 50px; margin: 0 auto;"/> /40
Design Principles	Student's advertisement effectively applies all of the Principles of Design including: <ul style="list-style-type: none"> • Use of contrast through a dominant image. • Use of repetition through a repeated visual or thematic element. • Use of alignment through the effective use of a visual line with all visual elements. • Use of proximity by grouping together like elements into logical visual units. 	Student's advertisement applies all of the Principles of Design, but in a manner that does not effectively enhance the aesthetic or communicative properties of the document.	Student's ad lacks evidence of at least one of the Principles of Design.	Student's ad lacks evidence of more than one of the Principles of Design.	<hr style="width: 50px; margin: 0 auto;"/> x10 = <hr style="width: 50px; margin: 0 auto;"/> /40
Page Layout	Student's advertisement effectively demonstrates thoughtful placement of visual elements that meet the following criteria: <ul style="list-style-type: none"> • Images and text create a strong and effective left-to-right top-to-bottom eye flow on the page. • Critical images and text do not cross page margins or touch page edges. <ul style="list-style-type: none"> • Images and text enhance the overall effectiveness of the communication of the intended message. • Customer's logo is placed on the page in a highly visible location. <ul style="list-style-type: none"> • Customer's messaging (verbatim or paraphrased) is placed on the page in a visible and legible manner. 	Student's advertisement demonstrates thoughtful placement of visual elements, but lacks at least one of the previously mentioned criteria.	Student's advertisement demonstrates placement of visual elements, but lacks more than one of the previously mentioned criteria.	Student's advertisement lacks more than one of the previously mentioned criteria and the placement of visual elements appears random or haphazard, significantly hindering the effectiveness of the communication of the intended message.	<hr style="width: 50px; margin: 0 auto;"/> x10 = <hr style="width: 50px; margin: 0 auto;"/> /40
Communications	Student's advertisement effectively communicates the intended message in a visually interesting and appealing manner.	Student's advertisement successfully communicates the intended message in a clear manner, but could use more visual appeal.	Student's advertisement communicates the intended message, but lacks clarity and visual appeal.	Student's advertisement design hinders communication of the intended message.	<hr style="width: 50px; margin: 0 auto;"/> x10 = <hr style="width: 50px; margin: 0 auto;"/> /40
Use of Class Time	Used time well during each class period. Focused on getting the project done. Never distracted others.	Used time well during each class period. Usually focused on getting the project done and never distracted others.	Used some of the time well during each class period. There was some focus on getting the project done but occasionally distracted others.	Did not use class time to focus on the project OR often distracted others.	<hr style="width: 50px; margin: 0 auto;"/> x10 = <hr style="width: 50px; margin: 0 auto;"/> /40
A = 200 – 180	B = 179 – 160	C = 159 – 140	D = 139 – 120	Total Points	/200
				F = 119 – 0	