

Carl Hayden High School Center for Computer Studies
Computer Graphic Design 1
Christmas Advertisement Project Rubric 2016

	Criteria				Points
	4	3	2	1	
Photoshop Objectives	Student's advertisement effectively applies all Photoshop objectives and meets all key requirements, including: <ul style="list-style-type: none"> • Used Clipping Mask and Layers to produce Picture-in-Text title • Three pictures are convincingly combined into a composite image using Photoshop <ul style="list-style-type: none"> • Photoshop elements enhance the effectiveness of the design and/or communication of the intended message 	Student's ad demonstrates all Photoshop 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 demonstrates both the Photoshop objectives, but lacks one or more key requirements.	Student's ad demonstrates one Photoshop objective, and lacks one or more of the key requirements of that objective.	<hr style="width: 50%; margin: auto;"/> x10 = <hr style="width: 50%; margin: auto;"/> /40
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 11"x17", landscape • 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 • Images and Text are arranged in a manner that enhances the effectiveness of the design and/or communication of the intended message 	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: 50%; margin: auto;"/> x10 = <hr style="width: 50%; margin: 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: 50%; margin: auto;"/> x10 = <hr style="width: 50%; margin: 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"> • Design is limited to two fonts only • Images and text create a strong and effective left-to-right top-to-bottom eyeflow on the page • Critical images and text do not cross page margins or touch page edges. • Images and text enhance the overall effectiveness of the communication of the intended message. 	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 demonstrates placement of visual elements, but the placement appears random or haphazard, significantly hindering the effectiveness of the communication of the intended message.	<hr style="width: 50%; margin: auto;"/> x10 = <hr style="width: 50%; margin: 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: 50%; margin: auto;"/> x10 = <hr style="width: 50%; margin: auto;"/> /40
				Total Points	/200
A = 200 – 180	B = 179 – 160	C = 159 – 140	D = 139 – 120	F = 119 – 0	